

# PROJECT BRIEFING

## QUALITY PLAN DEVELOPMENT



Transcontinental Direct USA is a direct marketing and printing company with facilities located throughout the U.S. They deliver services to a variety of industries using a single-point-of-contact, multiple-facility model to leverage innovative technology and production solutions to their clients' best advantage.

### PROJECT OBJECTIVE

To develop a strategic quality plan for one of Transcontinental's Hamburg facilities and a framework for hiring new quality associates.

### PROJECT SUMMARY




The ESPI and Transcontinental team held weekly meetings to develop a comprehensive quality strategy for the company. Key objectives were initially established, and the team spent the duration of the project developing a five-year plan to achieve them.

The plan included Transcontinental's:

- Quality philosophy
- Quality objectives
- Organizational quality structure
- Quality measurements for achieving the objectives
- A timetable for objective completion

The end result was the facility's first formal strategic plan that has become a blueprint for their quality future.

### RESULTS

-  Developed a five-year strategic quality plan for one of Transcontinental's Hamburg facilities.
-  Provided Transcontinental personnel with quality tools to help them track progress and report against their objectives.
-  Created a cross-functional team to measure their success against their stated quality objectives and to continue preparation for the creation of a new quality department.

