

THE EAST AFRICAN COMMUNITY (EAC) REGIONAL QUALITY AWARDS

Awards Application Form & Report

SECTION A: Expression of Interest & Eligibility Information

1. Award Being Applied For

- ☐ **EAC Company of the Year**
- ☐ **EAC Product of the Year**
- ☐ **EAC Service Awards** – Private Company
- ☐ **EAC Service Awards** – Public Sector Organization
- ☐ **EAC Exporter Awards**

2. Applicant

Name of Applicant Organization / Business: _____

Physical Location: _____

Address: _____

Website: _____

3. Managing Director / CEO

Name: _____

Designation: _____

Address: _____

Office Telephone Contact: _____

Mobile Telephone Contact: _____

E-mail Contact: _____

4. Type of Industry

- ☐ Manufacturing
- ☐ Agriculture
- ☐ Education
- ☐ Healthcare
- ☐ Construction
- ☐ others:

5. Size & Location of Applicant

Annual Turn-over for the preceding Financial Year (USD)

- ☐ less than USD 350,000
- ☐ more than USD 350,000

Total Number of Employees:

- ☐ less than 100 employees
- ☐ more than 100 employees

How do you categorise your company (Large/Medium/Small/Micro) _____.

6. Location and Description of other Company Sites (where applicable)

List other company sites below – provide physical address, size and products / services:

- a) _____
- b) _____
- c) _____

7. Application History

- a) Has your organization ever received a Sector Specific, National, Regional or International Quality Award? _____
- b) Which award and year did your company receive the award

8. Eligibility Information

- a) Which year was your company / organization established _____
- b) Is the business / organization legally registered? _____ (*attach evidence*)
- c) Does your business / organization have a valid Tax Identification Number (TIN) certificate and trading license (*attach evidence*) _____
- d) If your products are covered by mandatory standards, have they been certified by the Bureau? _____ (*attach evidence of certification*)

9. Official Contact Person

Name: _____
Designation: _____
Address: _____
Office Telephone Contact: _____
Mobile Telephone Contact: _____
E-mail Contact: _____

10. Signature of Managing Director / CEO

I confirm and attest to the contents of this form as follows:

- a. *I certify that the organization is complying with all relevant statutory and regulatory obligations enforced by different agencies in the country.*
- b. *I understand that if any information found untrue in this eligibility form at any time during the Award Process, my organization will no longer be considered eligible for any recognition and will only receive a feedback report*
- c. *I hereby agree and consent to the collection and processing of my organization information for the purpose of our application for the National Quality Awards.*

- d. *I hereby also express interest to be considered for the EAC Regional Quality Award and agree and consent to the collection and processing of my organization information for the purpose of our application for the EAC Regional Quality Awards.*
- e. *I certify that I am authorized to act and sign on behalf of the above-named company/organization, and certify that all information provided in this form is, to the best of my knowledge, true and correct.*

Name & Designation

Signature

Date

SECTION B: Awards Criteria Categories

Please refer to Section 11 of the 2025 EAC Regional Quality Awards Document for further guidance on understanding the criteria requirements and how to respond and comply with these requirements.

C1: LEADERSHIP, STRATEGY AND GOVERNANCE

- 1) Briefly describe and/or represent by a drawing your leadership and governance structure.

Please draw here or attach your organization structure as part of this application.

- 2) What are your mission, vision, and Values or guiding principles?

Please write your mission, vision and values below. Attach any other evidence such as poster used in the workplace to communicate these to staff. If you have a website, provide the URL for your website where we can read your mission, vision and values.

Mission:.....
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Vision:.....
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Values:.....
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- 3) What are your strategic challenges, strategic advantages, and strategic goals and/or objectives?

Strategic Challenges:

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-
-

Strategic Advantages:

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Strategic Goal(s) / Objectives:

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- 4) What are your key measures for your strategic goals and/or objectives?

We use the following key measures to track progress on achieving our goals / objectives:

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- 5) Briefly describe your key process(es) for:

- a) Strategic plan development.
- b) Strategic plan implementation.

You may use a work flow diagram or list and briefly explain the key step using bullet points. Attach approved process work flows or strategic plan development meeting agendas or memos, etc as part of objective evidence to this application.

a) *Work flow / process / steps we use for developing our Strategic Plan*

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b) *Work flow / process / steps we use for implementing our Strategic Plan*

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6) What are your key applicable national / regional / export markets regulations, as well as accreditations, certifications, or registration requirements?

