

Chapter 11

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THE QUALITY OF THE YEAR COMPETITION AS A DETERMINER OF QUALITY PROMOTION IN POLISH ENTERPRISES



Abstract: Paper shows analysis and advantages that gives companies Quality of the Year competition. It was showed that this kind of competition is very important and prestige for companies.

Key words: company, competition, quality, award.

11.1. Introduction

Producers and importers of goods use various methods to convince customers of the high quality of goods they offer. One such method is putting voluntary markings confirming the high quality of a given product on the products themselves and advertising materials.

11.2. The Quality of the Year competition

One of the most popular competitions in recent times is QUALITY OF THE YEAR, organized since 2006 by the European Organization for

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Quality. The honorary patron of the competition is POLISH FORUM CLUB ISO 9000 and one of other patrons is Polish Center for Examination and Certification (PCBC). The competition promotes and supports:

- a) advertising quality and high standards in business activity concerning production, trade, services and ecology on the domestic market,
- b) development of companies by promoting quality standards and encouraging the companies to invest in the improvement of the quality of goods and services,
- c) improving the image of Polish enterprises by promoting companies for which quality is an important element of their presence on the market,
- d) introducing the concept of continuous management improvement into the companies,
- e) popularizing the quality-oriented way of thinking.

The basic task of the competition is the promotion of quality and the quality-oriented way of thinking. The competition is open and is organized in the following categories:

- product,
- service,
- innovation,
- ecology,
- scientific-research units.

The competition admits enterprises which fulfill the following requirements:

- a) undergo verification in the form of an audit conducted in the seat of the candidate for the “QUALITY OF THE YEAR” title by specialists designated by the Competition Office,
- b) submit to the Competition Office by e-mail/post a self-assessment of the enterprise plus additional documents (within 30 days of formally entering the competition):

- a certificate from the Social Insurance Institution (ZUS) confirming that the enterprise is not behind with social insurance fees,
 - a certificate from the Tax Office (US) confirming that the enterprise is not behind with taxes.
- c) pay a fee specified in the current pricelist for promotion and advertising services (ROSAK-SZYROCKA J., KAŁUŻNY M. 2013).

11.3. The procedure of applying for participation in the QUALITY OF THE YEAR competition

The QUALITY OF THE YEAR title is awarded regularly, twice a year, after a two-stage qualification process (WWW.JAKOSCROKU.PL):

Stage I

– collecting the documentation concerning the company's activity and achievements, including the audit, certificates confirming that the company is not behind with social insurance fees or taxes and the company's self-assessment. The candidate fills in a verification survey form composed of four parts:

1. The enterprise's details.
2. The enterprise's self-assessment.
3. Details authenticating the enterprise.
4. Declaration.

In the self-assessment part, the enterprises assess the following areas:

1. Leadership - an assessment of the enterprise management's personal involvement and inspiration concerning management system implementation and obtaining continuous improvement, setting goals for the whole enterprise and its surroundings where the enterprise functions together with its employees and where it wants to achieve specific results.
2. Vision, strategy, policy - this concerns the enterprise's vision, the basic values guiding the enterprise, its strategy directions and the method of their realization.

3. Human resources management - methods of making use of the enterprise's HR potential directed towards systematic improvement of end results, release and use of the employees' full potential, company culture based on mutual trust, transferring responsibility powers.
4. Resource management - management, use and protection of resources, optimization of all resource types by managing them appropriately, making use of internal and external information, an analysis of work performed by the enterprise's organizational units and communication among them.
5. Process management - managing processes inside the enterprise which influence value growth of the product/service; identification, measurement, verification and improvement.
6. Customer satisfaction - analysis and assessment of the customers' current and potential needs, using meters describing the surroundings and results of satisfying customer needs. The customer as a final judge of product/service quality.
7. Employee satisfaction - it reflects the employees' attitude to enterprise management, social security, the possibility of promotion, trust expressed in transferring competence, examining and measuring the employees' satisfaction in order to use their potential, care of social security and OHS matters and creating the organization's culture and ethics together.
8. Cooperation with surroundings - fulfilling the social expectations and legal requirements in the scope of environmental protection and saving natural resources as well as cooperation with local community and authorities.
9. The enterprise's achievements in relation to the set goals - the enterprise's achievements in relation to the set goals in the scope of the enterprise's development as a whole and financial satisfaction of all parties interested in its activity.

