



Improving Global Quality Assurance

Goody highlights the importance of a robust supplier audit programme when working with contract-manufacturers across multiple geographies



Goody produces premium quality food products through sourcing from around 60 contract manufacturing partners around the globe as well as sister manufacturing entities within its parent group. As a brand built on a reputation of the high standards of their products, ensuring that suppliers are producing high quality safe product is vital to Goody's continuing growth and market resilience.

Goody's Senior QA/QC Manager Ghulam Mustafa explains in his own words how sourcing suppliers that align with their brand's high standards for quality and safety is vital to ensuring success.

"We place a huge value on enhancing our internal company culture to support and develop a sense of responsibility in all employees for the safety and quality of our product. Our go-to-market proposition is based on trust in the quality of our 'Best in Class' products – our customers expect this premium quality, so we must all be aligned in production to supply this to them.

"BSI has helped us to ensure that our contract manufacturers are operating with the same approach. The competency of our suppliers is critical. Without this we don't have a best in class product, and without a best in class product we don't have a business.

Find out more: [bsigroup.com](https://www.bsigroup.com)





“We are really seeing the advantage of working with BSI as a sole supplier for our quality assurance. Before we worked with BSI we had over 200 companies that we utilized for work across the globe. Now we use one supplier, BSI, who continues to exceed our expectations, consistently delivering actionable insights on how we can improve our quality management in partnership with our contract manufacturers.”

Ghulam Mustafa

Senior Associate QA/QC Manager –
Middle East and Africa

Goody

“BSI makes it easy. I have a direct point of contact for managing our second-party supplier audits globally. I've never had such an effective relationship with a partner who manages audits in this way before. BSI's flexibility is a key strength, and it makes a huge difference that I can't overstate the importance of.”

“Some may describe us as a ‘challenger brand’ in our market. We are not the largest company, but we are a company that has a huge respect from our customers for providing the best. That’s why continually improving our global quality assurance programme remains as a key priority for us.

“As quality is our main unique selling point (USP), we need to, and do have, a rigorous process of qualification and ongoing performance monitoring for our suppliers. We need to assess the standard of quality management, food safety management,

production capacity, financials, social responsibility, reputation in market and overall culture and attitude of the suppliers that we work with. As we outsource onsite assessments of this crucial criteria, we need a partner that we can trust – that’s where our relationship with BSI is so beneficial. We trust BSI to act on our behalf, conducting audits before we approve production to reduce our risk. To maintain a low risk of negative brand exposure through poor quality product, BSI helps us to maintain a risk-based approach to supplier audits throughout the duration of our relationship with our contract manufacturers.”

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Why BSI?

BSI makes looking after a global assurance programme a simplified task. My centralised point of contact takes care of quotation, timeframe and auditor agendas, mobilising team members globally. BSI's responsiveness and flexibility differentiates them as a true partner, rather than merely a service provider.