List all the key regulations, accreditations, certifications or any registration requirements your organization is required to comply with:

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7) Describe the practices, if any, your organization uses to reduce energy consumption; use renewable energy resources and recycled water, waste reduction and utilization;

Please attach objective evidence such as records and pictures to show that these practices are actually being implemented by the organization

Practices we use to reduce energy consumption

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Practices we use to reduce water consumption

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Practices we use to reduce waste

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8) Briefly describe the process(es) management uses to communicate with:

- a) Employees:.....
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- b) Customers:.....
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- c) Stakeholders:.....
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9) What are your strategic and financial performance results over the last two years in terms of:

| s/n | PERFORMANCE MEASURE | PERFORMANCE RESULTS | | REMARKS |
|-----|---|---------------------|------|---------|
| | | 2023 | 2024 | |
| 1 | Revenue | | | |
| 2 | Profitability | | | |
| 3 | Cost savings | | | |
| 4 | Cash flow | | | |
| 5 | Asset Utilization Ratio | | | |
| 6 | Reduction in energy use | | | |
| 7 | Reduction in water use | | | |
| 8 | Renewable energy use | | | |
| 9 | Waste reduction | | | |
| 10 | Sanctions / regulatory compliance costs | | | |
| 11 | Defect rates | | | |

| | | | | |
|----|---------------------|--|--|--|
| 12 | Customer complaints | | | |
| 13 | Return rates | | | |
| 14 | Scrap rates | | | |
| 15 | Cycle time | | | |

C2: CUSTOMERS AND MARKETS

1) What are your key markets?

Old markets – established over the last more than 12 months

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New markets – established over the last 6 – 12 months

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2) Briefly describe your key customer segments (including size of each).

| s/n | CUSTOMER SEGMENT | SIZE | REMARKS |
|-----|------------------|------|---------|
| 1 | | | |
| 2 | | | |
| 3 | | | |
| 4 | | | |

3) Provide your market size over the past two years for your main products and services.

| s/n | | PRODUCT OR SERVICE | MARKET SHARE | | REMARKS |
|-----|--|--------------------|--------------|------|---------|
| | | | 2023 | 2024 | |
| 1 | | | | | |
| 2 | | | | | |
| 3 | | | | | |
| 4 | | | | | |

4) Briefly describe your key process(es) for:

Please attach a work flow diagram or use bullet points to list and provide brief explanation of the key steps. Attach objective evidence such as approved process work flows, records, survey questionnaires, posters, brochures etc used as part of the processes.

a) Building a more customer focused culture and ensure customer satisfaction and loyalty.

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b) Listening, interacting, observing and obtaining information regarding the needs and expectations of your customers.

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c) Engaging, building manging customer relationships and enhance customer satisfaction.

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d) Customer support

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- e) Measuring and monitoring customer satisfaction, expectations and dissatisfaction and take appropriate action.
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- f) Managing your brand – using quality to position your product and/or service offerings in the market.
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5) What are your performance results over the last two years for:

| s/n | PERFORMANCE MEASURE | SUB-CATEGORY / MEASURE | PERFORMANCE RESULTS | | REMARKS |
|-----|-----------------------|------------------------|---------------------|------|---------|
| | | | 2023 | 2024 | |
| 1 | Customer Satisfaction | Customer Segment 1: | | | |
| | | Customer Segment 2: | | | |
| | | Customer Segment 3: | | | |
| 2 | Customer complaints | Customer Segment 1: | | | |
| | | Customer Segment 2: | | | |
| | | Customer Segment 3: | | | |
| 3 | Customer loyalty | Repeat customer | | | |
| | | Customer referrals | | | |

C3: OPERATIONS (PRODUCTION / SERVICE PROVISION / SUPPLIER RELATIONSHIPS)

6) Who are your key:

a) Suppliers?

List only the key suppliers and attached list of approved or pre-qualified suppliers

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b) Partners, collaborators and competitors?

List here of provide stakeholder analysis matrix

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7) Briefly describe the process(es) for:

Please attach a work flow diagram or use bullet points to list and provide brief explanation of the key steps. Attach objective evidence such as approved process work flows, records, survey questionnaires, risk register, pictures, etc.

a) Producing your products and services.

Process steps:

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b) Managing your supplies or supply chain, including selecting suppliers that are qualified and able to meet your operational needs and enhance organizational performance;

Process steps:

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- c) Communicating performance expectations, measuring and evaluating supplier performance, and provide performance feedback to help them improve their performance.

