



## CATEGORY 2: BEST PRODUCT OF THE YEAR

Two awards, Small and Medium Enterprise (SME) and Large Enterprises LE: awarded to a product that best reflects a commitment to quality.

### 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 10<sup>th</sup> , 2024 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  
Mobile: +255 757 213624  
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 2: BEST PRODUCT 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 PRODUCT YOU ARE ENTERING**

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

CATEGORY 2 – Product of the year (Specify brand name, grade, package size)

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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 2024, 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. How does the company/organization ensure the best product quality for customers, and what quality control and customer feedback mechanisms does it have in place to improve quality?**

**1.1 Customer needs identification and Product design and development**

- Description and records how customer needs are identified and analysis.
- Description of how products are designed and developed.
- Description of how customers need and expectations are included in the product design and development.
- Description of systems and processes resulting in products and services (i.e. product design and development, inputs, output, validation and verification).
- Quality assurance and control measures for input resources (i.e. raw material, personnel, equipment's/facilities, information, regulations, collaboration) for production or service provision. Define supply chain that are essential to delivering the organization's main products/services.

**1.2 Stakeholder and market knowledge**

- Stakeholders and market identified and described.
- Description and record product market analysis (e.g. demand and supply, competitions and growth).
- Stakeholder's management plan and engagement records for the product.
- Their needs described and incorporated into objectives
- How is the product information communicated to the stakeholder and the market? Communication channels used e.g. reports, newsletter, website, stakeholder meetings etc

**1.3 Use of appropriate quality tools**

- Applicable occupational health and safety regulations, accreditation, certification, registration requirements, industry standards and codes , environmental etc
- Implementation of a quality management system and other tools for quality assurance and quality control for products and services.
- Product inspection and test reports, certificates or attestations.

**1.4 Customer Satisfaction Determination and Monitoring**

- Clearly described methods for assessing needs of customers and stakeholders e.g. surveys, customer interviews, consultations etc

- How the organization obtain information from customers (current, former, potential and customers of competitors)
- Demonstration of after sale services

### **1.5 Complaints Handling Mechanisms**

- Description of company policy on complaints
- Method used to deal with unhappy customers, where they exist
- Rationale for choice of method explained
- Communication channels used e.g. reports, newsletter, website, stakeholder meetings etc
- Emergency planning and recall procedures

### **1.6 Continuous Improvement process**

- Illustration of assessment methods of the organization's performance and review periods e.g. audit report results, management reviews etc.
- Identification and measurement of target goals for short- and longer-term strategies, e.g. strategic plan and objectives and results
- 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, e.g. legal compliance, access to raw material, supplier relationships etc.
- Aggregation of key performance measures and success factors and reflection in development during strategic planning e.g. cost per production unit

## **2 How does the company/organization benefit from the commitment to quality?**

- Demonstration of results in terms of customer satisfaction, penetration into new markets, referrals and demonstrated growth and reputation in media, e.g. results of customer satisfaction surveys, market share growth, and media articles.
- Analysis of comparison of the results with competitors, e.g., market survey comparisons
- Illustration of measurement of value added i.e. use of examples, data key indicators or other alternatives, e.g. give a calculation of % value added

## **3 How does the company/organization utilize quality in their products labeling, packaging, promotion and marketing, in a way that maximizes quality improvement efforts?**

### **3.1 Packaging and Labeling Regulations and Standards**

- Demonstration of knowledge and use of packaging and labeling regulations and/or standards within the sector of relevance, e.g. regulations that you have to comply with
- Demonstration of compliance with relevant packaging and labeling regulations for the specific sector e.g. compliance certificates
- Demonstration of packaging material environmental and economic sustainability (e.g. sourcing and recyclability).

### ***3.2 Enhance Competitiveness due to Packaging and Labeling***

- Types of materials used for packaging and their safety, security and appeal/attractiveness.
- Improvement in responsiveness to product in the market due to packaging and labeling.

#### **4 How does the company/organization ensure the best product quality for its customers, and what mechanisms are used to improve this quality standard?**

- Compliance/certification/accreditation and implementation of standards and regulation
- Product performance, features, reliability, serviceability, aesthetics, and value proposition compared to similar product.
- Peer assessment and recognition e.g. competitions, awards
- Use of best international standards (systems, processes, service and products)