	<b>BUREAU OF ANIMAL INDUSTRY</b>	
	<b>QUALITY MANUAL</b>	
	<i>Document Name:</i>	QM 5.1.2
<b>Customer Focus</b>		Rev. No.: 04 October 31, 2022 Page: 1/1

Top management always demonstrates leadership and commitment with respect to customer focus by ensuring that:

- a. Customer requirements and applicable statutory and regulatory requirements are determined and met;
- b. The risks and opportunities that can affect conformity of services and the ability to enhance customer satisfaction are determined and addressed;
- c. The focus on enhancing customer satisfaction is maintained.

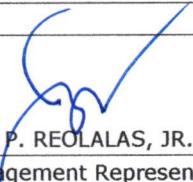

Top management, through its Frontline Desk, ensures a proper customer focus and is established and maintained through the following activities:

We ensure that customer complaints are responded to appropriately and corresponding action/s are monitored for its effectiveness according to GP BAI-10 Handling Customer Complaint.

The level of Customer Satisfaction and other feedback are measured periodically and appropriate actions are implemented to ensure continual improvement according to GP BAI-17 Measuring Customer Satisfaction.

We continually look for other ways to interact directly with individual customers to ensure a proper focus to their unique needs/expectations through customer audits, customer visits, trade shows and exhibits, etc.

To provide customers with relevant information and points of contact within our organization, the updates on new product lines and price advisory is provided in the BAI webpage, posted signage/pledges.

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