

TRAINING.RESEARCH. CONSULTANCY

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OUR REF: DIC-SMC/MIT/Vol 1/2/2

Date: 20/04/2023

To Whom It May Concern,

Dear Sir/Madam,

RE: OPPORTUNITIES FOR TANZANIAN COMPANIES TO BE CERTIFIED WITH ISO AT LOWER COST WITHIN SIX MONTHS

The quality of products and services have been a growing concern for many local and international companies and consumers around the global. This is one of the reason for initiation of ISO standards.

ISO Certification have been one of major challenges facing Tanzanian Companies. 99% of the Tanzanian Medium and large Companies are not registered making them loose international market opportunities, credibility, trust, risk management opportunities, production and delivery of quality product/services and other related issues.

It is important to note that some international firms that have invested in Tanzania and those that are looking to invest in Tanzania, prefers to work with ISO registered firms. It is unfortunate that Tanzanian firms have been missing these opportunities of doing business with ISO registered Companies.

ISO (International Organization for Standardization) is an independent, non-governmental organization that develops standards to ensure quality, safety and efficiency of products, services and systems. As it relates to ISO standards, *certification is a certifying body's assurance that a service, product or system meets the requirements of the standard*

There are several other benefits that Tanzania Companies could benefit from ISO Certification, these include the following:

High Credibility

ISO is globally recognized. Hence, it makes your product more reliable and your customers will know that you are a company that they can trust.

High Recognition

With an ISO certificate, your brand will be recognized worldwide. Further, this will increase your brand's status among your fellow competitors and the public as well.

Improved Consistency

An ISO certification helps you to increase control over the business processes. The more you control your business, the more your consistency rises. Additionally, increased consistency means your customers are getting the same good service or same good products every time they are doing business with you.

Enhanced Revenues

When there is an assurance of quality, people will come back to you again and again. When it is ISO certified, you can price your product/service better and thereby expect better revenue for your business.

A classic Government Label

ISO certificate makes promoting your products as high quality easier. You can put an ISO label on your product during packaging and documenting. The ISO symbol speaks of the quality for you.

Better Customer Retention

ISO certification ensures that your products are of standard quality. When this happens, your customers know what to expect from you and grow familiar with your products/services. This leads to customer satisfaction and retention.

Business risk management

Planning and monitoring of business operations and expenses are crucial in any industry. With ISO, your company will have a clear grasp on how best to analyse and target business risk pain points. This is an investment that futureproofs your business risk management systems.

Streamlining operations

Proper qualification focuses not just on quality assurance, but also business acumen and operations. By consolidating the training process into one certification, you will be able to streamline the way your company goes about its business

Competitive advantage

ISO 900 certification is the industry standard. Any business that does not bother to quantify and maximise its quality management systems will fall behind.

The ISO have various series and organization can decide to register based on what is relevant to its industry. Some of the ISO series are;

- Quality Management System: ISO 9001:2015
- Information Security Management System (ISMS) ISO 27001:2013
- Occupational Health and Safety Management System: OHSAS 45001
- Risk Management: ISO 31000 : 2018
- Business Continuity Management System (BCMS) ISO 22301:2019
- Food Safety Management Systems ISO 22000
- Environmental Management System based on ISO 14001
- Road Traffic Safety Management System: ISO 39001
- PAS 99 Integrated Management Systems

The ISO registration for any firm that involves in the production process, service delivery or any types of business is critical to survive in the current market.

Sleek Management Consultancy and Disney International Consultancy have conducted a micro research in Tanzania and come to realize most of the Companies are not registered with ISO because of the following reason;

- Lack of understanding on the importance of ISO to their Companies
- Cost – thinking ISO Certification is expensive compared to the current loss that they are experiencing now
- Lack of leadership willingness to undertake ISO registration

Disney International Consultancy Limited of Tanzania and Sleek Management Consultancy of Kenya decided to tackle the challenges indicated above by doing the following;

- Start promoting understanding of ISO to various stakeholders by working together with the government, NGOs and Private enterprise within the country.
- To negotiate with various ISO Trainers and Certification Body to cut down cost of training, documentation and certification. The cost of all process up to registration is now starts from 10 Million TZS to 20 Million TZS depending on the nature of the business. For medium firm, it starts from 21 million TZS to 45 million depending to the nature of the business. For larger firms it starts from 46 million to 200 million or more depending on the nature of the business. This cost is less than 50 % compared to the previous cost.
- To cut down cost further, we sometimes conduct mass training and documentation, whereas firms' similar business nature are trained together at the same time, thus lowering cost further. Using this approach, it is expected that full Certification for small firm could take less than 7 Million, the same trends will be applicable for medium and larger firms.
- We have also started to promote the importance of ISO registration to various Companies in the country.

We would like to request your organization to take opportunity of ISO training, documentation and certification by reputable international body at lowest possible cost.

We would like to meet and discuss with you on how we could help your company to be certified

within six months at the lowest possible cost. Please take this opportunity which is only available for this year, 2023.

If you are interested in ISO registration, we will be conducting ISO awareness training on 22nd to 26th of May, 2023 in Morogoro. The training fee will be 1,000,000 TZS. The cost include breakfast Snack, lunch and Evening tea.

We have attached training timetable for the same, Please call us through details indicated above.

Many thanks and looking forward to hear from you soon,
Yours Sincerely,

Dr. Emmanuel Luvanda,
MD - Disney International Consultancy Limited

