

QUALITY HANDBOOK FOR GAMBIAN YOUTH ENTREPRENEURS



Geneva, and Banjul, 2017

This guide on quality has been prepared by Khemraj Ramful, Senior Adviser, Export Quality Management, and Ms. Hema Menon, Trade Training Officer, at the International Trade Centre in partnership with The Gambia Standards Bureau (TGSB) under the auspices of "The Gambia: Youth Empowerment Project" (YEP), financed by the European Union.

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Foreword

Quality is a key determinant of competitiveness of business operations and entrepreneurial success. It endows businesses with a sustainable competitive advantage through excellence in products and services. Very often small entrepreneurs are not aware that not applying quality proves more costly than incurring costs of applying quality methods and techniques. From commanding favourable prices, encouraging repeat business and reducing risk and waste, to increasing market shares and profits, the benefits of quality are extensive and significant.

This guide on quality has been prepared for Gambia's youth entrepreneurs to support employment generation, micro and small-sized enterprise creation and growth efforts under the Youth Empowerment Project. The programme, financed by the European Union, is being implemented by the International Trade Centre in partnership with the Government of Gambia.

The project aims to contribute to the economic development of The Gambia through direct support to the development of the local economy by enhancing employability and self-employment opportunities for youth. With 60% of Gambia's population below 25 years of age, the project focuses on vocational training and the creation of micro and small-sized enterprises, and creating and improving employment opportunities for youth in selected sectors through value addition and internationalization.

We hope this guide will inspire young Gambians to adopt and implement a quality-based excellence approach to their entrepreneurial endeavours and contribute to their success.

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