



We live in a rapidly changing environment, marked by an accelerating technological revolution and increasing customer and regulatory requirements.

Auto Nejma, through all its associates, is committed to excel on a daily basis to offer its customers a memorable experience.

To confirm this commitment, Auto Nejma implements a continuous improvement approach on all its processes and adopts a Quality Management System, in accordance with ISO9001 version 2015 international standard, in all activities and throughout the whole network.

Our quality policy is based on three major strategic axes :



1st AXE | Making Auto Nejma a great place to Work

- ▶ Develop skills and expertise of associates through training and coaching to deliver relational and operational excellence.
- ▶ Strengthen our employer brand, attract the best talent and make employee well-being a priority.
- ▶ Develop a managerial model to encourage greater responsibility and autonomy for our teams, in the service of our customers.

2nd AXE

Continuously develop our operational excellence for a better orientation and satisfaction of our customers

- ▶ A mastered value chain capable of providing compliant products and services and offering the best experience to our customers through listening, monitoring, responsiveness and agility.
- ▶ An efficient, agile and optimized organization capable of supporting our strategic development projects, aligned with operational objectives to deliver the expected performance results.
- ▶ Making the digital transformation a competitive advantage.



3rd AXE

Develop our presence in the market segments that we occupy and constantly explore new ones to ensure profitable and sustainable growth

- ▶ Strengthen the quality of our presence in the market for a better proximity to our customers and prospects.
- ▶ Raise innovation and creativity at the heart of our projects and continuously develop new potential market segments.
- ▶ Ensure our profitability via a constant monitoring of margins and expenses.

The success of this strategic vision and its deployment with measurable targets are of our competitiveness and sustainability. Therefore, the Executive Management is committed to :

- Extend necessary organisational and financial resources to ensure the achievements of these targets ;
- To ensure that all staff, regardless of their function, are actively involved in this approach and apply the tools proposed in the Quality Management System.

Management Committee

Adil Benhida

Assif Jirrari

Aziz Raouda

Hassan Agurich

Samir El Guir

Youssef El Iraki

Adil Bennani
Managing Director