



## CATEGORY 1: BEST COMPANY OF THE YEAR

Two awards, Small and Medium Enterprises (SME) and Large Enterprises (LE): awarded to a **company or organization** that has pro-actively and effectively implemented quality principles.

### TERMS AND CONDITIONS

- A. Documentation:** All National Entry forms required to accept the submission must be filled in completely. The body of the submission, without attachments may not exceed 20 pages.
- B. Supporting Evidence:** All relevant supporting documents must be attached. Evidence should focus mainly on the past 12 months, with reasonable look back to a period not exceeding the previous five (5) years
- C. Evaluation and Scoring:**
  - 1. Submissions must be aligned to the aspects of evaluations as outlined in the information checklist attached.
  - 2. Marks are awarded for presentation; therefore, the general presentation must be given due attention.
  - 3. The judges reserve the right not to award a winner in a category, when a score of less than 50% is achieved.
- D. Submissions:** Both electronic and hard copy submissions will be accepted.  
**Deadline for submissions is 31<sup>th</sup> July, 2025 at 23:59 EAT.**
- E. Address for Submissions:**
  - Physical Address**  
National Quality Awards Secretariat  
Tanzania Bureau of Standard  
Morogoro/Sum Njoma R, Ubungo  
Dar es Salaam, Tanzania
  - Contact Person**  
Mr. Baraka N. Mbajije  
Quality Awards Coordinator  
Tel: +255 22 2450206/2450949  
Email: [qualityawards@tbs.go.tz](mailto:qualityawards@tbs.go.tz) or [info@zbs.go.tz](mailto:info@zbs.go.tz)
- F. Adjudication Process:**
  - 1. Adjudication process will take approximately 2 weeks.
  - 2. The judge's decision is final.
  - 3. The feedback in each category will be notified by the relevant contact person in the identified in the entry forms.



## NATIONAL QUALITY AWARDS

### ENTRY FORM CATEGORY 1: BEST COMPANY OF THE YEAR

#### ENTRY DETAILS: -

COMPANY/ORGANISATION NAME:

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CONTACT PERSON: .....

POSITION IN ORGANISATION: .....

CONTACT TELEPHONE

OFFICE: .....

MOBILE: .....

CONTACT EMAIL: .....

FAX: .....

PHYSICAL ADDRESS:

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POSTAL ADDRESS:

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BRIEFLY (NOT A SINGLE SENTENCE) DESCRIBE WHAT YOUR COMPANY DOES:

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(Continue on separate sheet, if necessary, maximum 20 pages) refer to guide in information checklist

#### **INDICATE WHICH CATEGORIES YOU ARE ENTERING**

(Complete a separate form for each category you are entering)

CATEGORY 1 – Company of the year

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#### **SME STATUS**

( ) Yes, we have less than 100 employees and are entering as an SME

#### **WARRANT**

We hereby submit our entry for the National Quality Awards 2025, and agree to the

terms and conditions of the award program as stipulated in the entry form. I warrant that I am authorized to set and sign on behalf of the entering company/organization, *and* warrant that all information provided in this entry submission is, to the best of my knowledge, true and correct. Falsified information will lead to disqualification of entrants.

SIGNED: .....

DATE.....

**Information Checklist**  
***(Based on the Evaluation Criteria)***

*(Please remember that the suggested evidence is not exhaustive)*

**1. What does the company/organization do to improve the quality of products, services and operations?**

**1.1 Company/organizational Vision, Mission, Core values and objectives**

- Description of the company's mission, vision, core values and objectives,
- what are the main products/services offered
- Organization's stakeholder profile
- Description of the design of the company's work systems and processes (work systems and processes are what is done by the company to develop, sell company's products/services)
- Implementation and management of the work system to achieve customer and other stakeholders' value, organizational success and sustainability

**1.2 Governance and Leadership**

- Describe the governance system of the organization i.e. ownership, control and day to day management
- Define the legal status of the organization i.e. private company, state owned, not-for-profit etc.
- Demonstrate the availability of competent leadership e.g. providing profiles of business leaders
- How does the leadership demonstrate commitment to the management system?
  - Evidence of encouragement of teamwork.
  - Evidence of staff awareness of performance of the organization as a whole including important decisions that affect the organization which will also affect them
  - Evidence of resource adequacy and deployment for staff to use

**1.3 Organization's business environment**

**1.3.1 Market Positioning & Company placement**

Companies should include details on their position and prominence in the market relative to their competitors and how they are a unique competitor within their chosen market.

- Who are your competitors and what is your position in the market relative to competition?

