



Excellence Award for Economic Establishments

Department of Economic Development. Ajman

20
22
The
Best
Award

“ One of our top priorities is to create an attractive economic environment for distinguished and innovative projects in the Emirate of Ajman ”

HH.Sheikh/ Ahmed Bin Humaid AlNuaimi
Chairman of Ajman DED



“ Competing in the quality of services provided
to the economic establishments is our
objective in achieving the quality of life ”

H.E Abdullah Ahmed Al Hamrani
Director General of the AjmanDED



- **The Best Award**
- **Objectives of The Best Award**
- **Categories of The Best Award**
 - ★ Best Consumer–Friendly Establishment Category
 - ★ Best SME Establishment (registered in Taziz and Reyada Programs)
 - ★ Best Smart Industrial Establishment Category
- **Criteria**
- **Evaluation Mechanism**
- **Awards Benefits**
- **How to Participate**
- **Confidentiality**

The Best Award is an award designated to measure the level of licensed economic establishments in the emirate of Ajman with a view to raising their quality and upgrading the services provided. This enhances the confidence of customers and consumers and contributes to raising the competitiveness of the Emirate, by adopting accurate standards so that these establishments are evaluated with transparency. The award includes three main categories:



Best Consumer–Friendly
Establishment Category



Best Smart Industrial
Establishment Category



Best SME Establishment
(registered in Taziz and
Reyada Programs)

After having completed the evaluation process, the excellent establishments are announced to serve as a model for the rest of the economic establishments in the Emirate.

★ 1 ★

Creating a competitive environment among the economic establishments in the Emirate of Ajman and the spirit of competition among the business owners and prompting them to develop and differentiate their commercial projects.

★ 2 ★

Developing the quality of services provided by economic establishments.

★ 3 ★

Promoting the business sector in the emirate of Ajman.

★ 4 ★

Consolidating the relationship and gaining the confidence of customers from the owners of the economic facilities in the emirate of Ajman.

★ 5 ★

Attracting and encouraging investment in the emirate of Ajman.

★ 6 ★

Increasing the awareness of the business owners of the laws, requirements, and regulations applicable in Ajman, and encouraging them to abide by them.

Categories of The Best Award



Best Consumer–Friendly
Establishment Category



Best SME Establishment
(registered in Taziz and Reyada
Programs) Category



Best Smart Industrial
Establishment Category

Main Sectors



Retail



Tourism



Services



Industries



Professional



Finance



Trade



Logistics



Best **Consumer-Friendly** **Establishment** Category



Participation Requirements:-



- The establishment's permanent commitment is to renew the license within the specified time.



- The percentage of complaints received from consumers does not exceed 1% of the total sales.



- No complaints or violations related to commercial fraud or counterfeit goods.

Strategy		Sub-weight
1	Focusing on the customers in the business strategy	5 %
2	Involving customers and considering their opinions in the decision-making process	3 %
3	Providing policies to guarantee the customer rights	5 %
4	Having a clear process to set prices of products and services	5 %
5	Having an advertising banner with the same trade name in accordance with the specifications and measurements prescribed by the Ajman DED	3 %
6	Launching initiatives that support quality of life	2 %
7	Applying environmental standards and sustainable development standards	2 %
Total		25 %

Communication		Sub-weight
1	The salesperson speaks clearly about the product or service specifications and restrictions before and after the sale	2.5 %
2	The salesperson clearly states the terms	2.5 %
3	The commercial establishment communicates with customers in both Arabic and English	3 %
4	The establishment has suitable channels of communication with consumers and a mechanism for immediate resolution of complaints and suggestions	5 %
5	The establishment is obligated to obtain the necessary permits while making discounts, draws and offers in accordance with the applicable laws and regulations	5 %
6	The establishment cooperates with the Ajman DED to facilitate the work of the Department's inspectors.	2 %
7	The establishment must implement promotional campaigns or draws by the applicable regulations and laws and on time.	5 %
Total		7.25

