



## How ISO 9001:2015 has benefitted MSL Cork, one of Irelands top Mercedes Benz dealerships.

### Background

MSL Cork is part of the MSL Motor Group which is a family-owned business since 1959. This car dealership, based at Little Island in Cork, provides a full range of Mercedes Benz dealership services including the sale of both new and used cars and a state of the art servicing / repair department. It is a business requirement that all Mercedes Benz dealerships in Ireland must be certified [to ISO 9001:2015](#)

**Dermot O Hara** – General Manager at MSL Cork stated that ‘there have been many benefits resulting from certification to the ISO quality standard’. [Some highlights include:](#)

### Compliance with Mercedes Benz dealer standards

The ISO quality management system has assisted MSL Cork to comply with all Mercedes Benz dealership requirements by implementing processes and systems that meet the needs of our German parent body.

### Issue Management

The dealership implemented a ticket system to record and track all issues within the business. The issue log is used to monitor and resolve internal, supplier and customer issues and to assist in the implementation of a continuous improvement culture within the organisation.

### Staff, our greatest asset

The dealership used the quality system to actively seek the views of our staff regarding the day-to-day operation of the business and what actions may be taken to improve and streamline the performance of the organisation.

### Managing business risk and achieving the dealerships business objectives.

The dealership completes annual organisational context reviews, whereby the top management review all threats and opportunities that are relevant to its strategic direction and that affect its ability to achieve the intended results contained in its business plan. A set of business objectives are then developed to mitigate the risks and maximise the opportunities available to the organisation. The objectives are regularly reviewed, updated and amended depending on the requirements of the dealership.

### [Get in contact](#)

If you are interested in learning more about the benefits an ISO 9001 quality management system can bring to your business, why not contact us for a free consultation.