

Position Paper

Van Welleman Villas' Mission Statement

To provide our customers with the very best, safest, and most comfortable houses on earth, that is the mission of Van Welleman Villas®. Our strategy, tactics as well as all of our R&D and operations have been defined with that sole objective. In order to be able to measure progress and to select the very best solutions available, we also defined a multitude of dimensions representing excellence in quality, comfort and safety.

Our Mission

The mission of Van Welleman Villas® is to excel in residential construction and build the very best houses on this planet. In order not to limit ourselves to nice slogans and impressive slide-ware, we have defined all of our internal (evaluation-) processes, methodologies, strategy (i.e. "do the right job") and tactics (i.e. "do the job right") in accordance with our mission.

24 Dimensions of Excellence

Improvement requires measurement. That is why Van Welleman Villas® defined no less than 24 dimensions of excellence representing our tree pillars of excellence (quality, comfort, safety). They have been defined to enable us to measure and evaluate the degree of excellence in construction quality. Although complex and time-consuming, this enables us to differentiate the good from the better and - as such- close the gap with our ultimate goal.

Our Strategy

Our strategy is to strive to perfection for every of the 24 dimensions reflecting excellence. As such, we ensure growth in overall quality according to the dimensions of excellence defined above.

Our Tactics

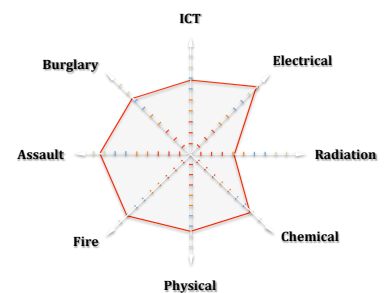
To select the very best products and concepts available, submit them to our iterative acceptance process, and to improve them where possible. Involving various disciplines (e.g. construction, electronics, security, art, ergonomics, banditry, electricity, ballistics, psychology, acoustics ...) ensures thinking "out of the box" leading to new ideas.

Our Norms and Values

To protect the environment, to respect all life on earth, and to eradicate injustice.

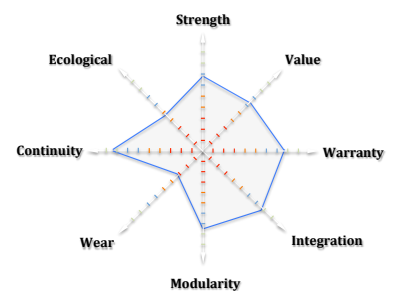
8 Dimensions of Safety

Example of a Safety evaluation for the 8 dimensions of safety (priority 1, mandatory & excluding).



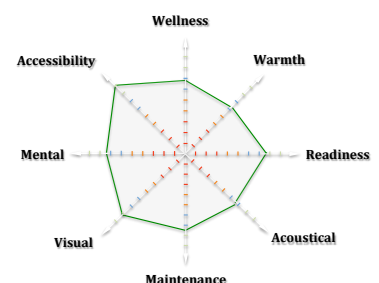
8 Dimensions of Quality

Example of a Quality evaluation for the 8 dimensions of quality (priority 2, mandatory only).



8 Dimensions of Comfort

Example of a Comfort evaluation for the 8 dimensions of comfort.



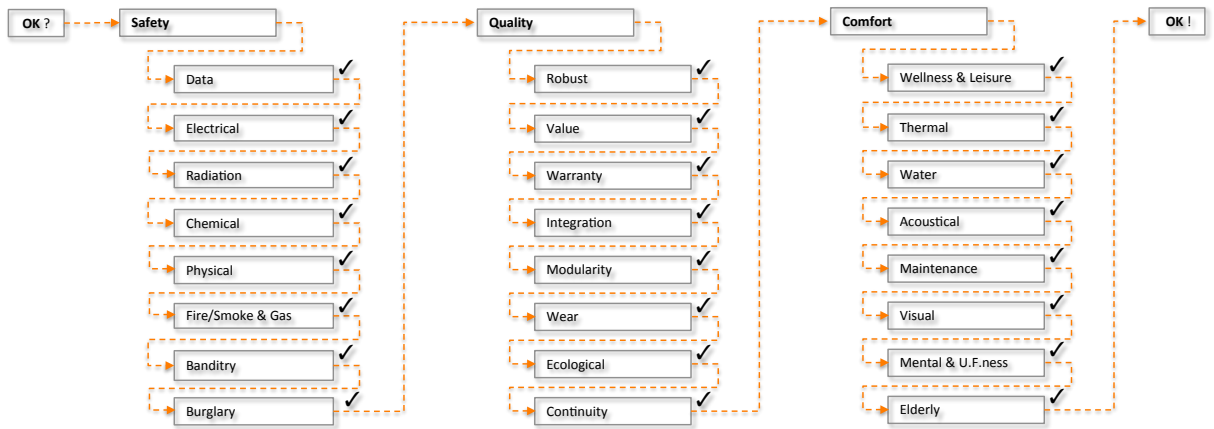


fig 1. The acceptance process.
(simplified presentation)