Customer Care		Sub-weight
1	▶ The establishment has specialized employees to take care of customers and deal with their complaints	5 %
2	▶ The establishment abides by the applicable laws and regulations about the law of regulating the conduct of economic activities in Ajman	5 %
3	▶ The establishment applies after-sales quality assurance practices for goods and products	5 %
4	▶ The establishment is committed to applying the policy of replacement and return by the executive regulations of the Consumer Protection Law	5 %
5	▶ The establishment is obligated to set prices on products and goods and match them upon payment.	3 %
6	▶ The establishment is obligated to issue awareness brochures to consumers.	1 %
7	▶ The establishment cares about people of determination	1 %
Total		25 %

Development		Sub-weight
1	▶ The establishment trains its customer service staff	5 %
2	▶ The establishment repairs goods and products even if the consumer is not entitled to increase his/her loyalty	5 %
3	▶ The establishment has a system of rewards and discounts for consumers	5 %
4	▶ The establishment has active contributions in the community initiatives	5 %
5	▶ The establishment has a crisis and emergency management plan.	5 %
Total		25 %



Best **SME Establishment**
(registered in Taziz and Reyada
Programs) Category



Award Objectives :-

- Encouraging the registrants of the "Taziz" and "Reyada" programs to abide by the laws and requirements.
- Creating a spirit of competition among project owners and pushing them to develop and strive for their project's excellence.

Participation Requirements :-



- No arrears related to the renewal



- No arrears related to the violations

Taziz Program Members

Standard		sub	Total weight	Sub-weight
1	▶ Compliance with all decisions and legislation in force in the Emirate	Complying with local and federal laws regulating the practice of economic activities (in part)	15	7 degrees
		Complying with local and federal laws regulating the practice of economic activities (in total)		8 degrees
2	▶ Response and cooperation with the Department's work team (if required)	Responding by filling out the questionnaires	16	4 degrees
		Responding by answering phone calls		4 degrees
		Fully cooperating in the event of requesting information related to the capital		4 degrees
		Fully cooperating in the event of requesting information related to the profits of the project		4 degrees
3	▶ Taking advantage of the facilities and benefits offered by the programs	Registering in the suppliers ERB systems	8	4 degrees
		Taking advantage of all government facilities		4 degrees

4	▶ Registration of the trademarks	Registering the trademarks through the Ajman DED's website.	5	3 degrees
		Participating in awareness-raising sessions on the need to protect intellectual property rights		2 degrees
5	▶ Lack of consumer protection complaints and infringement of intellectual property rights	Lack of consumer protection complaints and infringement of intellectual property rights, provided that the number of complaints does not exceed (2)	6	3 degrees
		Lack of complaints received from customers, provided that the number of complaints does not exceed (2)		3 degrees
6	▶ Sale of the products in sales outlets and products export	Selling via social networking sites	6	3 degrees
		Selling through sales channels contracted with the Ajman DED (e.g., AKSHAK platform, Noon, etc.)		3 degrees
7	▶ Ensuring participation in events, exhibitions and training workshops	Participating in the internal events and exhibitions organized by the Ajman DED	9	3 degrees
		Participating in external events and exhibitions		3 degrees
		Commitment to attend the training workshops on a regular basis		3 degrees

8	▶ Tax Registration	Registering in the tax registry after fulfilling the requirements of the Tax Authority	3	3 degrees
9	▶ The establishment has more than one branch	Having more than one branch inside the Emirate	6	1 degrees
		Having more than one branch outside the Emirate		2 degrees
		Having franchise branches or opening a franchise branch in the Emirate		3 degrees
10	▶ Participation in the social initiatives	Participating in various social initiatives, one (1) social initiative	5	2 degrees
		Participating in various social initiatives, more than one (1) social initiative		3 degrees
11	▶ Obtaining international standards certificates.	The establishment obtained one (1) international certificate of conformance	9	3 degrees
		The establishment obtained one (2) international certificate of conformance		3 degrees
		The establishment obtained any international specialized certificate of conformity related to the establishment's activity		3 degrees

