

Kenya Business Awards questionnaire

Welcome to **The Kenya Business Awards 2019**.

The Kenya Business Awards 2019 is an initiative by the Kenya National Chamber of Commerce and Industry (KNCCI) which seeks to recognize SMEs in various categories. KNCCI recognizes the contributions of small and medium enterprises for their exceptional achievements towards industrial transformation and output, employment generation and job creation, export, sustainable economic growth and other distinguished contributions and development towards business competitiveness to realize national growth.

This questionnaire will take about 20 minutes to complete.

“Integrity is crucial for business success.” Henry Ford

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|--------------------------|
| Section A: Firmographics |
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| | |
|--|--|
| Name of Organization | |
| Name of the Contact person for this application | |
| Telephone contacts of the contact person (i.e O7*** | |
| Office telephone number (i.e O7*** | |
| Official email address | |
| Business location (i.e Name of building or street/road) | |

A1. Is your organization a member of KNCCI?

| | |
|------------|---------------|
| Yes | Proceed to A2 |
| No | |

As a non-member your business is required to make a payment of Khs.5000 to Pay bill No. *****, once you have made the payment enter the transaction number to allow you to continue with your submission.

Mpesa Transaction:

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A2. Indicate the county where your business is based (where the main operations are run from)?

A3. Do you operate in other counties?

| | |
|-----|--|
| Yes | If yes, select the counties on the table below |
| No | Skip to A4 |

| Name of County | A2. County where business is based | A3. Other counties where the business has operations |
|-----------------|------------------------------------|--|
| Baringo | | |
| Bomet | | |
| Bungoma | | |
| Busia | | |
| Elgeyo Marakwet | | |
| Embu | | |
| Garissa | | |
| Homa Bay | | |
| Isiolo | | |
| Kajiado | | |
| Kakamega | | |
| Kericho | | |
| Kiambu | | |
| Kilifi | | |
| Kirinyaga | | |
| Kisii | | |
| Kisumu | | |
| Kitui | | |
| Kwale | | |
| Laikipia | | |
| Lamu | | |
| Machakos | | |
| Makueni | | |
| Mandera | | |
| Marsabit | | |
| Meru | | |
| Migori | | |
| Mombasa | | |
| Murang'a | | |
| Nairobi | | |
| Nakuru | | |
| Nandi | | |
| Narok | | |
| Nyamira | | |
| Nyandarua | | |

| | | |
|---------------|--|--|
| Nyeri | | |
| Samburu | | |
| Siaya | | |
| Taita-Taveta | | |
| Tana River | | |
| Tharaka-Nithi | | |
| Trans-Nzoia | | |
| Turkana | | |
| Uasin Gishu | | |
| Vihiga | | |
| Wajir | | |
| West Pokot | | |

A4. In which sector does your organization/business fall in?

| Code | Sector |
|------|---|
| 1 | Hospitality & Tourism |
| 2 | Advertising |
| 3 | Agriculture |
| 4 | Entertainment |
| 5 | Financial Services / Banking/Insurance |
| 6 | Health |
| 7 | Infrastructure |
| 8 | Manufacturing |
| 9 | Mining |
| 10 | Oil & Gas |
| 11 | Real Estate |
| 12 | Retail |
| 13 | Telecommunication |
| 14 | Tourism |
| 15 | Transport |
| 16 | Wholesale |
| 17 | ICT (Information, Communications & Technology) |
| 18. | Other specify (Please write in the space below) |
| | <input type="text"/> |
| | <input type="text"/> |

A5. How would you describe the core business of your organization (i.e. the day to day business activity)? (Use a Maximum of 400 words)

A6. What motivated you and / or the founders of this company to establish this business? (Use a maximum of 400 words)

A7. In your own view what do you think makes your business stand out from the other businesses in the same sector? (Use a maximum of 400 words)

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A8. Do you have a business strategy?

| | |
|-----|--|
| Yes | |
| No | |

A9. How many employees does your business have?

| | |
|----------------|--|
| Less than 5 | |
| 6 to 10 | |
| 10 to 15 | |
| 16 to 20 | |
| More than 20 | |
| Not Applicable | |

| | |
|---|--|
| SECTION I: In this section, we will seek to recognize the SME enablers (these are organizations that we could say are SME friendly both financial and non-financial) | |
| Award | |
| SME Friendly Financial Institution | This is award will go to the financial institution that has products or services that are said to be SME friendly i.e Credit products, LPO financial or even that carry out training on financial management etc |
| Non-Financial SME Friendly Institution | This award will be to recognize institutions that have products or services that have made SME operations easier through innovative products or services that are focused in making SME operations easier |

SME Friendly Financial Institution

- Which 3 financial institutions would you say have a focus on SMEs (i.e. have customized products or services dedicated to SMEs)?

