

# **PQA Case Study: Application and Challenges**

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## Abstract

The Philippine Quality Award (PQA) is the highest level of national recognition for exemplary performance. It aims to stimulate local companies and organizations to improve quality and productivity for the pride of recognition while obtaining a competitive edge and providing an example to others. The PQA establishes guidelines and criteria that can be used by local organizations regardless of size, sector and maturity. The PQA measures an organization's performance in seven (7) categories, namely - Leadership, Strategic Planning, Customer and Market Focus, Measurement Analysis and Knowledge Management, Human Resource Focus, Process Management and Business/Organizational Results.

The Philippine Quality Challenge (PQC) was piloted in 2012 under the PQA for small and medium-sized Enterprises (SMEs). It serves as a preparatory phase for SMEs applying for PQA. Like PQA, PQC also measures an organization's performance in the same seven (7) categories but the requirements for business/organizational results are simplified for the sake of SMEs which may not have the complexities of big corporations. A PQC level 2 challenger may vie for a PQA level 1 recognition after compliance to additional requirements.

The study discusses the National Engineering Center's (NEC) journey through the PQA/PQC application process, the methodology used, the challenges met and the results. It likewise discusses insights and lessons learned for the use of public and academic institutions aiming to apply for PQA.