Stage II

– an assessment and verification of candidates conducted by the Competition Committee on the basis of data gathered by the Competition

Office, including the audit, the enterprise's self-assessment and certificates confirming that the company is not behind with social insurance fees or taxes, as well as selection of the best companies and awarding the "QUALITY OF THE YEAR" title to them. The verification procedure includes an analysis of the whole scope of the organization's activity in respect of improving the concept of management through quality, as well as what was done to implement that concept. The following elements are the main subjects of the assessments:

- a) implemented quality systems, including internal and plant systems,
- b) implemented food safety systems,
- c) other obtained certificates, titles, awards etc. which confirm special care for the high quality of products and services,
- d) practical realization of the quality policy,
- e) functioning of the position of an independent specialist for quality,
- f) the enterprise staff's level of involvement in the realization of the quality policy,
- g) inclusion of quality in the enterprise's mission statement,
- h) organization and/or provision of employee trainings concerning quality and/or increasing the awareness of care for production safety.

The "QUALITY OF THE YEAR" title is awarded in four categories:

- product,
- service,
- innovation,
- ecology.

Companies which won the "QUALITY OF THE YEAR" title twice receive a logo and a statuette "QUALITY OF THE YEAR BRAZ" (Fig. 11.1).



Fig. 1. The QUALITY OF THE YEAR bronze logo.

Source: www.jakoscroku.pl

Companies which won the “QUALITY OF THE YEAR” title three times and the “QUALITY OF THE YEAR BRONZE” title receive a logo and a statuette “QUALITY OF THE YEAR SILVER” (Fig. 11.2).



Fig. 2. The QUALITY OF THE YEAR silver logo.

Source: www.jakoscroku.pl

Companies which won the “QUALITY OF THE YEAR” title four times and the “QUALITY OF THE YEAR SILVER” title receive a logo and a statuette “QUALITY OF THE YEAR GOLD” (Fig. 11.3).



Fig. 11.3. The QUALITY OF THE YEAR gold logo.

Source: www.jakoscroku.pl

Companies which won the “QUALITY OF THE YEAR” title six times and the “QUALITY OF THE YEAR ZŁOTO” title receive a logo and a statuette “QUALITY OF THE YEAR DIAMENT” (Fig. 11.4).



Fig. 11.4. An example of the QUALITY OF THE YEAR diamond logo.

Source: www.jakoscroku.pl

Over 70 enterprises entered the first edition of the QUALITY OF THE YEAR competition in 2006 (Fig. 11.5). As a result of the decisions made by the Competition Committee, as many as 69 enterprises from various trades were awarded the title. In the next edition of the competition, the winners were awarded in the product, service,

innovation and distinction categories. Figure 5 presents the number of enterprises which won the QUALITY OF THE YEAR competition in 2007 divided into categories. The figure shows that the greatest number of winners fell into the product category (34 enterprises) and into the service category (22 enterprises). Only 4 enterprises won the competition in the innovation category, while 8 enterprises received the distinction.

In 2009, 81 enterprises won the QUALITY OF THE YEAR competition. In the fourth edition, as many as 148 enterprises won the QUALITY OF THE YEAR competition. In 2010, beside the service, product and innovation categories, two more categories were introduced: institutes and Eko QUALITY OF THE YEAR 2010.

