

Standards and Quality Conference  
24 October 2007

# Procter & Gamble

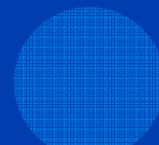
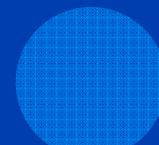
## 170 Years Journey of Quality

**Mohamed Samir**  
P&G Near-East General Manager



# Contents

- 1- A life-long commitment to quality
- 2- Delivering quality
- 3- Ensuring quality, an ongoing process



# Today...



*“We will provide branded products and services of **superior quality** and value that improve the lives of the world's consumers”*

P&G Statement of Purpose

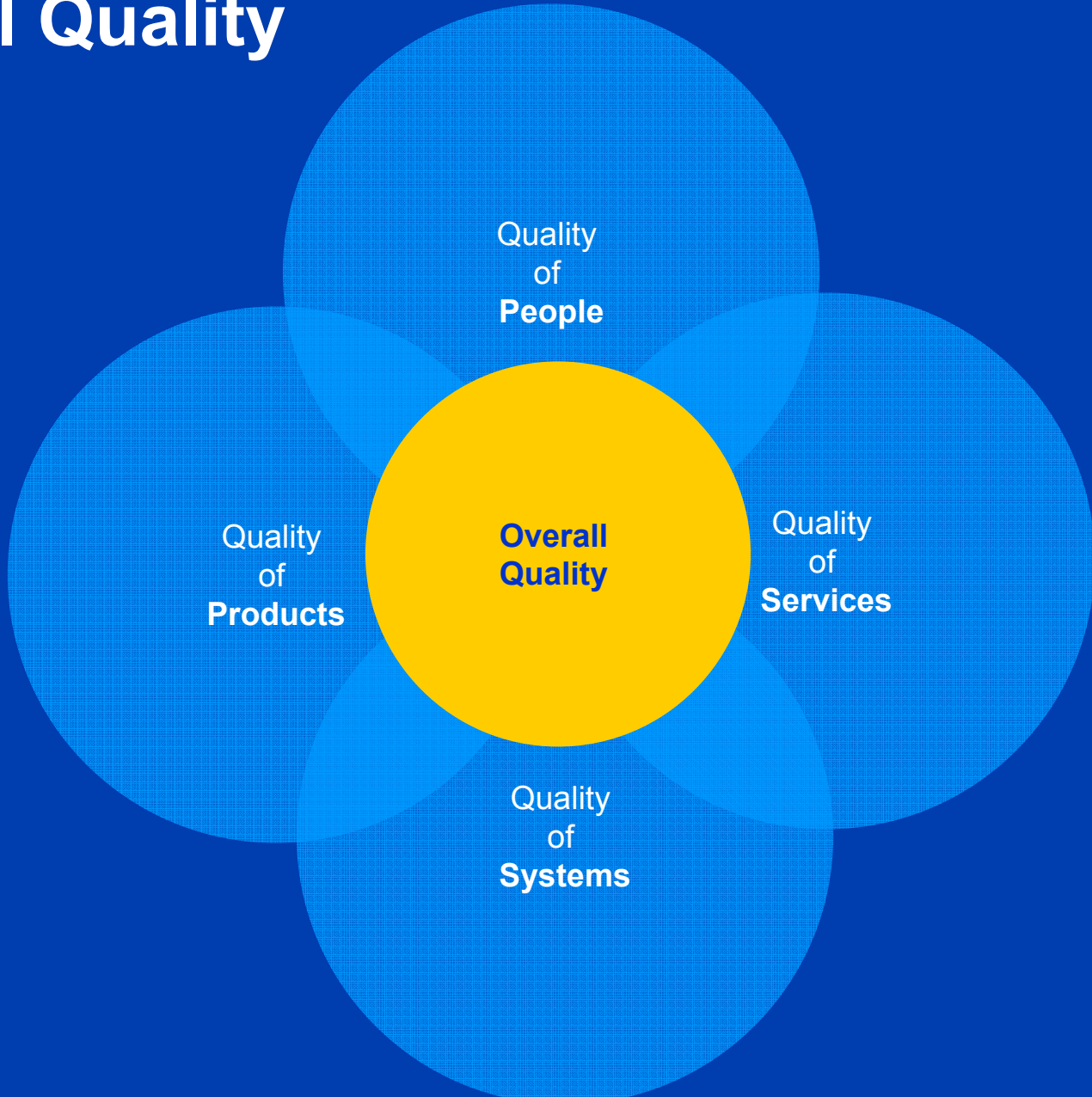
# 170 Years ago...



