

CARWORLD QUALITY AWARD

HANDOVER CEREMONY 2008

PHAKALANE GOLF ESTATE RESORT

(GABORONE)

BY

MRS MASEGO MAROBELA

DEPUTY MANAGING DIRECTOR

BOTSWANA BUREAU OF STANDARDS

DIRECTOR OF CEREMONIES;

YOUR HONOUR, THE VICE PRESIDENT OF THE
REPUBLIC OF BOTSWANA LT GENERAL MOMPATI
MERAFFE;

YOUR EXCELLENCY, THE HIGH COMMISSIONER OF
INDIA, MR VISHNU N HADE;

PERMANENT SECRETARIES AND SENIOR
GOVERNMENT OFFICIALS HERE PRESENT;

CAPTAINS OF INDUSTRY HERE PRESENT;

CAR WORLD MANAGEMENT AND STAFF;

MEMBERS OF THE MEDIA;

DISTINGUISHED GUESTS;

LADIES AND GENTLEMEN

GOOD EVENING.

I AM DELIGHTED TO BE HAVE BEEN INVITED TO GIVE
THESE REMARKS AT THIS HANDOVER CEREMONY
REPRESENTING AN INSTITUTION, THE BOTSWANA
BUREAU OF STANDARDS WHICH ITSELF WAS SET UP
TO STEER ALL ECONOMIC PLAYERS AS WELL AS THE
GENERAL PUBLIC IN OUR COUNTRY TO A QUALITY
CONSCIOUS CULTURE. IT IS THEREFORE VERY
APPROPRIATE FOR ME TO TAKE THIS OPPORTUNITY
TO SHARE WITH YOU OUR PASSION FOR A QUALITY

CONCIOUS CULTURE THAT WE ASPIRE TO SEE US ALL BEING CHAMPIONS OF.

TO US, QUALITY IS A JOURNEY WHICH HAS A BEGINNING BUT NO ENDING. DIRECTOR OF CEREMONIES, LADIES AND GENTLEMEN, THE JOURNEY BEGINS WITH ONE RECOGNISING THAT IF THEY HAVE TO CHART THE QUALITY PATH THEY NEED TO DEFINE OR SPECIFY THEIR PRODUCT OR SERVICE ATTRIBUTES IN A MANNER THAT ANYONE WOULD IMMEDIATELY RELATE TO. IN THE BUSINESS THAT WE ARE IN, THIS IS CALLED A STANDARDIZATION PROCESS. THE OUTCOME OF SUCH A PROCESS IS A SPECIFICATION OR STANDARD THAT WOULD DEFINE THE EXPECTED QUALITY OR PERFORMANCE OF A PRODUCT OR SERVICE, BE IT A TYRE, HEAD LAMP, BRAKING SYSTEM, GUIDELINES FOR WORKMANSHIP, JUST TO CITE A FEW EXAMPLES. FOLLOWING THIS PROCESS, ONE NEEDS TO GET AN INDEPENDENT ASSESSMENT OF THE PERFORMANCE OF THE PRODUCT/SERVICE, AND HENCE, THE INTEREST PROCESSES OF TESTING AND INSPECTION IN THE CASE OF A PRODUCT AND AS RELEVANT TO THE PARTICULAR PRODUCT. THERE IS FINALLY THE INDEPENDENT DECLARATION OF A PRODUCT OR

SERVICE QUALITY WHICH IS REFERRED TO AS CERTIFICATION. FOLLOWING CERTIFICATION, THERE ARE FOLLOW UP INSPECTIONS AND AUDITS, AS APPROPRIATE, THAT RESULT IN FINDINGS THAT ARE AIMED AT IDENTIFICATION OF ROOT CAUSES OF THE PROBLEMS AND CONTINUOUS IMPROVEMENT OF THE PRODUCT/SERVICE QUALITY LEVEL; AND THUS A NEVER ENDING CYCLE COMMONLY REFERRED TO AS THE DEMING CYCLE, APTLY NAMED AFTER THE PROPONENT OF THE 'PLAN, DO, CHECK, ACT' CYCLE; A CYCLE APPLICABLE TO ALL FACTS OF LIFE I MIGHT ADD. THIS IS PRECISELY WHAT MY ORGANIZATION AND OTHERS IN A SIMILAR BUSINESS ASSIST ORGANIZATIONS TO ACHIEVE. A NUMBER OF ORGANIZATIONS HAVE CHARTED THE PATH OF IMPLEMENTING THE INTERNATIONAL ORGANIZATION FOR STANDARDIZATION (ISO) 9001:2000 QUALITY MANAGEMENT SYSTEM STANDARD AS A MEANS OF DEMONSTRATING QUALITY. THE BOTSWANA BUREAU OF STANDARDS HAS CERTIFIED, TO DATE, QUALITY MANAGEMENT SYSTEMS OF THIRTY ORGANIZATIONS AND EIGHTEEN STANDARDS MARK LICENSES FOR PRODUCTS HAVE BEEN ISSUED TO FIFTEEN

MANUFACTURERS SINCE OUR CERTIFICATION SCHEMES CAME INTO OPERATION IN 2002.

