This assignment is a role play. You have been tasked by the CEO of your company to assess the need for a quality program expansion. Choose a company not used in previous weeks of the course. This company can have no formal quality program in place or a QA/QC program or any variation. You can choose to help them build out Big Q or add/ improve their small q. Be creative and showcase what you have learned. Write a 2,450- to 3,500-word paper that includes: A brief overview of this company's product offering (manufacturing or service) Detailed description of why a quality program or change in their current program would benefit the company Explanation of how the Voice of the Customer and Voice of the Market would drive the program Description of how you would implement this quality program - lean six sigma related. Note: this is how you would roll it out based on the best practices you have learned in this course. A list of tools and metrics you would use to ensure success. Note: this is tools and metrics for the program itself. Explanation of how external quality organizations would aid in determining your company's quality program. Choose one that you have found that will add value to the program after your implementation. Note: Make sure you support your paper with course concepts and illustrate your mastery of the concepts with real life examples from your company. Format your paper consistent with APA guidelines. Reference for attached material files Foster, S. T. (2016). <i>Managing quality: Integrating the supply chain, 6/e</i> (6th ed.). Pearson Education.