Process steps:

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- d) Monitoring the quality and approving the materials / commodities supplied by its suppliers.

Process steps:

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- e) Managing risks associated with your business.

Process steps:

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- 8) What are the results over the last two years in regards to:

| s/n | AREA / ASPECT | PERFORMANCE MEASURE | PERFORMANCE RESULTS | | REMARKS |
|-----|-----------------|------------------------------------|---------------------|------|---------|
| | | | 2023 | 2024 | |
| 1 | Production | Efficiency | | | |
| | | Non-comforming products | | | |
| 2 | Supply chain | On-time delivery | | | |
| | | Availability of critical materials | | | |
| | | Non-complying supplies | | | |
| | | Rejected supplies | | | |
| 3 | Risk management | Number of risks identified | | | |
| | | Number of risks mitigated | | | |
| | | Costs of losses | | | |
| | | Savings made | | | |

C4: ENGAGEMENT OF THE PEOPLE / EMPLOYEES

- 1) Briefly describe your process(es) for:

Please attach a work flow diagram or use bullet points to list and provide brief explanation of the key steps. Attach objective evidence such as approved process work flows, records, etc used as part of the processes. If you have a human resources procedures manual, please provide the document number and highlight sections where these requirements are addressed.

- a) Attracting and recruiting people with the right skills and competencies.

Process steps:

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b) Employee engagement.

Process steps:

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c) Employee development and training.

Process steps:

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d) Rewarding, recognizing and acknowledging people's contribution, learning and improvement.

Process steps:

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e) Ensuring workplace health and safety.

Process steps:

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2) What are your performance results over the last two years for:

| s/n | PERFORMANCE PARAMETER | PERFORMANCE RESULT | | REMARKS |
|-----|--------------------------------------|--------------------|------|---------|
| | | 2023 | 2024 | |
| 1 | Employee satisfaction | | | |
| 2 | Employee engagement | | | |
| 3 | Employee turn-over | | | |
| 4 | Employee absenteeism | | | |
| 5 | Employee training | | | |
| 6 | Significant safety related incidents | | | |

C5: EVIDENCE-BASED DECISION MAKING (PERFORMANCE MEASUREMENT & ANALYSIS)

1) Briefly describe the data you use to measure and monitor the performance of your organization.

List the data or measures you use and give a brief description of why it is important for your organization:

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2) Briefly describe the key process(es) for:

Please attach a work flow diagram or use bullet points to list and provide brief explanation of the key steps. Attach objective evidence such as approved process work flows, records, etc used as part of the processes.

- a) Identifying and selecting the measures / indicators used to determine and understand how well the organization is performing in relation to set strategic objectives and desired organizational results.

Process steps:

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- b) Determining, measuring, and monitoring key indicators (data) to demonstrate process/system performance.

Process steps:

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- c) Collecting and analysing the selected indicators in order to evaluate, understand and measure levels, trends and effectiveness of organizational processes and strategy.

Process steps:

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- d) Review of management system to identify opportunities for improvement and assess effectiveness to achieve required performance levels

Process steps:

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C6: ORGANIZATIONAL LEARNING (IMPROVEMENT & INNOVATION)

1) Briefly describe your process(es) for:

- a) Collecting and sharing information throughout the organization and from stakeholders.

Process steps:

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- b) Analysing and reviewing your organization's performance.

Process steps:

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- c) Performance improvement.

Process steps:

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d) Improving processes to reduce variability and improve quality of products and services.

Process steps:

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e) Encouraging innovation (e.g., practice(s) that create an environment that supports innovation).

Process steps:

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f) Determining which innovation opportunities to pursue, and deciding which opportunities to stop pursuing.