*“The first job we have is to turn out quality merchandise that consumers will buy and keep on buying”*

William Procter

# Overall Quality



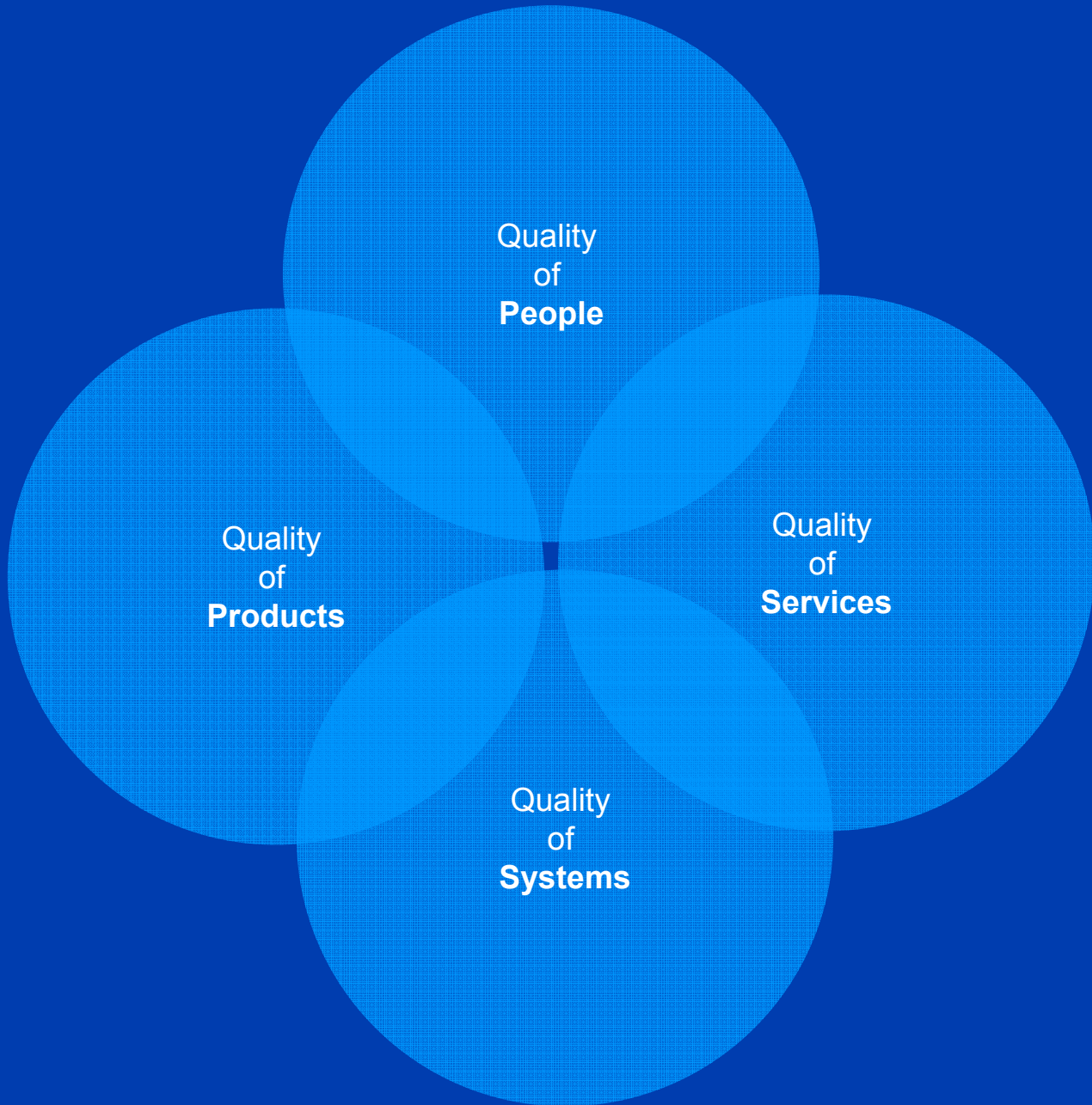
Quality  
of  
People

Quality  
of  
Products

Quality  
of  
Services

Overall  
Quality

Quality  
of  
Systems



Quality  
of  
**People**

Quality  
of  
**Services**

Quality  
of  
**Systems**

Quality  
of  
**Products**

# People: Recruitment

- Problem Solving Test
- Panel Interviews
- Success Drivers



# People: Building

- Work & Development Plans
