

QUALITY AND ENVIRONMENTAL PROTECTION POLICY



25.9.2025

Master Bike s.r.o., as part of its development, has determined the context of the organization and defines strategic goals in the field of bicycle assembly - high quality products and services, environmental protection, to implement its activities in a given surroundings of customers.

It considers meeting customer requirements, strict compliance with all specifications and technical parameters of supplied products and continuous improvement of quality throughout the organization and in all its activities to be its priority goal.

The company's strategic objectives are the basis for the defined Integrated Management System Policy.

Based on strategic goals, Master Bike s.r.o. has the following objectives in the:

quality

- increase the level of customer satisfaction
- maintaining and gradually increasing market share
- the company's steadily improving prosperity
- by selecting and optimizing the supplier portfolio
- strengthening the company's reputation and image in the region
- to improve the level of infrastructure
- increase the level of competence of workers
- high technical proficiency
- high quality of work
- meeting deadlines
- professional conduct of all employees

environmental protection

- comply with all relevant laws relating to the environment
- identify environmental impacts in all areas
- to meet goals and target values in the area of environmental improvement
- involve all employees in environmental protection and ensure the effectiveness of the training provided
- develop programs aimed at continuous improvement in the environmental field.

The company's management is committed to improving and developing the organization's management methods by applying the principles of the international standards ISO 9001 and ISO 14001 throughout the organization and in all its activities.

The company's **mission** is to offer customers products and services that will meet even the most demanding requirements for quality and care, and thus create products and services for every occasion that are environmentally friendly.

We want to achieve this mission through the following **goals**:

- active business approach
- maintaining the quality and reliability of the products and services supplied
- establishing yourself on the market and increasing company growth
- establishing and acquiring contacts with existing and new customers
- continuous growth of expertise and professionalism of its employees

**MASTER
BIKE**

In case of any problems, comments and observations in relation to the company's activities, you can contact the management.
at the address Master Bike s.r.o., Sadová 2205/2, 789 01 Zábřeh or via e-mail info@masterbike.cz.