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| |

2. Give three examples on the ways by which the Financial institutions you have mentioned above are focusing on growing SMEs?

| Institution | Ways in which the Financial institution has focused on SMEs |
|-------------|---|
| | |
| | |
| | |

SME Friendly Non- Financial Institution

1. Which non-financial organizations would you say has products/ services dedicated to SMEs in their operations?

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| |
| |
| |

2. Give three ways by which the Non- Financial institutions you have mentioned above have focused on supporting SMEs?

| Institution | Ways in which its supporting SMEs |
|-------------|-----------------------------------|
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| | |

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| SECTION II: | |
| In this section, we will seek to recognize the Best County Chamber and National Government | |
| Award | |
| Best County Government Award | This award is for the County Government that will be rated highly on the satisfaction rating based on the interactions businesses have had with the them |
| National Government Award | This award is for the arm of the National County Government that will be rated highly on the satisfaction rating based on the interactions businesses have had with them |

Best County Government

1. Have you ever interacted with the County Government in terms of Business operations?

| | |
|-----|------------|
| Yes | Go to Q2 |
| No | Skip to Q4 |

2. Which of the following services have used from the County Government? Multiple selection possible

| |
|-------------------------------|
| Issuance of Business permit |
| Application of tender |
| Business premises inspection |
| Non-Financial support to SMEs |
| Payment for goods/services |
| Others specify |
| |

3. Based on the experience you had while seeking the above services how would you rate the county government delivery on the following items, using a scale of 1 to 5 where 1 means Extremely dissatisfied and 5 means Extremely Satisfied

(Select Not Applicable_ N/A if you have not had any interaction regarding a specific service)

| | 1 Extremely dissatisfied | 2 | 3 | 4 | 5 Extremely Satisfied | N/A |
|---|--------------------------------|---|---|---|-----------------------------|-----|
| Time spent before being attended to | | | | | | |
| Quality of customer care | | | | | | |
| Complaint Handling | | | | | | |
| Efficient in issuance of the business permits | | | | | | |
| Promptness inspections | | | | | | |
| Open in the tendering processes | | | | | | |
| Prompt in payment of invoices | | | | | | |

National Government

4. Have you ever interacted with the National Government in terms of Business operations?

| | |
|-----|---------------------|
| Yes | Continue to 5 |
| No | Skip to Section III |

5. For those who have interacted with the National Government, which Ministry have you interacted with?

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6. Which of the following services have used from the National Government? Multiple selection possible

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| Financial Funding |
| Application for a tender |
| Provision of security |
| Application of specific sector certificate |
| Other specify |
| |
| |

7. How would you rate the Ministry that you have interacted with, using a scale of 1 to 5 where 1 means Extremely dissatisfied and 5 means Extremely Satisfied, on the following?

(Select Not Applicable_ N/A if you have not had any interaction regarding a specific service)

| | 1 Extremely dissatisfied | 2 | 3 | 4 | 5 Extremely Satisfied | N/A |
|---|--------------------------------|---|---|---|-----------------------------|-----|
| Time taken to get approval of the financial request | | | | | | |
| Quality of customer care | | | | | | |
| Complaint Handling | | | | | | |
| Efficient in issuance of specific business certificates | | | | | | |
| Prompt in responding to the concerns of the SMEs | | | | | | |
| Open in the tendering processes | | | | | | |
| Prompt in payment of invoices | | | | | | |

Checks:

- A. How long has your business been in operation?

| | |
|--------------------|---|
| 0-2 years | This should only apply for Category 6 (Best Young Business) |
| 3-5 years | Applies to all categories apart from category 6 |
| 6-10 years | |
| 11-20 years | |
| More than 21 years | |
| | |

- B. What is the gender for the proprietor / majority shareholders?

| | |
|--------|---|
| Female | This is a must for Category 4 (Women in Business) |
| Male | Cannot take part in Category 4 |

- C. What is the age of the proprietor/majority shareholders?

| | |
|----------------|---|
| 18-35 years | This is a must for Category 5 (Youth in Business) |
| Above 35 years | Cannot take part in Category 5 |

Section III: Category Awards

Below are awards and the description of what the judges will be looking for each category, some of the Awards will be an aggregate analysis of the information from all the categories.