- What features clearly distinguish you/ your products from your competition and make you/ your products preferable to your customers?
- Demonstrate how you have progressed in terms of improving your market position over the past 5 years.
- How has quality contributed towards improving your position in the market relative to competition?

### **1.3.2 Compliance environment**

- *Regulatory* environment under which the organization operates and that related to the product or service e.g. Company's Act, OSH Legislation
- Applicable voluntary occupational health and safety initiatives, accreditation, certification, registration requirements, industry standards, environmental etc
- Applicable mandatory regulations e.g. occupational health and safety regulations, accreditation, certification, registration requirements, industry standards, environmental etc

### **1.3.3 Impact on the environment and society**

Consideration of well-being of the environment and society within which the organization operates

- Has the organization assessed the impact of its activities on the environment in which it operates?
- What are the waste management practices and how sufficient are these in prevention of environmental damage?
- Are there any other undesirable effects on the environment/citizens that are posed by the organization's operations and how have these been managed?
- How does the organization contribute to the wellbeing of the community in which it operates e.g., support through activities and programs in the community, company-community partnerships, social responsibility, green initiatives, etc.

### **1.3.4 Employees**

- Assessment of the work force capability and capacity needs, competence, staffing, retention, turnover
- Education level of staff, employee education, training and development
- Staff training in the principles of the applicable management system

- How does the company determine level of staff satisfaction and how is this information utilized?
- Staff communication- how the organization communicates to staff on a day-to-day basis and about important decisions

#### **1.4 Customer and market knowledge**

- Customers identified and described
- Their needs described and incorporated into objectives
- Clearly described methods for assessing needs of customers (current, former, potential and customers of competitors) e.g. surveys, customer interviews, consultations etc.
- Rationale for choice of method explained
- Communication channels used e.g. reports, newsletter, website, stakeholder meetings etc
- Feedback mechanisms used and rationale for choice of method
- Demonstration of utilization of customer feedback i.e. examples or explanation
- Measures related to company/organizational objectives

#### **1.5 Performance Analysis**

##### **1.5.1 Performance**

A clear illustration of the company's development over the past 12 months.

Outline the organization's achievements that you wish to highlight.

- How would you summarize your company's overall performance over the past 12 months against set targets?
- What key milestones were achieved?
- What makes these unique or significant in comparison with other players in the same industry?
- Detail any growth that has taken place e.g., revenue, staff recruitment and retention, market share etc
- Any evidence of innovation that has taken place in terms of processes, products, services etc
- Financial audit reports/ initiatives

##### **1.5.4 Continuous Improvement process**

- Illustration of assessment methods of the organization's performance and review periods
- Identification and measurement of target goals for short- and longer-term strategies

- Impact of key performance measures in key areas of business such as revenue, customer satisfaction, complaints, turnover, market share growth etc
- Examples of key success factors of processes that ensure growth of business
- Aggregation of key performance measures and success factors and reflection in development during strategic planning

#### ***1.5.5 Risk management and business continuity practices***

- Demonstrate use of risk-based thinking in planning and execution of work. Provide evidence of an active risk management programme, compliance status and its benefits to the company
- what disaster preparedness and business continuity systems are in place? Evidence of their effectiveness

### **2 How does the company/organization benefit from the improvement of the quality of products, services and operations?**

- Demonstration of impact of results on processes, products/service related to customer offering; and overall performance of the company including appropriate measures of process effectiveness and efficiency.
- Analysis of comparison of the results with competitors
- Illustration of measurement of value added i.e. use of examples, data key indicators or other alternatives
- Impact of these on goals, objectives, strategic implementation i.e. building and strengthening of core competencies
- Show of workforce commitment and motivation

### **3 What business opportunities are being created or expanded through the company/organization's quality efforts?**

#### ***3.1 Customer focused results***

- Enhanced value to customers through creation of new and improved products and services
- Anticipation of customers' expectations and needs
- Customer loyalty, acquisition of new customers, improved relations with stakeholders

### **3.2 Business focused results**

- Increase in productivity and effectiveness in the use of resources
- Lower production costs, reduction in errors, defects, waste, and related costs
- Improvement in responsiveness and cycle time performance
- Development of new opportunities e.g. increase in market share, profits, market expansion, acquisitions, mergers, partnerships,
- Certification/compliance which has led to confidence in organization's processes and customers/stakeholders
- Enhancing and balancing value to customers, stakeholders, employees, public
- Opportunities created through social/regulatory requirements beyond legal compliance

### **4 How does the company/organization utilize quality in its activities for growing the business?**

- Compliance/certification/accreditation and implementation of standards and regulation
- Peer assessment and recognition
- Use of best practice





