**Company Policy**

**Fengshang Yazhi Culture Planning Co.**

**1. Mission and Vision**

**Mission:**

To provide innovative, high-quality services in advertising design, exhibition setup, and brand promotion while upholding creativity, professionalism, and social responsibility.

**Vision:**

To become the most trusted and respected cultural planning company in Ningbo and surrounding areas.

**2. Code of Conduct**

**For Employees:**

1. **Professionalism**:
   * Maintain respect and integrity in all interactions with clients, colleagues, and stakeholders.
   * Dress appropriately and communicate effectively in professional settings.
2. **Quality and Creativity**:
   * Strive for excellence in all deliverables by adhering to the company’s quality standards.
   * Prioritize innovation and tailor solutions to meet client-specific needs.
3. **Team Collaboration**:
   * Support colleagues and foster a cooperative work environment.
   * Share knowledge and expertise to improve overall team performance.

**For Management:**

1. Lead by example, setting high standards of professionalism and ethical behavior.
2. Ensure clear and transparent communication with employees and clients.
3. Provide equal opportunities for employee development and recognition.

**3. Client Service Policy**

1. **Client First Approach**:
   * Respond to all client inquiries within 24 hours during business days.
   * Ensure timely delivery of services with high accuracy and creativity.
2. **Transparent Communication**:
   * Provide clients with detailed proposals, clear timelines, and fair pricing.
   * Inform clients promptly about any delays or issues affecting their projects.
3. **Client Feedback**:
   * Actively seek client feedback post-project to improve services.
   * Address any complaints or concerns within 48 hours.

**4. Business Policy**

**1. Service Categories**

* Fengshang Yazhi offers services across the following categories:
  + **Advertising Design**: Outdoor billboards, branding, digital ads, and promotional materials.
  + **Exhibition Setup**: Corporate showrooms, interactive booths, and multimedia displays.
  + **Brand Promotion**: Integrated campaigns, social media strategies, and event planning.

**2. Pricing and Payment**

1. **Pricing Transparency**:
   * All pricing must be clearly communicated in proposals.
   * Detailed quotes should outline labor, materials, and additional charges.
2. **Payment Terms**:
   * Clients must pay 30% of the total project cost as a deposit before work begins.
   * Final payment is due within 7 days after project completion.
   * Late payments will incur a 5% fee per week after the due date.

**3. Project Timelines**

1. **Timeline Commitment**:
   * All projects will follow agreed timelines unless changes are mutually approved.
   * Clients will be notified of any delays at least 3 business days in advance.
2. **Revisions Policy**:
   * Advertising designs include up to 2 revisions; additional revisions cost 500 CNY each.
   * Exhibition designs include up to 3 revisions; further changes require management approval.

**4. Cancellation and Refunds**

1. **Cancellation by Client**:
   * If a client cancels the project after the deposit is paid:
     + 50% of the deposit will be retained if cancellation occurs within 7 days of project start.
     + The full deposit will be retained if the project has already started.
2. **Cancellation by Company**:
   * If Fengshang Yazhi cancels the project due to unforeseen circumstances, the full deposit will be refunded.
3. **Refunds**:
   * Refunds for unsatisfactory service will only be issued after a thorough review by the management team.

**5. Vendor and Supplier Policy**

1. **Preferred Vendors**:
   * Collaborate with verified suppliers to ensure consistent quality.
   * Regularly evaluate vendor performance and maintain a preferred vendor list.
2. **Material Quality Assurance**:
   * All materials procured must meet the standards specified in the project contract.
   * Any defects or delays from vendors must be reported immediately to project managers.

**5. Data Protection and Confidentiality**

1. **Client Data**:
   * All client information is treated as confidential and used solely for project purposes.
   * Client data will not be shared with third parties without explicit consent.
2. **Employee Responsibility**:
   * Employees must comply with data protection policies and avoid unauthorized access or sharing of sensitive information.
3. **Data Security**:
   * Implement secure systems to store and manage client and project data.
   * Conduct regular audits to ensure compliance with data protection regulations.

**6. Health and Safety**

1. **Workplace Safety**:
   * Maintain a safe and clean working environment for all employees and visitors.
   * Report any safety hazards or incidents to management immediately.
2. **Health Guidelines**:
   * Encourage employees to take regular breaks and maintain a healthy work-life balance.
   * Provide necessary health resources and support to employees in need.

**7. Social Responsibility**

1. **Community Engagement**:
   * Actively participate in community-building projects and initiatives in Ningbo and surrounding areas.
   * Support cultural and environmental sustainability through company projects.
2. **Ethical Practices**:
   * Ensure that all business practices align with ethical standards and promote social good.

**8. Disciplinary Policy**

1. **Violations**:
   * Violations of company policy, including misconduct, negligence, or breach of confidentiality, will result in disciplinary action.
2. **Process**:
   * Issues will be reviewed by management, and appropriate actions such as warnings, suspension, or termination will be implemented based on severity.

**9. Amendment Policy**

This policy is subject to review and amendment by management to ensure it aligns with company growth and industry standards. Employees and clients will be notified of any significant changes.