
WANT TO IMPROVE THE QUALITY OF YOUR PRODUCTS AND OPERATIONS?

EXPRESSION OF INTEREST TANZANIA

BACKGROUND

The Market Access Upgrade Programme (MARKUP) is a regional development initiative funded by the European Union (EU) that aims to contribute to the economic growth of the East African Community (EAC). More specifically, MARKUP aims to support increased exports of agribusiness and horticultural products, promote regional integration and access to the European and regional markets. MARKUP assists small and medium-sized enterprises (SMEs) in Burundi, Kenya, Rwanda, Tanzania and Uganda by targeting specific agricultural commodities.

At the regional level, the International Trade Centre (ITC) supports EAC's efforts to improve regional trade and the business environment for selected commodities. This involves the strengthening SME export competitiveness and business development, including in quality management. In each of the countries, teams of Qualified Champions - national expert trainers and advisers - are developed and qualified while implementing quality improvement in enterprises projects under the supervision of international experts.

In Tanzania, the International Trade Centre is offering support to improve the quality of products and operations in the coffee, tea, avocado and spices sectors.

METHODOLOGY

Under MARKUP, teams of Quality Champions are being developed in each of the 5 EAC countries. As part of their qualification, these QCs will be assigned to SME where they will offer training, coaching and guidance and facilitate the implementation of quality improvement projects in the respective companies, initially, will be done over a 7-9 months period, while being overseen by international experts.

The quality improvement projects at company level will focus on reducing waste, improving efficiency and productivity, ensuring consistent quality, enhancing levels of customer satisfaction and ultimately preparing companies to enter new markets or increasing current market share by being able to better respond to market and customer requirements.

The scope of each project will be agreed between the Quality Champion and the Company. Beyond the initial project, further in-depth assistance may also be offered over an extended period of time subject to good progress. In selected cases, this support may also include training and guidance related to implementing selected standards. In such cases, all costs related to external audits and any additional investments required, are to be borne by the beneficiaries.

It should be noted that all support under this component is in the form of guidance, advice and training.

WHO CAN BENEFIT FROM THIS INITIATIVE?

This initiative is open to current and potential exporters, producer groups/ cooperatives, manufacturers and/or processing entities and related facilities committed to improving the quality of products and operations

In order to be eligible for support, beneficiaries must be:

1. Seriously committed to improving the quality and food safety of products and operations
2. legally registered entities located in Tanzania and active in the coffee, tea, spices or avocado sectors
3. In business for at least 2 years
4. Willing to invest time, staff, and to implement improvements subject to available resources

HOW TO APPLY

Interested potential beneficiaries are invited to respond to this invitation by completing the form below and sending it by mail to:

Mr Safari Fungo, MARKUP Regional Coordinator and National Coordinator for Tanzania, Mr Simon Heisig & Ms Margareta Funder, Quality for Trade Programme, International Trade Centre, Geneva Switzerland.

Mails to be used: sfungo@intracen.org , sheisig@intracen.org, funder@intracen.org

Kindly include the **sector** and **country** in the **title** of your mail and please note that only successful applicants will be contacted.

Please note that the deadline for applications is 12 July 2019

4. In case of a larger operations, please describe the number of SMEs or farmer groups supplying your company/operations or otherwise directly connected to you
5. Please describe in detail your vision and plans for the next 3 years, including the quality related initiatives if applicable.
6. Please indicate your main reasons for wanting to participate in this initiative

Please answer all of the below questions

Question Number	Question		Answer	Guidance and response format
16a.	Has your company been certified to any quality-related national, regional or international standard?	B_A_02*		Yes/No
16b.	If yes, which standard(s) and certification body(ies)?	C_C_02*		
	Please indicate which of the statements below currently apply to your enterprise:			
17a.	Our internal processes for production and /or services delivered are:			1. Mostly informal 2. Well defined (e.g. use of flow charts)
17b.	Work instructions and standard operating procedures are available			1. Yes 2. No
17c.	Employees have been trained in the implementation of the work instructions and procedures			1. Yes 2. No
17d.	Specifications used for materials or service			1. Mostly informal/ad hoc 2. Clearly defined for most inputs

	purchased by the company are:			
17e.	The company has a unit or staff responsible for quality			1. Yes 2. No
17f.	The company obtains customer feedback primarily:			1. When a customer complains/raises an issue 2. Through ad hoc/informal discussions with customers 3. Through regular surveys
	Does your company seek to improve quality by practices such as:			
18a.	Having a quality policy for serving customers?			1. Yes 2. No
18b.	Setting performance objectives to enhance productivity and quality of business processes and products/services?			1. Yes 2. No
18c.	Using performance indicators that track efficiency, productivity and cost-effectiveness of operational work processes?			1. Yes 2. No
18d.	Incorporating quality improvement initiatives into your annual business plan/strategy?			1. Yes 2. No
18e.	Managing customer issues and complaints in a systematic manner to ensure timely resolution and achieve customer satisfaction?			1. Yes 2. No
18f.	The responsibility for assuring quality to the working/operational level			1. Yes 2. No
	How does your company assure the quality of its product or service deliverables?			
19a.	Internal testing and provision of a certificate of conformance, analysis, or compliance which is supplied to customers.			1. Yes 2. No
19b.	Third party conformity assessment through a testing laboratory, auditing process or product inspection method.			1. Yes 2. No

By signing this document and returning it to ITC, in case of being selected, I commit to:

1. Firmly commit to implement initiatives that will enhance the quality of products offered, including but not limited to reducing waste, improve efficiency and productivity, enhance levels of customer satisfaction and prepare to enter new markets on increase current market share.
2. Make relevant information about the company available in a timely manner, openly receive the Quality Champions and international experts on its premises and facilitate the access to production facilities;
3. Actively and fully engage in all support activities, make available relevant managers and staff who will be directly involved in the implementation of initiatives and designate a focal point who will be the first point of contact between the QC teams and the beneficiary and can act as the team leader/coordinator.
4. Strictly adhere to agreed timelines for visits, meetings and implementation of activities;
5. Be willing to share its experience for learning and awareness creation purposes, including in the form of short success stories and training cases.

Name: _____

Title/position: _____

Name of beneficiary company/institution: _____

Address:

Email:

Telephone:

Place and date: _____

Signature: _____