5.4.1 Quality Objectives

ISO 9001 does not specify how quality objectives are documented: they may be documented in business plans, management review output, annual budgets, etc.

However, your quality objectives must be defined; they must reflect the quality policy, be coherent, and align with the overall business objectives, including customer expectations.

In short, ISO 9001 quality objectives must have a meaningful result.

Quality objectives = company objectives

### sample quality objectives

* Improve on-time delivery by X%
* Reduce scrap levels by Y%
* Increase pass-first-time levels by Z%

ISO 9001 Data Analysis (8.4) requires that performance is analysed; such things as supplier performance, customer satisfaction and internal performance. Where analysis shows poor performance, this data should be used to set quality objectives, which need to be communicated ( 6.2.2 and 5.5.3 ).

Quality objectives are not static and need to be updated in view of the business climate and other continual improvement activities. So, don’t be afraid to revise quality objectives (either up or down) BUT please tell staff that the rules have changed. The achievement (or even partial achievement) of objectives demonstrates continual improvement.

Remember, there is a clear link between the dynamic aspect of revising the quality policy and the quality objectives and the commitment of the organisation to continual improvement.

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