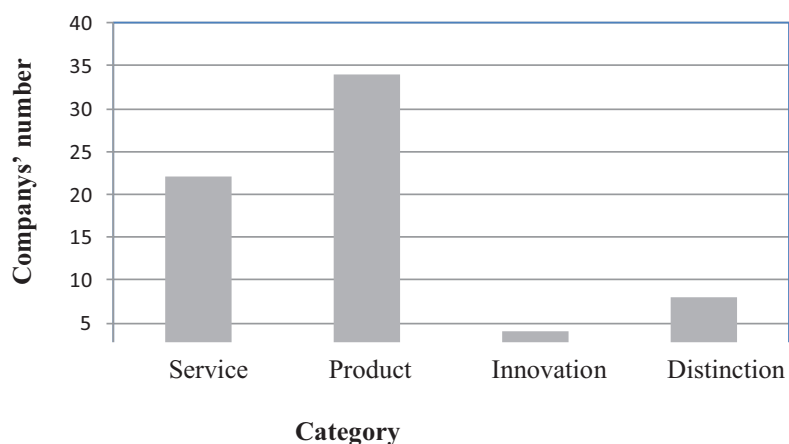


Fig. 11.5. The number of enterprises which won the QUALITY OF THE YEAR competition in 2006.

Source: own study on the basis of www.jakoscroku.pl

Figure 11.6 presents the number of enterprises which won the QUALITY OF THE YEAR competition in 2010.

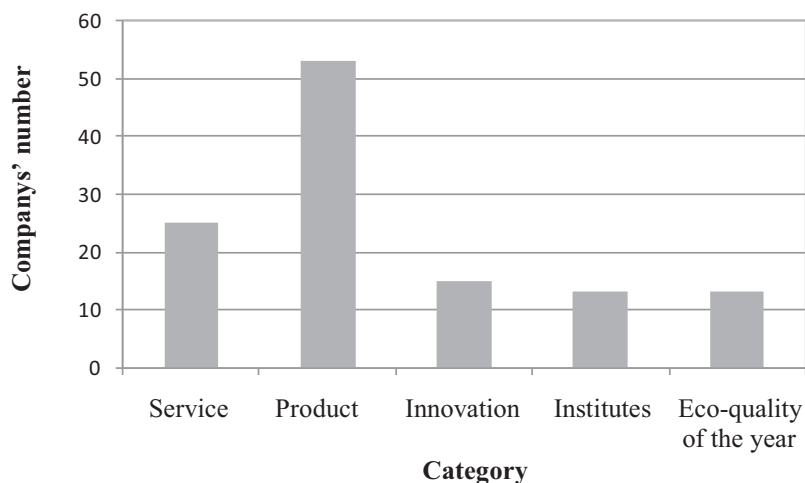


Fig. 11.6. The number of enterprises which won the QUALITY OF THE YEAR competition in particular categories in 2010.

Source: own study on the basis of www.jakoscroku.pl

Figure 11.6 shows that the greatest number of winners fell into the product category (as many as 53 enterprises) and into the service category (25 enterprises). 15 enterprises won the competition in the innovation category, while 13 - both in the institutes and Eco-quality of the year category. Figure 11.7 shows the number of enterprises which won the competition in particular categories in 2011.

The figure 11.7 shows that in the fifth edition, like in the previous year, the greatest number of competition winners fell into the product category. The number of product category winners in 2010 increased significantly in comparison to 2009 and equaled as many as 71 enterprises. The situation is similar in the service category, where the number of enterprises in 2010 increased by 21 and reached 46 winners. An analysis of figure 8 also shows that no enterprise won the competition in the institutes category. In the sixth edition, organized in 2012, 86 enterprises won the QUALITY OF THE YEAR competition.

