

The Standard of Quality Improvement

One February day in 2012, the respected Comrade **Kim Jong Un** visited the Samilpho Specialties Factory.

After learning about the modernization project of its production lines, he expressed great satisfaction.

While making the rounds of the factory, he paid primary attention to ensuring the quality of foodstuffs rather than their kinds and quantity, and specified the ways to improving the quality of cookies.

Underscoring the need to wage as a mass movement the drive to improve the quality of products, he continued: To this end, you should lend an ear to the people's opinions. You should not rest content with carrying out your plans, while ignoring their opinions. You should try to find out what people think about your products and what they like. You should refrain from receiving general public feedback that your products are good, but learn in detail and synthesize what people like best of the products made by your factory, what kinds of cookies they like and why they like them, and what are good and bad points of them. Only then can you make quality products to meet their tastes and demands.

Recalling the instruction of Comrade **Kim Jong Un** who approached everything from the standpoint of people at all times and in all places, the officials realized once again that improving the quality of products was not just a technical issue, but a matter of attitude towards the people and its absolute criterion was the voices and demands of the people.