IZOGOOD®9001

CASE 01

CASES

CASE 01 CONTEXT

Situation: external and internal issues influence the strategic direction and the overall performance of the organization

Challenge: how can we understand the influence of external and internal issues?

To understand the context of the organization, we must:

Solution 1: regularly monitor and review issues

Solution 2: determine the positive or negative influence of each issue

Solution 3: use SWOT and PEST tools

§ 4.1 ★★★

All these activities are very useful for analyzing the context

CASE 02 CUSTOMERS AND NEEDS

Situation: for some months the organization has had stagnating sales. Nonconformities have begun to fill the prison

Challenge: what solution should be chosen to reverse the situation?

Solution 1: stand out from the competition with very low prices

Solution 2: recruit a marketing agent out of a top college

Solution 3: contact the customer and identify the problem

§ 4.2 ★

Setting very low prices is daring but it is not a guarantee of success and can have disastrous financial consequences

A new marketing agent can bring profits but it is time consuming and requires a significant investment

Find the causes of the intolerable amount of nonconformities and quickly set up a plan of action. Then, openly discuss it with customers, as understanding their needs and expectations is a prerequisite for the recovery of the organization

CASE 03 SCOPE OF THE QMS

Situation: we need to maintain the scope of the QMS in the form of documented information

Challenge: what must we do to determine the scope of the QMS?

Solution 1: justify each non-applicable requirement in a documented information

Solution 2: maintain the scope of the QMS (sites, processes, products and services) as documented information

Solution 3: base the scope of the QMS on the business context, the requirements of interested parties and the products and services provided

§ 4.3

All these activities are useful for determining the scope of the QMS