

Business Principles



From Left to Right: **Mr. Ayaz Hafeez** (GM Marketing), **Mr. Ayaz Mahmood** (CFO), **Mr. Sohail Nawaz** (GM Production), **Mr. Sardar Abid Ali Khan** (VPA/ Co. Secretary), **Mr. Maqsood-ur-Rahman** (GM Logistics), **Mr. Sami Shafi** (AGM After Sales), **Mr. Muhammad Ashraf** (GM Manufacturing)

HONDA MOTOR CO., LTD. JAPAN CORPORATE PHILOSOPHY

Maintaining a global viewpoint, we are dedicated to supplying products of the highest quality yet at a reasonable price for worldwide customer satisfaction.

MANAGEMENT POLICY

- 1) Proceed always with ambition and youthfulness
- 2) Respect sound theory, develop fresh ideas and make the most effective use of time
- 3) Enjoy your work and encourage open communications
- 4) Strive constantly for a harmonious flow of work
- 5) Be ever mindful of the value of research and endeavor

HONDA ATLAS CARS (PAKISTAN) LIMITED CORPORATE PHILOSOPHY

- 1) Dynamic manufacturing and marketing of prestigious products to the entire satisfaction of customers
- 2) Create ideal working environment for continuous development of product and personnel
- 3) Provide adequate return to shareholders and fulfill corporate civic obligations

MANAGEMENT POLICY

- 1) Respect for all – man has priority over others.
- 2) Man is the key in controlling i.e. machines, methods and materials.

- 3) Follow 3S spirit i.e. small, smart and speed.
- 4) Believe in 3A "Hands on Approach" i.e. be on Actual Spot, look at the Actual Spot and confront the Actual Situation.
- 5) Be a good corporate citizen; assume a responsible role in community.

PRIORITY STANDARDS OF CONDUCT

- 1) Safety: There can be no production without safety.
- 2) Quality: To achieve complete customer satisfaction by focusing on smart team work, meeting all applicable legal and regulatory requirements & continually improving our strategies and goals.
- 3) Productivity: With safety and quality each of us will strive to excel the performance in all fields of our activities i.e. Production Divisions, Marketing & Planning, After Sales Service, Finance, Import, Purchase & Logistics and Human Resources & Administration etc.

HUMAN RESOURCES AND SUCCESSION PLAN

Human Resources Policy is to hire young, fresh, energetic and active associates to meet the existing and future workforce requirements and providing its associates maximum opportunities for internal mobility through personal training and development to enable them to take higher positions.



Human Resource Division has to have succession plan for each key job/area to make sure the continuity of operations in the relevant division and to fill the temporary/permanent vacancy.

QUALITY POLICY

We, at Honda Atlas Cars (Pakistan) Limited, strive for supplying top quality Honda Cars to get complete Customer Satisfaction. We accomplish this by:

- Smart Team Work
- Meeting all applicable legal and regulatory requirements
- Continually improving our strategies and goals

ENVIRONMENT POLICY

Honda Atlas Cars (Pakistan) Limited, being responsible member of the society considers the preservation of the global environment as a crucial concern.

Our environmental philosophy is firmly based on the following principles:

- 1) Recognize the impacts of our activities, products and services on environment;
- 2) Formulate objectives and targets for pollution prevention, environmental impacts mitigation and resource conservation as far as technically feasible;
- 3) Operate in compliance with applicable legal & other requirements with the commitment to preserve global environment;



- 4) Create awareness and understanding about environmental issues among our associates;
- 5) Commitment to continual improvement of the environmental performance and review of the environmental management system to ensure its suitability, adequacy and effectiveness;
- 6) Keep public and other interested parties informed on our environmental performance, if deemed necessary.

SAFETY, HEALTH AND ENVIRONMENT

Honda Atlas Cars (Pakistan) Limited conducts its business responsibly and in a way to make sure health, safety and protection from environmental aspects of its associates and the society. We implement and maintain the programs that provide reasonable assurance that the business will do the following:

- 1) To comply with all applicable government and internal health, safety and environmental requirements
- 2) Design facilities and conduct operations in a way that avoids risk to human health, safety and the environment
- 3) To examine and communicate the known hazards of operations with relevant health, safety and environmental protection information to potentially affected persons

OPERATING PRINCIPLES

- 1) Always keep the deadline
- 2) Never make excuses
- 3) Teamwork