"We are committed to continually improving our own processes in order to fully meet your expectations"

Target SVC, The one Stop Phone-Care Service

Target Service Centers was born to innovate, to change the face of Mobile Servicing as we know it today. We are an Egyptian based Service Provider at the forefront of Mobile Services market focused on developing new and exciting ways to Maintain, Repair & Provide the right services to All Cell-phone devices.

A combination of well trained engineers, up-to-date equipment, innovation and expert knowledge have created a truly unique and ideal solutions for mobile services. Since its conception, the company has now grown significantly, ONE-STOP-Centers located all around Egypt.

Target prides itself on having unique and the right services for mobile phones which will cover most of your needs, if not all of your requirements. This is why we ensure that our company meets the internationally recognized ISO 9001 standard for quality.

Target SVC was the first company to invest in the dedicated mobile phone repair facility, <Phone-Care>. Currently located in Port-Said, Egypt, a spacious and well-appointed service center which is the first facility of its kind in Egypt to receive ISO 9001 certification making Target name a stamp of quality and originality, and a guarantee of the best service in the region provided by highly trained professionals.

Through continually improving our processes, all of our strengths and collective skills within Target are harnessed to meet your requirements.

Adham H. Hammam
CEO / Founder
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TARGET MISSION
Our mission is to Maintain, Repair and provide the right services to all cellular phone devices.

TARGET QUALITY POLICY
TARGET, as a mobile service center, recognizes that the discipline of quality is an integral part of its management function. Therefore, The Management of TARGET views this as a primary responsibility and fundamental to the best business practice of operating under the control of a Quality Management System along the lines laid down in the ISO 9001:2008 standard. Therefore, it is the Company’s policy to seek and operate to the highest standards continuously and to implement and fully operate the ISO 9001:2008 standard, including continual improvement, through registration and periodical review.

TARGET will:

- Try to change the concept of mobile servicing in our society by providing its fast mobile service with high quality preservation.
- Implement continual improvement initiatives and make best use of its management resources.
- Communicate its Quality objectives, and its performance in achieving these objectives, throughout the Company and to interested parties.
- Adopt a forward-looking view on future business decisions, which may have an impact on Quality.
- Train all of staff members in the needs and responsibilities of Quality management.
- Constantly strive to meet, and where possible exceed, its customer’s expectations.

Responsibility for upholding this policy is truly Company-wide under the guidance and with the assistance of the top management that encourages the personal commitment of all staff to address quality as part of their skills.
Target aims to be the partner of choice, to serve the needs of customers and to build on the excellence of our technology. Striving for excellence through continuous improvement is the way for us to achieve our business objectives by ensuring the satisfaction of our customers, personnel and partners.

**Focusing on customers**
Our customers judgment and loyalty over the long-term are the ultimate measure of our quality and success. Target aims to build a solid, mutually beneficial relationship by:

- Always meeting commitments with on-time delivery, compliance and availability of the spare parts and solutions we provide, effective risk management and reduction with transparent problem solving,
- Improving our customer relations by providing constant care and attention, listening attentively to our customers needs and expectations and fully taking their requests into account,
- Offering better service by providing value-added solutions and original parts that are comprehensive, innovative and cost effective.

**Developing people**
Above all, quality and customer service are a matter of attitude and behavior. People are our principal resource.

We empower them through our people management system. It is a primary responsibility of management to develop employees skills, competencies and careers. Target aims to be an «Employer of choice».

**Behaving as Entrepreneurs & Innovators**
To achieve growth, we encourage motivated employees who take calculated risks. Courage and passion are essential; we must be quick to decide and quick to implement. We create measurable value through technology, systems and service innovation.
Performing through Teamwork
We team up with our customers, partners and suppliers to create better solutions. We are responsive, effective and able to work in multicultural environments. We all, individually and collectively, work within our ethical code to maximize the performance of the company.

Sharing knowledge
The concept of learning and sharing knowledge is the key to our success.

This is achieved by encouraging curiosity and building an effective knowledge network that respects our obligations for security and customer confidentiality.
TARGET QMS SCOPE
The scope of the quality management system is all activities related to the Maintenance and Repair of cellular phone devices.

We exclude clause no. (7.3 Design and development) of the international standard ISO 9001:2008 because Target does not design its service and it is executed according to the phones service manuals issued by Cellular Manufacturers.
Maintenance Manager is appointed to work as Management Representative (MR) as shown in the organization chart and is responsible for:

- Ensuring the continuing implementation of the Quality Management System and report its effectiveness to the CEO.
- Overseeing the development and implementation of the Company’s Quality Management System.
- Ensuring that the Quality Management System is maintained in accordance with the requirements of ISO 9001:2008.
- Ensuring that objectives and targets of Quality Management System program have been met.
- Initiating and overseeing internal Quality audits at specified intervals. Monitoring the continuity and sustainability of the system and evaluate its subsequent follow-up.
- Reporting the performance of the Quality Management System in the management review at appropriate intervals to ensure its continuing effectiveness.
The interaction between our management procedures show-up the integrity of our quality management system, our processes are divided into 3 categories:

- **Core Processes:** it is our know-how to deliver a very fast, accurate and efficient service.

