



AEI Cables Limited

(A Ducab Group Company)

Strategic and Quality Objectives

AEI Cables Ltd. has developed the following Strategic and Quality objectives to support the current Quality Policy:

To coordinate and control activities within the business to achieve performance targets there by maintaining a sound financial base for the business.

To reduce costs through continuously improvement activities and by working with suppliers to provide conforming product at the lowest possible cost.

To improve customer service and support by improving delivery performance, reducing complaints, providing excellent technical and commercial support and information, and by working with suppliers to provide leading edge products.

A blue ink signature of Andrew Shaw, consisting of stylized, overlapping letters 'A', 'S', and 'W'.

ANDREW SHAW
Managing Director

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