12 ▶	Creating job opportunities	The establishment's contribution to providing one (1) job opportunities	10	2 degrees
		The establishment's contribution to providing two (2) job opportunities		3 degrees
		The establishment's contribution to providing more than (3) job opportunities		5 degrees
13 ▶	The establishment cares about people of determination	Configure facilities to facilitate services for people of determination and provides them special privileges	2	2 degrees
Total				100 %

Reyada Program Members

Standard		sub	Total weight	Sub-weight
1 ▶	Compliance with all decisions and legislation in force in the Emirate	Complying with local and federal laws regulating the practice of economic activities (in part)	22	10 degrees
		Complying with local and federal laws regulating the practice of economic activities (in total)		12 degrees
2 ▶	Response and cooperation with the Department' work team	Responding by filling out the questionnaires	25	5 degrees
		Responding by answering phone calls		5 degrees
		Commitment to attend the training workshops on a regular basis		5 degrees
		Fully cooperating in the event of requesting information related to the capital		5 degrees
3 ▶	Taking advantage of the facilities and benefits offered by the programs	Registering in the suppliers ERB systems	10	5 degrees
		Taking advantage of all government facilities		5 degrees

4	▶ Registration of the trademarks	Registering the trademarks through the Ajman DED's website.	13	7 degrees
		Participating in awareness-raising sessions on the need to protect intellectual property rights		6 degrees
5	▶ Lack of consumer protection complaints and infringement of intellectual property rights	Lack of consumer protection complaints and infringement of intellectual property rights, provided that the number of complaints does not exceed (2)	10	5 degrees
		Lack of complaints received from customers, provided that the number of complaints does not exceed (2)		5 degrees
6	▶ Sale of the products in sales outlets and products export	Selling via social networking sites	10	5 degrees
		Selling through sales channels contracted with the Ajman DED (e.g., AKSHAK platform, Noon, etc.)		5 degrees
7	▶ Ensuring participation in events, and exhibitions	Participating in internal events and exhibitions	10	5 degrees
		Participating in external events and exhibitions		5 degrees
Total				100 %



Best **Smart Industrial** **Establishment** Category



Participation Requirements:-



- The factory is established in the emirate of Ajman for a period of no less than three years.



- There were no national environmental violations against the factory during the three years before applying for the award.



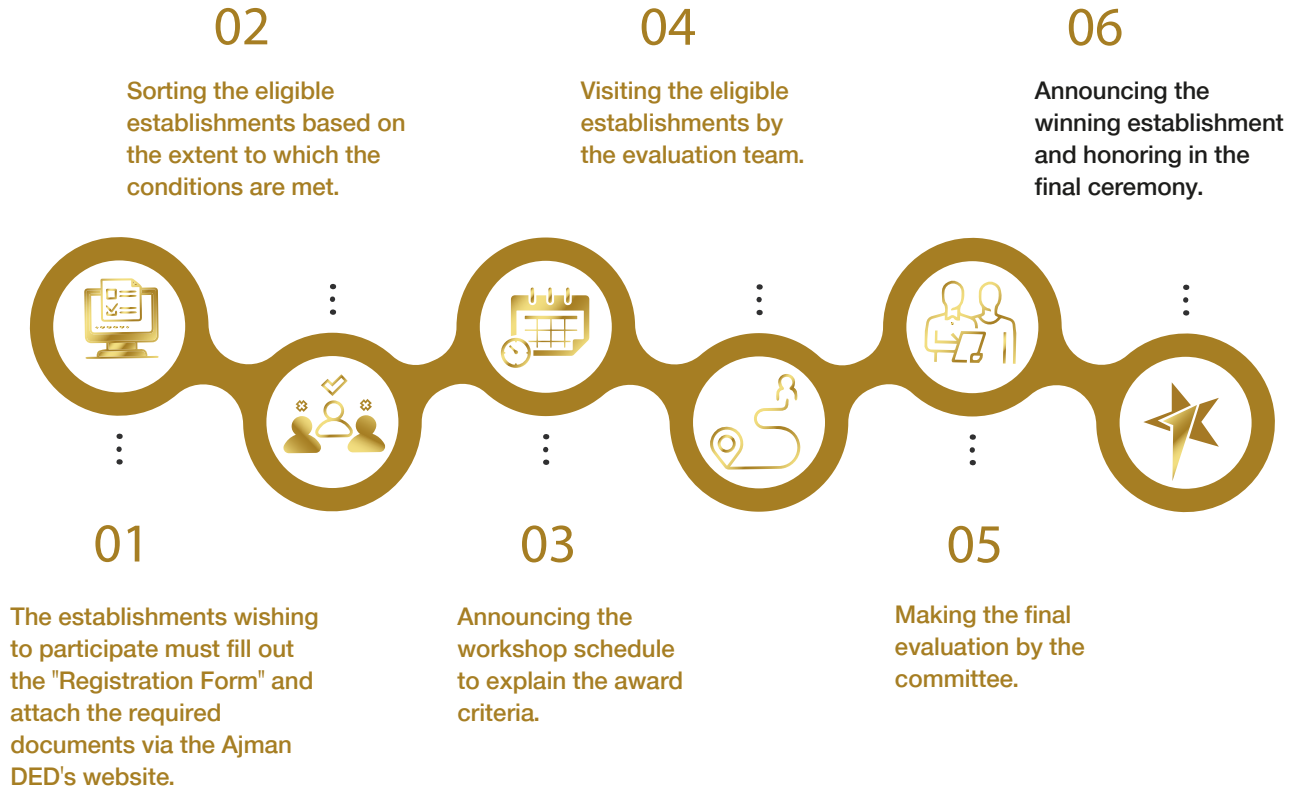
- There were no local/national legal violations recorded against the factory by government departments during the three years prior to applying for the award.



