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Wouldn't you like to know HOW you can run your business to achieve the following outcomes :

1. World-class Management practices,
2. Improved Customer Satisfaction,
3. Reduced Employee turnover ... and hence,
4. Achieve profit growth 4X that of the industry average ?

The Singapore Quality Class has the answer!

The Singapore Quality Class is a **national recognition for quality distinction**. Winners of this distinction can display the logo on their shop-fronts, websites, social media, biz cards, marketing flyers and letter-heads ... It is positively your trump card, your weapon, to stay competitive in the intensely competitive industries you are trying so hard to thrive in ...

The Singapore Quality Class is the **foundation** framework in the **Singapore Business Excellence (BE)** family ... It is a universal standard that applies to all industries. For the service industry, Quality is synonymous with Service Quality.

Our Business Excellence frameworks are modelled after the American **Malcolm Baldrige National Quality Award**, the grandfather of all Quality Awards worldwide outside of Japan. Therefore, the **SQC** is NOT simply a **national** recognition; it is a **WORLD-CLASS** Management framework; an internationally recognized **holistic** standard for **Managerial** excellence. In Singapore, the Government has made this the de facto standard for the civil service, stat boards and government-linked companies.

**A 2014 study by the NUS Business School has shown that companies that have adopted these BE standards for 5-10 years achieved 25.5% in profit growth against the industry average of 6.3%!**

<http://www.spring.gov.sg/Building-Trust/Business-Excellence/Pages/about-be.aspx>

It is a very EXCLUSIVE CLUB that money cannot buy!

Of the 180,000 SMEs in Singapore, only around 500 have made it to this club! That's a cool **0.28%**! So, it is a very distinctive, very prestigious accolade ... naturally a highly coveted win!

A listing of companies in this "club" are listed on SPRING's website:

<http://www.spring.gov.sg/Building-Trust/Business-Excellence/The-BE-Community-Partners/Pages/list-of-certified-organisation-award-winners.aspx>

**CCIs (Customer-Centric Initiatives)** are consulting projects whose objective, as its name suggests, is to raise the beneficiary's service quality. CCIs will end in a mandatory Singapore Quality Class **assessment** check. Beneficiaries will attain SQC certification if they score 400 points or more on a 1000-point scale.

Indeed, who does not need a booster jab in customer service and product quality?

And why not when it is going to be so generously funded by the government?

Through the **Capability Development Grant (CDG)** administered by SPRING:

<http://www.spring.gov.sg/Growing-Business/Grant/Pages/capability-development-grant.aspx>

**Funding is incredibly generous at about 80%! Yes, you can get your trump card almost for free!**

From historical observations, this funding level of 80% may drop to 50% sometime in the near future. So, we do have to seize the day and capitalize on this golden opportunity before the window slams shut!

The **SQC** is NOT just another title, another certification nor another paper qualification ... It is REAL; it is pragmatic; it is practical; it is what every business needs to have the organization operate like well-lubricated clock-work. With the system well-defined, business owners can sleep in peace at night and not worry about the zillion things that can go wrong in the operation!