INDEED, SUCH ORGANIZATIONS HAVE BEEN NOMINATED FOR VARIOUS QUALITY AWARDS WHICH ARE DESIGNED AS AN INCENTIVE FOR ORGANIZATIONS TO DEVELOP MORE EFFECTIVE AND GOAL ORIENTED QUALITY WORK OR TO RECOGNISE QUALITY EXCELLENCE OF THOSE ORGANIZATIONS THAT WOULD HAVE ALREADY IMPLEMENTED THE REQUIRED SYSTEMS. AVAILABLE EXCELLENCE MODELS TODAY INCLUDE THE USA MALCOLM-BALDRIGE MODEL STARTED IN 1987, THE EUROPEAN FOUNDATION FOR QUALITY MANAGEMENT (EOQF) MODEL OF 1988, THE BOTSWANA EXCELLENCE FOUNDATION (BEF) MODEL OF 2004 AND THE SADC QUALITY MODEL FOR AWARDS THAT WILL COMMENCE NEXT YEAR, DEVELOPED WITHIN THE SADC STANDARDIZATION, QUALITY ASSURANCE , ACCREDITATION AND METROLOGY PROGRAMME. WE WILL SOON BE APPROACHING ORGANIZATIONS OF ALL SIZES AND ACROSS DIFFERENT SECTORS TO PARTICIPATE AND COMPETE FOR THESE AWARDS SHORTLY

DIRECTOR OF CEREMONIES, LADIES AND GENTLEMEN, WE ARE GATHERED HERE TONIGHT TO WITNESS PRESENTATION OF AN AWARD OF A SIMILAR NATURE TO THE ONES THAT I HAVE DESCRIBED ABOVE. ORGANIZATIONS THAT PARTICIPATE IN SUCH QUALITY AWARD COMPETITIONS SELECT THE MODELS THAT BEST REPRESENT THEIR BUSINESS INTERESTS. I BELIEVE WHEN CARWORLD CHOSE TO PARTICIPATE IN THIS MODEL, QUALITY WAS THE MAIN MOTIVATOR THE BUSINESS INITIATIVE DIRECTIONS (BID) AWARD HAS DEVELOPED IN THE MID 1970s BASED ON A STANDARD QC 100 AND THE QUALITY AWARD IS RECOGNISED AS A PATTERN MODEL. SOME OF CRITERIA OF THIS MODEL IS BASED ON CUSTOMER SATISFACTION, COMMUNICATION STRATEGIES, LEADERSHIP, CONTINUING EDUCATION AND TRAINING AS WELL AS TOTAL QUALITY MANAGEMENT. I THEREFORE CHALLENGE THE LEADERSHIP OF CARWORLD TO FOLLOW THIS INITIATIVE AND MERITORIOUS AWARD WITH AN APPLICATION FOR ISO 9001:2000 QUALITY MANAGEMENT SYSTEM CERTIFICATION WHICH MY ORGANIZATION FULLY SUPPORTS LOCALLY. WE DO THIS FROM AN INITIAL STAGE OF AWARENESS

PRESENTATIONS ON THE RELEVANT STANDARDS AND TRAINING PROGRAMMES THROUGH SPECIFIC MODULES ON SYSTEM DOCUMENTATION, IMPLEMENTATION AND INTERNAL AUDITS TO THIRD PARTY AUDITING AND INDEED CERTIFICATION OF THE IMPLEMENTED SYSTEMS. THIS IS THE ONLY WAY CARWORLD CAN GUARANTEE THE REPEAT OF WHAT WE WILL BE WITNESSING TONIGHT.

DIRECTOR OF CEREMONIES LET ME TAKE THIS OPPORTUNITY TO REMIND ALL CAPTAINS OF INDUSTRY AND THE PUBLIC SECTOR REPRESENTATIVES, SINCE QUALITY MANAGEMENT SYSTEMS ARE ALSO RELEVANT TO GOVERNMENT, THAT OUR SERVICES AND FEES ARE COMPETITIVE. I THEREFORE URGE YOU ALL TO ACCESS THESE SERVICES.

DIRECTOR OF CEREMONIES, YOUR HONOUR THE VICE PRESIDENT, DISTINGUISHED GUESTS, LADIES AND GENTLEMEN, LET ME CONCLUDE MY REMARKS BY WISHING CARWORLD RECEIPT OF MANY AWARDS IN THE FUTURE AND INDEED LOOK FORWARD TO AN INVITATION TO A ISO 9001:2000 QUALITY MANAGEMENT SYSTEM CERTIFICATION AWARD CEREMONY AND CHALLENGE CAR WORLD TO ATTAIN THE CERTIFICATION WITHIN A YEAR.

I THANK YOU.