You are free to make submissions for the categories your organization wants to be ranked. Please select the categories you are interested in. For each category chosen you will be required to provide some information on why you should be nominated for the award

| Select Category the you are interested in | Award | What the judges will be looking for |
|---|--------------------------------------|--|
| 1 | Best Customer Experience | Management and staff successfully demonstrating quality customer care <ul style="list-style-type: none"> ✓ Dedication to customer ✓ Willingness to go the extra mile ✓ Feedback system |
| 2 | Most Innovative Business | Business demonstrates an extraordinary business story through innovation <ul style="list-style-type: none"> ✓ This could be an innovative or inventive approach to people/products or processes ✓ The winning SMEs must be able to prove how their business has been able to transform the enterprise and the county in which it operates through innovation |
| 3 | Community Impact Award | <ul style="list-style-type: none"> ✓ This is an SME that has a positive impact in the community where it operates in, could be through CSR, capacity building or any other show case on how it has transformed the community for the better |
| 4 | Women in Business | <ul style="list-style-type: none"> ✓ This is an SME that performs well overall but owned/run by a woman |
| 5 | Youth in Business | <ul style="list-style-type: none"> ✓ This is an SME that performs well overall but owned/run by the youngest person aged between 18 to 35 years <p>This will be checked against the following</p> <ul style="list-style-type: none"> ✓ Excellent level of business standards and ethics ✓ Proven business achievement ✓ Strategy/Plans for growth of business ...and is owned or managed by the youngest person |
| 6 | Best New Business | This is an SME that is new but must have been in operation for less than 2 years and <ul style="list-style-type: none"> ✓ New unique product/service ✓ New market creation <p>(This award will be for the business that has been in operation for the shortest period amongst the SMEs that take part and is positively disruptive)</p> |
| 7 | Alignment to the Big 4 Agenda | These are SMEs that have focused on the Big Four Agenda and can show evidence of improving the livelihood of Kenyans. The Big 4 Agenda: <ol style="list-style-type: none"> 1. Enhancing Manufacturing 2. Food Security and Nutrition 3. Universal Health Coverage 4. Affordable Housing |
| | Best SME of the Year | This is an overall winner that scores highly in all aspects of the judging criteria |

Category 1: Best Customer Experience

You will be judged on:

- a) Customer experience (presence of a feedback mechanism)
- b) Attracting and retaining customers
- c) Measure for customer satisfaction and evidence of how you have met these

Describe and outline how you attract, retain and measure customer satisfaction.

1. Does your organization have any procedure that is followed to ensure quality services delivery to your customers? (5 points)

| | |
|-----|--|
| Yes | |
| No | |

2. Briefly outline your approach for ensuring that your customer get quality service delivery (10 points) (Use a maximum of 400 words) 10 points

3. Do you usually get feedback on your customers' level of satisfaction for the services/goods you offer? (5 points)

| | |
|-----|--|
| Yes | |
| No | |

4. Briefly explain how do you get the feedback on the satisfaction levels of your customers and how you use that information? (Use a maximum of 400 words) (points)

Note: You will be required to give evidence of the above once you are shortlisted.

Category 2: Most Innovative Business

You will be judged on:

- a. Uniqueness of the innovation (an idea, a new method or product) how different the innovation it is from what is currently in the market
- b. Actual implementation of the innovation
- c. Success story of the innovation

Describe the innovation and the success story of its implementation,

1. Have you rolled out any business innovation in the last 1 year?
By innovation we mean any idea, a new method, or a product (5 points)

| | |
|-----|--|
| Yes | |
| No | |

2. Briefly describe what the innovation was about / is indicating when it was rolled out? (Use a maximum of 400 words) 10 points

3. How has your innovation performed so far? (5 points)

| | |
|------------------|--|
| Succeeded | |
| Work in Progress | |
| Failed | |

4. Briefly explain how the innovation has been a success and the impact it has had on your business performance (Use a maximum of 400 words) (10 points)

Note: You will be required to give evidence of the above once you are shortlisted.

