



PRIME MINISTER

NATIONAL QUALITY CAMPAIGN

Prime Minister

Agree this message?

Yes ✓ Mrs 19/4

2 pps

On 27 April I will be launching our National Quality Campaign to encourage and help top management to concentrate on raising quality levels in their companies. We see this as crucial if we are to win ground in the British and overseas markets. We are taking quality to mean the highest degree of customer satisfaction through the integration of design, production and marketing; this is the route to expansion of profits and jobs in both manufacturing and service industries. I minuted you on 18 April outlining the action we have already taken.

We shall be releasing messages of support for the campaign from a broad range of industrial organisations. I hope that although my Department is in the lead, the campaign will take the form of industry itself reviewing and improving its own performance. We shall be in a position to demonstrate that a very broad range of industry is giving support.

It would obviously be of very great help if we could release a message from you at the launch of the campaign on 27 April and I do hope you can agree to this and I enclose a suggested draft for you to consider.

I am copying this letter to Geoffrey Howe, Patrick Jenkin and to Barney Hayhoe.

Department of Trade
1 Victoria Street
London, SW1H 0ET

A.C.
LORD COCKFIELD

19th April 1983



NATIONAL QUALITY CAMPAIGN

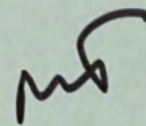
Quality of design, production and marketing wins markets.
Only satisfied customers will repeat orders and make British goods and services their first choice.

Responsibility for achieving competitive quality rests squarely with top management. But everyone involved in industry must recognise that quality is their business too.

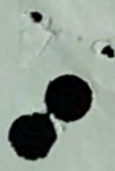
The National Quality Campaign makes quality a national objective. The Government is contributing to this by offering practical help to firms, developing training and encouraging certification. The Government will also promote quality through its own purchasing decisions.

I believe the drive for quality will appeal to the good sense of the British people. Pride in quality must become the hallmark of British enterprise. I hope the National Quality Campaign will receive the most enthusiastic and widespread support.

MARGARET THATCHER



Govt Mach
Nov 8, National
Standards & International
Trade



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