

P.O. Box 1474 | Grand Anse | St. George's | Grenada W.I.
Tel: 1 (473) 443-5568 | Mobile: 1 (473) 420-2132
Email: allyday@allyday.net | Website: www.allyday.net

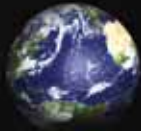


customer charter



AllyDay CREATIVE PROJECTS LTD

Creativity
is our
playground



AllyDay
CREATIVE PROJECTS LTD

www.allyday.net

Meet **ALLYDAY**

...we capture your ideas

AllyDay Creative Projects Ltd. was established by **Alleyne Gulston** and **Dayliah Henry-Banthorpe** and commenced trading in February 2008.

GRAPHIC DESIGN CORPORATE IDENTITY PUBLICATIONS

PACKAGING DESIGN

BROCHURES

ANNUAL REPORTS

FLYERS

MARKETING

PUBLIC RELATIONS

& SO MUCH MORE

Our partnership brings together over thirty years of combined marketing and design experience.

We are a multi-faceted Creative House and we hold firm to our belief that a combination of creativity, innovation and business acumen can make us market leaders in our field.

AllyDay's passion for outstanding achievement combined with the expectations of its customers and partners, is the reason we feel it imperative that, as we enter our fifth year of trading, we clearly state our service offering to you our partners, present and future.

It is our aim to ensure that our business practices and production standards reach and exceed those required by our global village. With this in mind we present our Customer Service Charter. Our map with which to navigate the future of our business with you.

JUST MORE PAPER!

Why Have a Charter?

It's all very well for us to say what we are going to do, mean to do and have done. But how are we going to make sure that we actually have **done what we said we would** and that we have done it **the way we said we would**?

Exactly! Our Charter allows you to help us to be specific in fulfilling our service delivery promises and will allow us to quantify how we are doing with our levels of consistency in reaching them.

Our Charter will outline:

- **The services we can deliver to you.**
- **The standards we set ourselves in delivering these services to you.**
- **How we will ensure these standards are met in all of our partner relationships.**

Our Charter is the means by which we make our Mission Statement live.

MISSION STATEMENT

- * To deliver consistently high standards of customer satisfaction and service excellence.
- To be unashamedly customer-centric in all we do.
- To maintain and grow our customer base through exceptional levels of quality service and professionalism.
- To create longevity in our strategic relationships ensuring that we and our clients grow into partners.
- To be intolerant of poor quality in any aspect of our business approach and delivery.
- To differentiate ourselves in our strategic partnerships by bringing innovation and creativity to all of our business transactions.

WHAT WE CAN DELIVER FOR YOU

Business Development

How does it affect your results?

Business Development's role is to work with you to achieve your objective(s) through the variety of media which AllyDay has to offer.

It also serves as the conduit for capturing the information you provide and facilitating the processes which translate these into your design/graphics and/or copy writing/PR requirements.

To this end, AllyDay will work with you to ensure that the final result of our interaction together 'captures your ideas'.

Graphic Design

What is it?

This creative process combines art and technology to communicate ideas. We use a variety of

communication tools in order to convey a message from you to your targeted audience. The main tools are image and typography.

Our use of images has to represent the ideas you want to communicate. We know these are incredibly powerful and compelling tools of communication: 'a picture speaks a thousand words'

The design process requires creating, choosing, and organising the elements of typography, images, and "white space" to communicate your message.

We may also rely on words to convey your message, but this is approached differently than in ordinary writing methods. In graphic design what the words look like is as important as their meaning. These visual

forms, communicated by typography, are utilised to attract and arrest attention.

Our designer(s) will be the link between you and your audience.

Publications

Books, magazines, brochures, flyers, annual reports, newsletters etc electronic/web ready designs of all such items.

Marketing & PR Services

Copy writing & editing, photography, event management, data capture and tracking, consultation, training.

WE ARE ONLINE

www.allyday.net
f /AllyDayMarketing
t /AllyDayCreative



We Promise You!

- We will pro-actively seek your partnership with AllyDay.
- We will acknowledge customer requests within one working day.
- We will give assured pricing on service requested within 3 working days.
- We will deliver 100% of service/ products in agreed time frames.
- We will acknowledge customer complaints within one working day.
- We will proactively seek both formal and informal feedback as part of the company's continuous improvement philosophy.

How Do We Know?

How do we know if we are fulfilling our Charter promises? We have established internal analytical processes based upon real time data capture in order to give us an accurate barometer respecting our service delivery.

You can help us by completing our simple survey requests or by contacting us directly with any feedback you feel should be drawn to our attention.

In all areas of our product and service delivery we look forward to capturing your ideals and ideas!

Yours truly,



AllyDay CREATIVE PROJECTS LTD