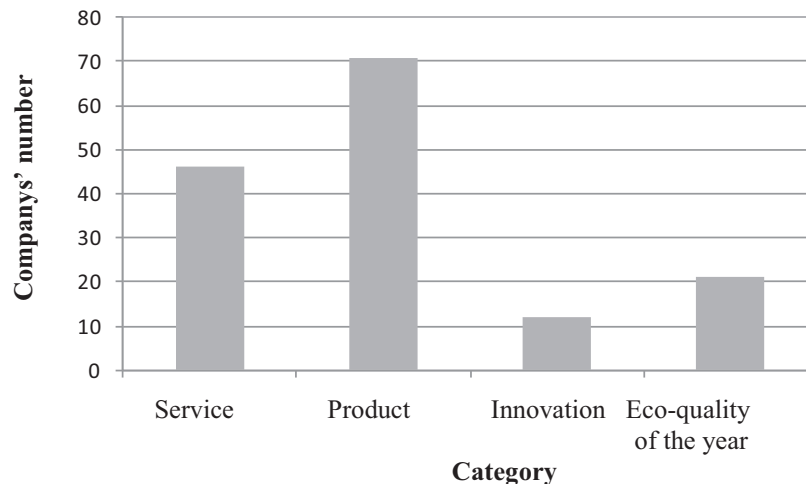


Fig. 11.7. The number of enterprises which won the QUALITY OF THE YEAR competition in particular categories in 2011.

Source: own study on the basis of www.jakoscroku.pl

11.4. Summary

The analysis of issues related to the QUALITY OF THE YEAR competition shows that the participation in this competition results in a number of benefits for the enterprise; these include:

- special care of the winner and awarded participants for quality,
- the possibility to use the QUALITY OF THE YEAR title and logo,
- promotion in the media and the biggest economic dailies,
- strengthening of the company's image; honor and prestige,
- increased trust on behalf of contractors; obtaining better cooperation conditions (i.a. banks, organizers of public tenders and others),
- increased trust on behalf of customers,
- verification and the possibility of improving or implementing the system of management through quality in the company,

- promotion and support of goals set by the Qualitas Foundation, including ethical and quality-related attitudes in business.

An analysis of the QUALITY OF THE YEAR competition winners shows that several enterprises which applied for the title won the gold and silver award in the years 2008-2012 (Fig. 11.8).

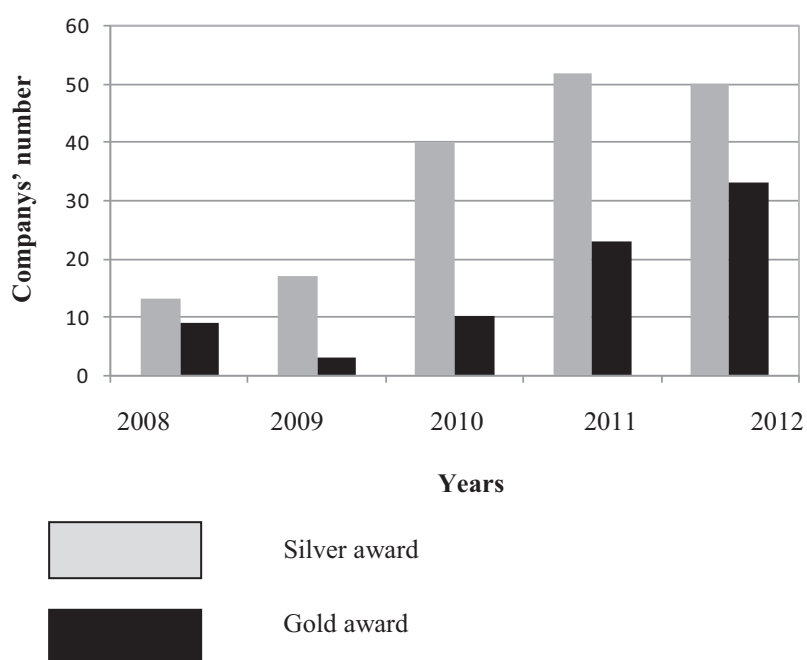


Fig. 11.8. The number of enterprises which received the gold and silver quality award in the years 2008 – 2012.

Source: own study on the basis of www.jakoscroku.pl

Figure 11.8 shows that the number of enterprises receiving the abovementioned awards increases each year. In the case of the silver award, the number of its winners increased by as many as 37 in 2012. In the case of the gold award, the number of its winners increased by as

many as 30 in 2012 in comparison to 2008. This means that the enterprises are aware of quality and of the following rule:

*high quality of offered products/services = customer satisfaction =
company's' profit increase.*

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