Process steps:

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g) Tracking, reviewing, and evaluating the effectiveness of the implementation of improvement actions

Process steps:

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2) What are your results for organizational learning over the last two years in terms of:

| s/n | PERFORMANCE MEASURE | PERFORMANCE RESULTS | | REMARKS |
|-----|--|---------------------|------|---------|
| | | 2023 | 2024 | |
| 1 | Number of innovations / improvements <i>(Process / service / product improvements and/or increase product / service quality)</i> | | | |
| 2 | Cost savings from innovations | | | |
| 3 | Increase in production from innovations / improvements | | | |
| 4 | Reduction of energy use from innovations / improvements | | | |
| 5 | Reduction in waste from innovations / improvements | | | |
| 6 | Increase in market share from innovations / improvements | | | |
| 7 | Increase in customer satisfaction from innovations / improvements <i>(repeat customers or reduction in complaints)</i> | | | |

| | | | | |
|----|--|--|--|--|
| 8 | Reduction in defects / errors / rework from innovations / improvements | | | |
| 9 | New markets created as a result of innovations / improvements | | | |
| 10 | Increased revenue from innovations / improvements | | | |

C7: APPLICATION OF STANDARDS & QUALITY BEST PRACTICES

- 1) How does the enterprise benefit from the improvement of the quality of products, services, and operations?

Benefits – please give specific examples and objective evidence:

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- 2) What business opportunities are being created through the enterprise's quality efforts?

Business opportunities created – please give specific examples and objective evidence:

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- 3) How does the enterprise utilize quality in its promotion and marketing of its products and/or services, in a way that maximizes quality improvement efforts?

Use of quality in promotions and marketing – please give specific examples and objective evidence:

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- 4) Is your organization implementing any of ISO management system standard? e.g. HACCP; ISO 9001; ISO 22000; ISO 14001; ISO 45001; ISO/IEC 17025; others?

ISO Standards being implemented by your organization – please give objective evidence:

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- 5) Is your organization certified / accredited against any of the above ISO standards?

Certifications or accreditations the organization has achieved – please provide copies of certificates as objective evidence:

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C8: SPECIFIC REQUIREMENTS FOR DIFFERENT CATEGORIES

Please attach objective evidence to support your responses. Objective evidence can be copies of certificates, reports, records, approved procedures and policies, pictures, etc

C8-1: COMPANY OF THE YEAR (SME AND LE)

- a) **Market Position:** Show your company's market position and competitive strength based on sales performance, customer base, and customer trust.

| s/n | PARAMETER | PERFORMANCE RESULTS | | REMARKS (How do you compare with your competitors) |
|-----|------------------------------|---------------------|------|--|
| | | 2023 | 2024 | |
| 1 | Sales volume | | | |
| 2 | Customer base | | | |
| 3 | Market Share | | | |
| 4 | Customer Satisfaction Scores | | | |
| 5 | Brand reputation and loyalty | | | |
| 6 | Product / service quality | | | |
| 7 | Market potential | | | |

b) **Innovation:** Highlight innovations in products / services, processes, or technologies / adoption of digital tools (e.g., automation, AI, e-commerce) to improve efficiency and competitiveness.

List the innovations and technologies or digital tools your company has adopted and implemented:

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c) **Regional/Global Presence:** Demonstrate expansion beyond your domestic market through new partnerships, regional growth, or international operations.

List the countries and regions you are selling your products and/or services

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List any distributorship partnerships you have in any of your markets

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d) **Sustainability practices:** Provide examples of corporate social and environmental responsibility, including ethical practices and sustainability efforts.

List any sustainability, ethical and corporate social responsibility programs or practices your company is implementing or adopted:

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e) **Growth Potential:** Present financial growth trends and strategic plans for scaling your business.

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f) **International Best Practices:** Document the adoption of international best practices and certifications such as ISO standards or industry regulations.

List any international best practices or industry standards your organization is implementing or adopted, including certifications achieved:

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g) **Local Content:** Explain how your company supports local employment and sourcing of materials.

List all raw materials used in your production or service provision that are sourced locally, including whether you buy directly from farmers and the value in USD for 2024:

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How many local people are you employing?

- Total number of employees –
- Total number of local employees –
- Total number of women –

C8-2: PRODUCT OF THE YEAR (SME AND LE)

a) **Innovation:** Showcase unique product features, technology, or advancements that set it apart in the market.

List the innovative features of your product:

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b) **Local content:** Demonstrate the use of local raw materials and resources in production, employment of local labor.

List all raw materials used in your production or service provision that are sourced locally, including whether you buy directly from farmers and the value in USD for 2024:

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How many local people are you employing?

- Total number of employees –
- Total number of local employees –
- Total number of women –

c) **Regional/Global Presence:** Provide evidence of the product's availability in regional and international markets.

List the countries and regions you are selling your products and/or services

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d) **Diversity & Inclusiveness:** Highlight how the product serves diverse customer needs and ensures inclusiveness.

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- e) **Community Impact:** Show how the product contributes to sustainability, community development, or industry growth.