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|------------------------------------|
| Category 3: Community Impact Award |
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You will be judged on:

- a. Why did you pick on the programme/project/campaign?
- b. The relevance of the programme to the community
- c. Success story of the programme

Describe the programme /project/ campaign and the success story of its implementation,

1. Do you have a programme/project/campaign that aims at improving the lives of the people in the community you operate (5 points)?

| | |
|-----|--|
| Yes | |
| No | |

2. Briefly describe what informed your organization to come up with the programme/project/campaign above? (Use a maximum of 400 words) 10 points

3. How would you say the programme/project/campaign is performing? (5 points)

| | |
|------------------|--|
| Succeeded | |
| Work in Progress | |
| Failed | |

4. Briefly highlight some of the success story/ies and impact you have had so far to the community due to the implementation of the programme/project/campaign? (Use a maximum of 400 words) (10 points)

Note: You will be required to give evidence of the above once you are shortlisted.

Category 4: Women in Business

Note: This category is open to businesses whose proprietor/ majority shareholder is Female only

You will be judged on:

- a. Why you think you need a special recognition as a woman in business?
 - b. Show some of the challenges that you have faced and how you overcame them
 - c. Proven business achievement
1. Briefly outline why you need to be recognized as the best woman in business using a maximum of 400 words) (10 points)

2. Outline some of the challenges that you faced and how you handled them to ensure that your business thrived (Using a maximum of 400 words) (10 points)

3. How would you rate the achievement of your business goal so far? (2 points)

| | |
|------------------|--|
| Succeeded | |
| Work in Progress | |
| Failed | |

4. Briefly highlight some of the proven business achievements by your business? (Use a maximum of 400 words) (8 points)

Note: You will be required to give evidence of the above once you are shortlisted.

Category 5: Young _ Young person in business

Note: This category is open to businesses whose proprietor/ majority shareholder is 18 to 35 years old only

You will be judged on:

- a. This will be given to the youngest person
 - b. Excellent level of business standards and ethics
 - c. Proven business achievement
1. What is your exact age? (5 points)

2. Briefly outline why you need to be recognized as the best youngest person in business using a maximum of 400 words) (5 points)

3. Outline some of the challenges that you faced as a young person in business and how you handled them to ensure that your business thrived (Using a maximum of 400 words) 10 points

4. How would you rate the achievement of your business goal so far? (2 points)

| | |
|------------------|--|
| Succeeded | |
| Work in Progress | |
| Failed | |

5. Briefly highlight some of the proven business achievements by your business? (Use a maximum of 400 words) (8 points)

Note: You will be required to give evidence of the above once you are shortlisted.

Category 6: Best New Business

Note: This category is open to business that have been in operation for 0-2 years only

You will be judged on:

- a. This will be given to the newest disruptive business
 - b. Excellent level of business standards and ethics
 - c. Proven business achievement
1. Briefly outline why you need to be recognized as the best newest in business using a maximum of 400 words) 8 points

2. How would you rate the achievement of your business goal so far? (2 points)

| | |
|------------------|----------|
| Succeeded | Go to Q4 |
| Work in Progress | |
| Failed | |

3. Briefly highlight some of the proven business achievements by your business? (Use a maximum of 400 words) (10 points)

4. Briefly highlight the plans you have for future growth of the business (Use a maximum of 400 words) (8 points)

Note: You will be required to give evidence of the above once you are shortlisted.

Category 7: Alignment to the Big 4 Agenda

The president came up with 4 responses to the concerns of Kenyans call for improved livelihood and called them the Big 4 Agenda as listed below: Which one of the following Big 4 agenda do you think your organization / business has made efforts to make a contribution to? [Please select only one]

| |
|-----------------------------|
| Enhancing Manufacturing |
| Food Security and Nutrition |
| Universal Health Coverage |
| Affordable Housing |

1. Briefly outline why your business picked up on the agenda selected above including on the gap that your business is addressing (using maximum of 400 words) (15 points)

2. Briefly highlight the success story of your business, including the impact it has had on the community. (Use a maximum of 400 words) (15 points)

Note: You will be required to give evidence of the above once you are shortlisted.

Ipsos is the Official Research Partner of the Kenya Business Awards 2019.

Thank you for participating