- The factory products conform to the approved national or international specifications.

Standard		Question	Weight
1 ▶	Application of technology to monitor, control and implement processes	How are production processes implemented within the establishment (are the establishment operations automated)?	15 degrees
		Can computer-based systems be easily modified and reconfigured when needed?	5 degrees
		Are computer-based equipment, machinery, and systems capable of notifying operators of any deviations and providing information on potential causes?	5 degrees
		Is there a supportive and resilient security framework in place to protect the computer-based network equipment, machines, and systems from unauthorized access and/or disruption?	10 degrees
Total			35 %
2 ▶	Strategy & Governance	What is the decision-making mechanism adopted by the establishment?	10 degrees
		How is the performance of the establishment reviewed?	10 degrees
		Is there collaboration and communication between the teams, or do they work in silos?	5 degrees
		Is there an action plan and long-term objective including the prioritization in the factory?	5 degrees
Total			30 %

Standard		Question	Weight
3 ▶	Development of skills and raising of the workers competence	Is there a training program to qualify the workers?	10 degrees
		Is the curriculum of the training program integrated with the institutional objectives and career development paths within the establishment?	5 degrees
		What are the methodologies used to stimulate the productivity and performance of employees?	10 degrees
Standard		25 %	
4 ▶	Integrated Product Lifecycle (i.e., the integration of people, processes, and systems along the entire product lifecycle, including the design, development, engineering, production, customer use, service, and disposal phases)	How are product lifecycle processes managed within the establishment?	5 degrees
		Are the digital tools and systems that manage product lifecycle processes formally connected to each other?	5 degrees
Total		10 %	



- Awards winners play leading role by sharing their best practices with the business community
- Absorb highly qualified individuals who will maximize the organization's growth potential
- Give itself the valuable framework of the Award process continuous improvements
- Receive a valuable feedback report from a team of competent assessors, which will give them areas for improvement to further develop their people resources
- Earn the prestige and recognition associated with winning the Award, from Department of Economic Development – Ajman
- Benefit from extensive media coverage given to winners and their logo and other information will be displayed on the Award's website and all related marketing collaterals and media channels
- Winners will have the right to use the Award's logo



Filling out the initial registration form and attaching the required documents on the Ajman DED's website

All information and documentation supplied by the establishments for the Award will be kept confidential and will not be viewed by or shared with any individual or entity, not directly involved in the Award process

For more information



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www.ajmanded.ae