

Statement on Quality

SunInc has built a strong reputation with its high quality commitment on products and services delivered. SunInc believes that excellence in teamwork is essential in managing and cultivating the quality work culture as deeply rooted in the motto “Quality is a Shared Commitment”. With the support and commitment from all of our staff and business associates, we will continue to ensure that the highest levels of quality standards are adhered to in SunInc’s work culture.

Managing Quality

Quality management in SunInc is presently being implemented in a 2-pronged approach, i.e. the ‘Systems Approach’ and the ‘Process Approach’.

a) Systems Approach

The approach covers the implementation of the ISO 9001 requirements, i.e. formal Quality Management System (“QMS”). As to date, the following companies within the Group have been certified the ISO 9001:2000 standard:-

- i) Sunway Construction Sdn Bhd
- ii) Sunway Engineering Sdn Bhd
- iii) Sunway Concrete Products (S) Pte. Ltd.
- iv) Sun-Block Sdn Bhd

The other subsidiaries, namely Sunway Piling Sdn Bhd and Sunway Precast Industries Sdn Bhd are in the process of obtaining the certification.

The QMS, which is based on Deming’s Plan-Do-Check-Action (“PDCA”) improvement cycle, has helped the companies to consistently deliver high quality products and services to customers.

b) Process Approach

In order to continually control and improve the quality performance, the process approach has been adopted by all companies within the Group.

For example, a Small Group Activity (“SGA”) is formed to study the existing process and identify the weak areas in it. Subsequently, the SGA will propose an improved/revised process to be implemented throughout the organisation as its best practices. These SGAs or Task Forces have been practised at SunInc to enhance the effectiveness and efficiency of its work processes.

Continual Improvement

As SunInc extends its presence across the nation and region, a key value that makes a difference in its success is the strong belief and keen desire to seek continual improvement in every business aspect.

SunInc believes staff and workers’ competencies are vital in ensuring the delivery of quality products and services. As a result, SunInc aims to continually upgrade its quality performance through training and education. All members (staff and workers) are involved in some aspects of the training programme. At the lower level, the focus is mainly on skills development – for example, the Quality Conformance Awareness Training (“QCAT”) to further improve workmanship quality standards for various aspects of building and civil construction. At the upper level, the emphasis is more on the development of the person to be a more effective manager or future manager in ensuring the subordinates are doing the right things right the first time, every time.

Quality is emphasised in our day-to-day work through the continuous improvement of our products and services to strive towards consistency of performance and efficiency. In addition, quality is also emphasised through awareness and implementation trainings conducted at the project sites as well as the head office.

Furthermore, SunInc is exploring quality related systems which would assist in enhancing the quality of its products and services. For example, the Construction Quality Assessment System (“CONQUAS”) which has been developed by Singapore’s Building and Construction Authority (“BCA”), has been adopted to monitor the quality of some of SunInc’s medium to high-end residential projects.



Customer Focus

All the above initiatives indicate that SunInc places great emphasis on meeting customers’ requirements and expectations. Total customer satisfaction is always a fundamental concept within SunInc and is the driving force that guides the business activities.

Targets on customer satisfaction, zero defect, superior quality, competitive prices and timely delivery are being reviewed regularly to gauge SunInc’s quality performance. Total involvement from its staff, customers, authorities and business associates is the key factor in SunInc’s initiative to achieve total customer satisfaction.