- Career paths and career guidance
- Corporate and Function Trainings
- Promotion from within
- Performance Awards



# People: Well being

- Benefits
- Employee surveys
- Work Place Services
- Work / Life Balance



# Systems

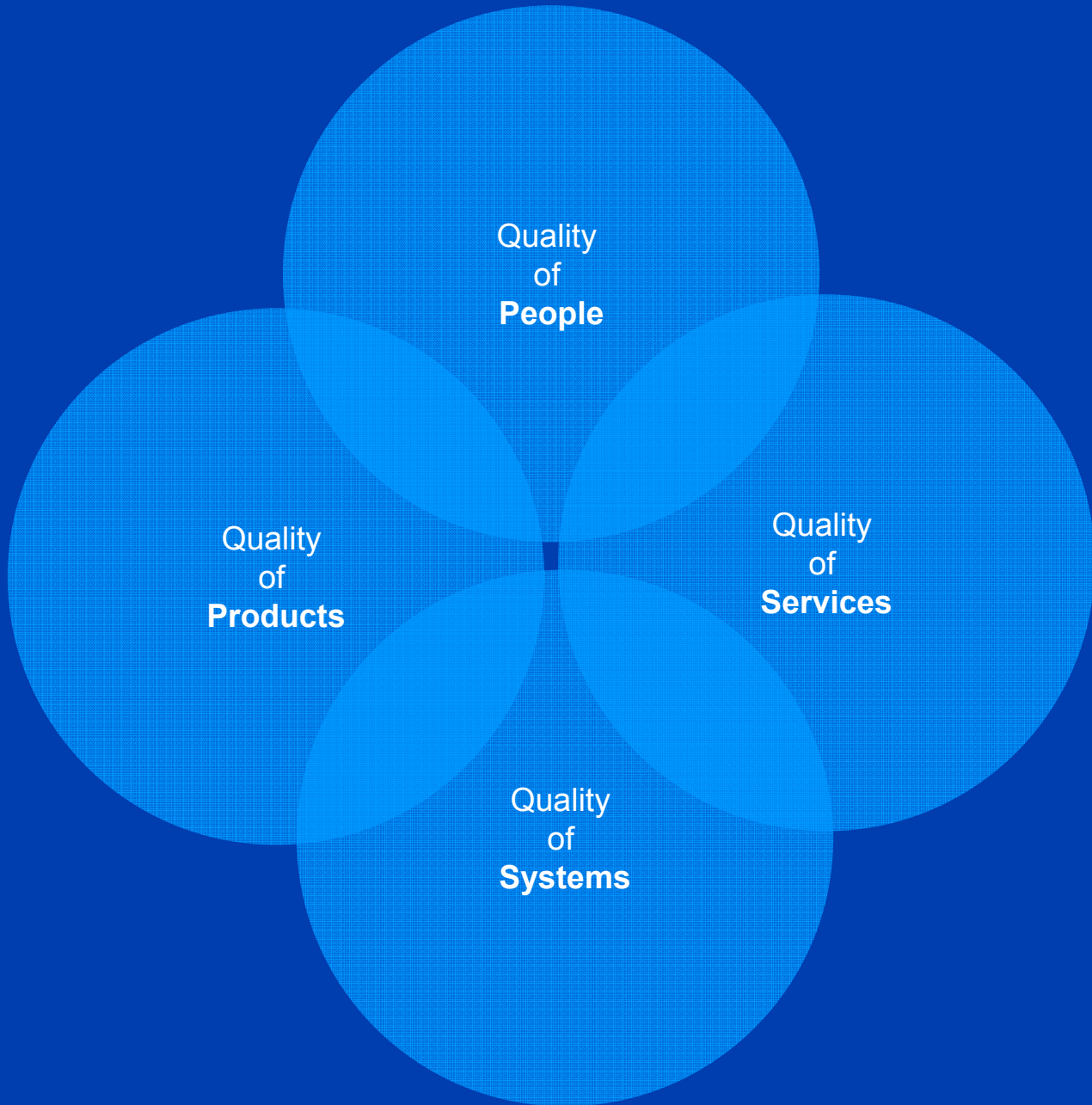
- Purpose, Values & Principles
- Objectives, Goals, Strategies & Measures (OGSM)
- Strategy Development & Deployment Systems (SDDS)
- Success Drivers
- Business Continuity Planning
- Performance Evaluation (W&DPs)
- Internal audits