- **Supportive Processes:** it describes how we purchase out materials, how we select and evaluate our suppliers, and how we provide Target with very highly qualified staff.

- **ISO Processes:** it describes how we implement the mandatory requirements of the ISO 9001:2008 standards and how we monitor and control our management system.
The company's procedures, work instructions, forms and recommended guides are applicable to all Target departments. When additional instructions and guides are required for operation, they are issued together with the company's documents.

A procedure is the document that describes how the process is implemented. It defines:

- The stages in the process, the people responsible for each stage, and the input or output documents required for operating the stages properly.
- The quality records, which demonstrate that a given process is controlled, have a person responsible for collecting & locating and periodically archiving.

A procedure may be complemented by mandatory work instructions.

As far as the operating documents are concerned, the MR manages:

- The procedures and work instructions required to be carried out by the procedures.

Each department locally manages the documents which describe in detail the department's operations. The MR guarantees its consistency within the baseline. As far as the organizational documents are concerned, the MR manages the organizational notices at a company and a departmental level. Each department manages organizational notices which describe the department's constituent elements.
QUALITY ASSURANCE AND CONTROL

☎ Purchasing
Partners and suppliers are selected for their capability to control the quality of their products and services, and are regularly verified by the Quality Department.

☎ Acceptance test
A product or system is released to the customer through a quality control inspection and test to ensure the quality of our service.

☎ Customer-oriented organization
With our comprehensive list of promises, it Keep our clients feel safe and they never regret their purchase for the service with Target

▶ Data Security and Privacy.
▶ Free Pick up & Delivery Service.
▶ Original Spare Parts & 90 days Warranty.
▶ Expert Technicians & Trained Engineers.
▶ Faster Service, Less than 24-hours Program.
▶ Standby Phone during Service.
▶ Data Backup during Repair.
▶ 24/7 Mobile Tracing System through IVR system.

☎ INTERNAL AUDITS
Internal audits are performed to assess the effective application and efficiency of the Quality Management System and to identify corrective or improvement actions.
Target identifies, capitalizes on and deploys the most efficient processes to guarantee the best quality of its products, systems and services for its customers. Target implements benchmarking in order to identify best practices.

**HUMAN ORGANISATION**

All staff members contribute to the Quality Management System. In particular:

- The process owners define the processes and changes. They are responsible for the consistency of these processes throughout the company.
- MR is responsible for the consistency of the Quality Management System and the conformity to the ISO 9001:2008 standard and Target directives.
- Target auditors assess the compliance and the effectiveness of the processes set forth in the baseline.

**QUALITY MANAGEMENT**

The MR has operational authority over process owners, auditors, and Baseline Managers. The Quality and Business Improvement Director supervises the activities of process improvement groups and holds hierarchical/functional authority over quality services.

**CUSTOMER FEEDBACK**

Target receives customer feedback, mainly through:

- Close customer relationships and personal surveys.
- Customer questionnaire.
- Customer complaint system.
CONTINUOUS IMPROVEMENT

The continuous improvement process defines the mechanisms and methods in line with:

- Customer's feedback process.
- Company's objective process which designed to adjust objectives according to customer expectations and performance targets.

QUALITY MANAGEMENT SYSTEM REVIEW

The overall operation of the Quality Management System is reviewed at least twice a year by the company's Senior Management Team at a meeting prepared and hosted by the Quality and Business Improvement Director to:

- Confirm company's requirement for its Quality Management System.
- Check the Quality Management Systems effectiveness through customer feedback, analysis of results and performance, progress of improvement action plans, results of audits.
- Identify improvements to the system.

The company's objectives are updated at the beginning of each year or when needed and any necessary changes are made to the quality policy.
MANAGEMENT OF THE QUALITY MANUAL

- **Changes**
  - The Quality Manual is updated on a periodic basis to take into account changes made to the company's organizational structure of Quality Management System.

- **Approval**
  - The Quality Manual is reviewed by the MR, and approved by the CEO.

- **Distribution**
  - The Quality Manual is distributed and freely available for:
    - Customers and potential customers.
    - Company employees.
    - Suppliers and partners.
| ISO Clauses | 4.2 | 5.1 | 5.2 | 5.3 | 5.4 | 5.5 | 5.6 | 6.1 | 6.2 | 6.3 | 6.4 | 7.1 | 7.2 | 7.4 | 7.5 | 7.6 | 8.1 | 8.2 | 8.3 | 8.4 | 8.5 |
|-------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Quality Manual | ✓ | ✓ | ✓ | ✓ |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| Objective     |     | ✓ |   |   |   |   |   |   |   |   |   |   | ✓ |   |   |   |   |   |   |   |   |
| Document Control | ✓ |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| Record Control | ✓ |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| Internal Audit |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   | ✓ |   |   |
| Control of N.C. |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   | ✓ |
| Corrective & Preventive |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   | ✓ | ✓ |   |
| Management Review | ✓ | ✓ |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| Purchasing     |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   | ✓ |
| Infra-structure Maintenance |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   | ✓ | ✓ |   |   |
| Training       |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   | ✓ |
| Maintenance Service | ✓ | ✓ |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |

ISO 9001 ISSUE 2008 CONFORMITY MATRIX