
SINGAPORE QUALITY AWARD FOR BUSINESS EXCELLENCE

Introduction

Launched in 1994 with the Prime Minister as its patron, the Singapore Quality Award (“SQA”) is the most prestigious award conferred on organisations that demonstrate the highest standards of business excellence. The award aims to establish Singapore as a country committed to world-class business excellence. It is modeled on the best features of the Malcolm Baldrige Award in the US, the European Quality Award in Europe and the Deming Prize in Japan.

Established in 1997, the Singapore Quality Class (“SQC”) is a scheme that recognise organisations that have attained a commendable level of performance in the journey to business excellence. Applicants of SQC will be assessed in relation to SQA criteria through the Quality Assessment Exercise. Organisations scoring 400 points or above will be invited to join the SQC; those scoring more than 700 points will be awarded the SQA.

Eligibility and Assessment Process

All public and private organisations in Singapore (except trade associations and professional societies) may apply for the SQA. Private organisations must have a major business operation in Singapore. A subsidiary and parent company may NOT both apply for the award in the same year. Applicants are required to submit a report to the Centre for Business Excellence, Singapore Productivity and Standards Board (PSB) and shortlisted candidates must furnish relevant financial documents. A team of assessors evaluates each report before submitting it to the Management Committee for review. The SQA Governing Council approves the final list of award winners.



Award Criteria

Applicants are assessed based on the following criteria:

Leadership and Quality Culture which focuses on top management commitment and personal involvement in setting clear and visible goals, creating and sustaining quality values and systems, reviewing performance and recognising employees' participation and achievements.

Use of Information and Analysis which focuses on the use of data and information to improve operational and competitive performance.

Strategic Planning which focuses on the organisation's planning process and how key requirements are integrated into overall business planning.

Human Resource Development and Management which focuses on the management and development of people in the organisation.

Management of Process Quality which focuses on how the organisation manages its business processes to improve its quality and operational performance.

Quality and Operational Results which focuses on the levels and improvement trends in quality and operational performance.

Customer Focus and Satisfaction which focuses on the organisation's knowledge of customer market requirements, its relationship with customers, and its performance on customer satisfaction.



SQA Winners

As at the end of 2000, there are 9 SQA winners:

- Micron Semiconductor Asia Pte Ltd
- Asia Pacific Paging Subscriber Division, Motorola Electronics Pte Ltd
- Baxter Healthcare Pte Ltd
- Housing & Development Board
- Philips Electronics Singapore Pte Ltd, Tuner Factory
- PSA Corporation Ltd
- STMicroelectronics
- Citibank N.A. Regional Cash Process Management Unit
- Philips Electronics Singapore Pte Ltd, DAP Factory

Conclusion

The SQA may be regarded as the most prestigious award conferred on organisations that demonstrate the highest standards of business excellence. SQA winners are well recognised and could enjoy enormous recognition, publicity and confidence from customers, business partners and employees.

References

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