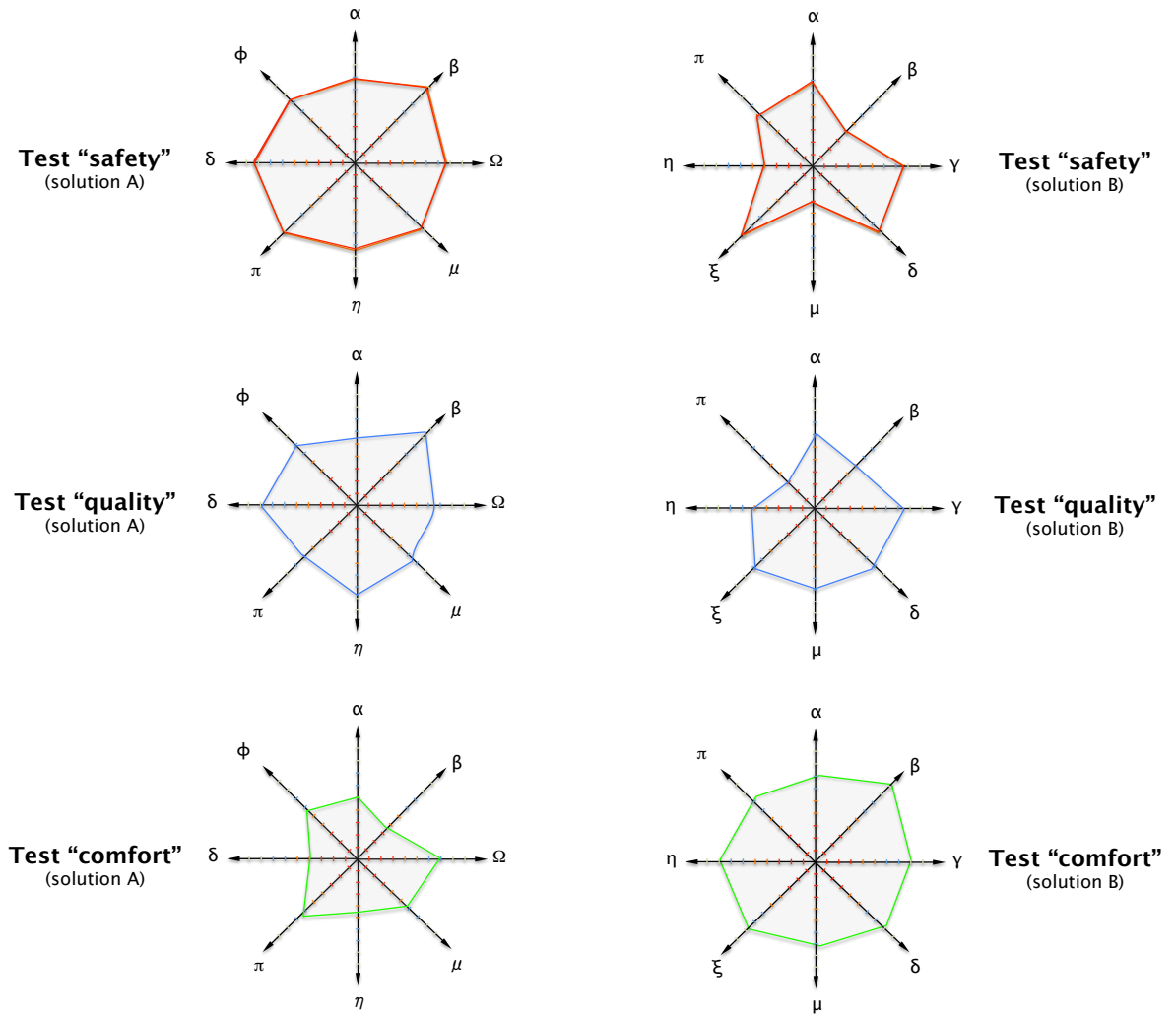


fig 2. The evaluation & comparison process.
(Product "A" surpasses product "B")