

QUALITY AND EVM OBJECTIVES FOR THE YEAR 2010

Director General order number : 01 / 2010

To fulfill the quality and EVM policy I set the following objectives for 2010:

- Optimize the operating costs of and maintain their level of year 2009. Continue to ensure a balanced Cash Flow.
Responsible: Financial Director; Evaluation: Monthly; Due: 31/12/2010
- Meet the planned budgets of corporate sales and margins despite the continuing stagnation of world economy. Utilization of packaging process optimization to support the sales.
Responsible: Business Director; Evaluation: Monthly; Due: 31/12/2010
- Constant support for external communication strategy and effective use of marketing communication channels in accordance with the corporate culture. For this purpose design new promotional materials - image catalogue, company profile, division materials.
Responsible: Head of Marketing ; Evaluation: Anually; Due: 31/12/2010
- Based on the analysis of customer complaints and subsequent analysis of the causes in the production and at suppliers ensure the reduction of the goods claimed at least under 0.45% of annual turnover by establishing permanent remedy measures. To support the prevention and resolution of significant complaints employ supplier audits.
Responsible: Quality Manager, Purchase Director, Evaluation: Monthly; Due: 31/12/2010
- In order to reduce transport costs by 0.1% on turnover of the company to carry out regular analysis of purchased transportation and company transportation vehicles for delivering goods to customers and the distribution centers and using of Car-control system. By these steps reduce the impact on the environment.
Responsible: Head of Logistics; Evaluation: Monthly, Due: 31/12/2010
- Consolidation and development of evaluation system of employees and its maximum use for effective development of employees in relation to the set objectives.
Responsible: Head of Human Resources, Evaluation: Annually, Due: 31/12/2010
- Increase the awareness of all employees regarding the company's visions, objectives, plans and achievements at all levels of management. Visualization and transfer of information across the company.
Responsible: Quality Manager, Evaluation: Anually, Due: 31/12/2010
- Launch at least one new product into the market.
Responsible: Business Director, Production Director, Evaluation: Annually, Due: 31/12/2010
- Arrange the paving of the company yard in order to improve customer service, company image and impact on the environment.
Responsible: Head of Operations, Evaluation: Annually, Due: 31/12/2010

In Brno on 1st January 2010

Ing. Michal Hort
Director General