

Quality policy statement

Our commitment to excellence

At ZIRA Group, we are dedicated to driving the success of our customers by delivering exceptional products and services that stimulate their growth, enhance profitability, and foster sustainable partnerships. We strive to exceed customer expectations while fostering long-term partnerships built on trust, collaboration, and mutual growth. We achieve this by prioritizing quality, innovation, and ethical practices, while empowering our employees and stakeholders to exceed expectations in a dynamic global market.



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This Quality Policy is communicated to all employees, partners, and stakeholders and is reviewed annually to ensure ongoing relevance and effectiveness.

Core commitments

Customer-centric excellence

- Deliver products and services that consistently meet or exceed quality, timeliness, and value expectations.
- Foster collaborative relationships to understand and address evolving customer needs, ensuring tangible results through knowledge-sharing and innovative solutions.
- Continuously assess customer satisfaction and implement improvements to strengthen long-term relationships.

Employee empowerment & development

- Cultivate a culture of belonging, motivation, and professional growth by investing in continuous skill development, career advancement, and world-class competencies.
- Equip teams with cutting-edge tools, methodologies, and training to enhance expertise and adaptability in alignment with global market demands.

Continuous improvement & innovation

- Advance the effectiveness of our Quality Management System (QMS) through leadership commitment, employee engagement, and adherence to ISO 9000:2015 standards.
- Drive innovation by researching and integrating modern technologies, refining processes, and maintaining agility to respond to industry challenges and opportunities.
- Foster a culture of efficiency, accountability, and excellence across all levels of the organization.

Strategic partnerships & ethical practices

- Collaborate with leading technology partners and suppliers to deliver added value, ensuring rigorous selection criteria and fair conduct in all engagements.
- Uphold environmental, social, and economic sustainability in operations, aligning with legal, regulatory, and organizational requirements.

Stakeholder trust & accountability

- Systematically monitor, measure, and enhance QMS performance under Top Management oversight to ensure transparency and accountability.
- Share progress with stakeholders, reinforcing our commitment to ethical business practices and sustainable development across short-, medium-, and long-term horizons.

Our commitment

ZIRA Group stands firm in its promise to uphold the highest standards of quality, integrity, and innovation. This policy serves as a guiding framework for our teams, partners, and leadership, ensuring that we consistently deliver excellence while fostering a culture of continuous improvement.