# SDDS Elements

- Long term vision
- Strategy Development
- Strategy Deployment
- Capability Check
- Execution
- Review and Adjustment





Quality  
of  
**People**

Quality  
of  
**Services**

Quality  
of  
**Systems**

Quality  
of  
**Products**

# Product: Design

- Research & Development
- Consumer & Market Knowledge
- Product Testing
- Technology Innovation



# Product: Manufacturing

- 19 Key Elements of Quality Assurance
- Quality Assurance Internal Audits
- Regulatory & Environmental Compliance



# QA 19 Key Elements

1. Leadership
2. Training
3. Design, Construction & Installation
4. Formula Cards, Specifications & Standards
5. Written Procedures
6. Validation
7. Housekeeping, Pest Control, Sanitization & Maintenance
8. Starting Materials
9. Making Operations
10. Packing Operations
11. Storage & Handling of Finished Product
12. Laboratory Controls
13. Process control
14. In-process and Finished Product Release and Control
15. Records
16. Self-Improvement Program
17. Complaints
18. Quality System Results Tracking and Improvement
19. Accountability for contractors



# Services

- Customer Business Development
- Consumer Satisfaction Surveys
- Consumer Complaints Hotline



# Quality Assurance

## Four Fundamentals:

- Planning
- Implementation
- Monitoring
- Continuous Improvement



# PDCA Cycle

## Plan

Define the problem & identify root causes

## Do

Devise a solution & implement it

## Check

Compare the outcomes against the plan

## Act

Roll-out solution.  
Look for further opportunities



# PDCA Cycle

## PLAN

Decide on the processes to be improved and define the teams



Perform a process flow analysis



Define the ideal state



Collect data on current state



Identify Areas for Improvement



Develop & implement the Action Plan



Collect data on the effect of the changes



## CHECK

Review the results of the project



Implement the changes and roll them out to the rest of the organization



Decide on the processes to be improved and define the teams

## ACT

## DO

# Continuous Improvement

*“Even if you’re on the right track, you’ll get run over if you just sit there.”*

**Will Rogers**  
Movie Star





Touching lives, improving life. *P&G*<sup>™</sup>