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- f) **Ease of Use:** Ensure the product is designed for ease of use, offering an intuitive customer experience.

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- g) **Accessibility:** Illustrate accessibility features that support people with different needs, including disabilities.

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- h) **Certification:** Document product certifications that guarantee quality, safety, and compliance with industry standards.

List any international best practices or industry standards your organization is implementing or adopted, including certifications achieved:

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C8-3: SERVICE OF THE YEAR – PRIVATE (SME AND LE)

- a) **Customer Focus:** Demonstrate a strong commitment to customer satisfaction through responsiveness, engagement, and service excellence.

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- b) **Customer Satisfaction:** Provide customer feedback, reviews, and retention data that reflect overall satisfaction.

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- c) **Growth Potential:** Show evidence of service growth and expansion into new markets or customer segments.

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- d) **Innovation:** Highlight the use of digital tools, automation, or service innovations that improve efficiency.

List the innovations and technologies or digital tools your company has adopted and implemented:

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- e) **Professionalism:** Uphold professionalism through ethical business practices, expertise, and adherence to industry standards.

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- f) **Certification / Accreditations:** Document certifications and accreditations that enhance credibility and trust in your service.

List any international best practices or industry standards your organization is implementing or adopted, including certifications / accreditations achieved:

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- g) **Regional/Global Presence:** Illustrate how your service operates across multiple regions or international markets while maintaining quality.

List the countries and regions you are selling your services and/or services

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List any distributorship partnerships you have in any of your markets

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- h) **Technological Adoption:** Demonstrate how emerging technologies and industry trends are leveraged to improve service delivery.

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C8-4: SERVICE OF THE YEAR – PUBLIC

- a) **Reputation:** Show how your institution maintains a strong reputation and public trust through transparency and consistent quality service delivery.

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- b) **Customer Focus:** Demonstrate a commitment to efficient, accessible, and customer-focused services.

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- c) **Innovation:** Highlight innovations that improve service delivery, including digital solutions, automation, or streamlined processes.

List the innovations and technologies or digital tools your company has adopted and implemented:

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- d) **Workplace Culture:** Illustrate a positive workplace culture focused on continuous improvement and service excellence.

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- e) **Stakeholder Engagement:** Provide examples of stakeholder engagement, including collaborations with communities, industries, or policymakers.

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- f) **Technological Adoption:** Show how technological advancements are integrated to enhance service efficiency.

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- g) **Professionalism:** Document adherence to ethical standards, governance principles, and regulatory compliance.

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- h) **Certification / Accreditations:** Document certifications and accreditations that enhance credibility and trust in your service.

List any international best practices or industry standards your organization is implementing or adopted, including certifications / accreditations achieved:

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C8-5: EXPORTER OF THE YEAR (SME AND LE) – Agro-processors

Note-1: Exporting outside the EAC regions

- a) **Export Markets, Volumes, Value & Trends:** Provide data on the number of markets your company exports to, including volumes and the % of export revenue against the total revenue of the company.

List the markets / countries you export to outside the EAC and the volumes you export to each of those markets:

| s/n | MARKET | VOLUME EXPORTED | | VALUE OF EXPORTS (USD) | |
|-----|-------------------------------|-----------------|------|------------------------|------|
| | | 2023 | 2024 | 2023 | 2024 |
| 1 | | | | | |
| 2 | | | | | |
| 3 | | | | | |
| 4 | | | | | |
| | | | | | |
| | TOTAL | | | | |
| | AS % OF TOTAL COMPANY REVENUE | | | | |

- b) **Local Sourcing:** Demonstrate a commitment to sourcing local agricultural raw materials for production.

List all raw materials used in your production or service provision that are sourced locally, including whether you buy directly from farmers and the value in USD for 2024:

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How many local people are you employing?

- Total number of employees –
- Total number of local employees –
- Total number of women –

- c) **Value Addition:** Explain how your business adds value to raw materials through processing, branding, or packaging.

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- d) **Sustainability:** Highlight sustainability practices in international trade, including ethical sourcing and environmental responsibility.

List any sustainability, ethical and corporate social responsibility programs or practices your company is implementing or adopted:

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- e) **Quality & Standards Compliance:** Document certifications and compliance with international trade regulations and quality standards.

List any international best practices or industry standards your organization is implementing or adopted, including certifications achieved:

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- f) **Future Growth Plans:** Outline clear strategies for future export growth, market expansion, and supply chain improvements.

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