

CATEGORY FOUR- EXPORTER OF THE YEAR OF THE YEAR



Ministry of Industries, Mines and Energy

**NATIONAL QUALITY AWARD
ENTRY FORM AND INFORMATION CHECKLIST
2025**

**CATEGORY FOUR – EXPORTER OF THE YEAR
LARGE / SMALL TO MEDIUM ENTERPRISE**

CATEGORY FOUR- EXPORTER OF THE YEAR

A. COMPANY/ORGANISATION NAME

B. CONTACT PERSON

C. POSITION IN ORGANISATION

D. CONTACT DETAILS

OFFICE :
MOBILE :
FAX :
EMAIL :
PHYSICAL ADDRESS :
POSTAL ADDRESS :
WEBSITE :

E. IN ONE PARAGRAPH DESCRIBE WHAT YOUR COMPANY DOES.

F. WARRANTY

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We hereby submit our entry for the National Quality Awards and agree to the terms and conditions of the award program as stipulated in the entry form. I warrant that I am authorized to act 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.

SIGNATURE

DATE

TERMS AND CONDITIONS

A. Documentation: The entry form must be filled in completely. The body of the submission, without attachments shall 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. Supporting evidence SHALL NOT exceed 100 pages.

C. Evaluation and Scoring:

1. Submissions must be aligned to the aspects of evaluations as outlined in this entry form and information checklist.
2. Ten points [10%] are awarded for presentation; therefore the general presentation must be given due attention.
3. There shall be no winner declared in a category, when a score of less than 70% is achieved.

D. Submissions: Both electronic and hard copy submissions will be accepted.

E. Address for Submissions:

Physical Address

NSI Head Office
37, Feld Street
Auspanplatz
P O Box 26364
Windhoek, Namibia

Contact Person

Nelson T Tjihozu
National Focal Point (National Quality Awards)
Tel: +264 61 386 400
E-mail address: tjihozun@nsi.com.na

F. Adjudication Process:

1. Adjudication process will take approximately 2 weeks.
2. The judge's decision is final.
3. The winners in each category will be notified by the organizers.

1. EXPORT, GROWTH ACHIEVED AND ABILITY TO SUSTAIN THAT GROWTH [40]

1.1 Company background and objectives

- Description of the company's mission, vision, core values, quality policy and objectives
- Describe the products/service offered to the export market(s)
- Describe 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), key requirements, collaborations and dependence on external sources and supply chain that are essential to export of products/services.
- What unique selling points of product and customer benefits make your products or services stand out?
- Have the products been specially adapted for the international market? (Processes and quality management systems changed?) Additional certifications needed?

1.2 Governance and Leadership

- Describe the governance system of the organisation i.e., ownership, control and day to day management.
- Define the legal status of the organisation 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? [Examples are given below]
 - Evidence of encouragement of teamwork.

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- 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.
- Is there evidence of budget allocation for the implementation of quality related issues?

1.3 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?
- Show of workforce commitment and motivation.
- Explain how the organization communicates to staff on an ongoing basis and about important decisions.

1.4 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.

- Complete the table below to show your export activities in various markets and the market share if known

Country (market)	Year of entry	Volume of business (past 12 months)	Market share (%)

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- 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.
- What new innovative processes, products or technology does your company utilise to gain competitive edge in export markets
- How has the implementation of quality principles contributed towards improving your position in the market relative to competition?

1.5 Compliance environment

- *Applicable regulatory and voluntary occupational health and safety initiatives, accreditation, certification, registration requirements, industry standards, environmental in the domestic and export countries etc.*
- *What certification, registration or award in the domestic and export countries has the company obtained? When were they obtained? (Please attach proof)*

1.6 Customer Satisfaction Determination and Monitoring

- Clearly describe the methods for assessing needs of customers and stakeholders e.g., surveys, customer interviews, consultations etc.
- Describe and demonstrate how the organization obtain information from customers (current, former, potential and customers of competitors
- How has the organization incorporated customer knowledge into its quality objectives?
- How does the organization routinely communicate with its clients?
- Evidence of how the organization handles complaints.
- Demonstration of the after sale services.

1.7 Continuous Improvement process

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- 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.

1.8 Risk management and business continuity practices

- How are the key performance measures and success factors reflected during strategic planning?
- 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? Provide evidence of their effectiveness.

2. EXPORT ACTIVITIES AND PERFORMANCE ANALYSIS [10%]

2.1 Export activities

What opportunities are being created or expanded through the company/ organization's export activities?

- Describe the extent of exploration of new export markets.
- Demonstration of expansion through company/organization's goals, objectives and strategic plans.

2.2 Performance Analysis

Performance (a clear illustration of the company's development over the past 12 months)

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- How would you summarise your company's overall performance over the past 12 months against set export targets?
- What key milestones were achieved in the exports market?
- 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.
- Show evidence of financial audit

3. Business strategies and the use of quality principles in export activities [30%]

3.1 Business focused results

Demonstrate any significant growth that has happened in the export market, for example

- Demonstrate any increase in productivity and effectiveness in the use of resources
- Show impact in terms of lower production costs, reduction in errors, defects, waste, and related costs
- Demonstrate improvement in responsiveness and cycle time performance
- Give evidence of development of new opportunities e.g. increase in market share, profits, market expansion, acquisitions, mergers, partnerships
- Show how you have enhanced and balanced value to stakeholders (employees, customers, public etc)
- What opportunities have been created through social/regulatory requirements beyond legal compliance
- Demonstrate the company's plans for sustained international growth

3.2 Impact on the environment and society

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

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- 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 organisation'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.?

4 How has the company/organization promoted and increased the use of local suppliers for export activities? [10%]

Describe how the company has operationalized the quality management principle of relationships management?

- List and quantify the raw materials that are locally sourced and indicate sources.
- Describe how the company ensures quality raw materials

5.0 Overall Presentation [10%]

Ten points [10%] are awarded for presentation; therefore the general presentation must be given due attention.