

# الاستهلال

دَالِكَلَمَاتٌ رَبِّي لَنَفِدَ الْبَحْرُ قَبْلَ أَنْ تَنفَدَ  
مَاتُ رَبِّي وَلَوْ جِئْنَا بِمِثْلِهِ مَدَدًا

الكهف الآية 109

# Dedication

To my mother, my father, my wife, brothers and  
sisters

To the spirit that inspired me, to my special world

To my friends and colleagues

# Acknowledgement

I thank god for what he gave me graces and for all facilities which provided to me.

And thanks a lot for Sudan University of Science and Technology, extends thanks to Total Quality & Excellence Centre.

I would like to express my special appreciation and thanks to my advisor Dr. Abdelazim Elmahal. I would like to thank you for encouraging my research. Thanks to you.

A lot of thanks to Zain Company for all facilities which provided to me.

A special thanks to my family. To my mother, father and wife for all of the sacrifices that you've made on my behalf.

I would also like to thank all of my friends who supported me.

# Abstract

This research is talking about the role of applying ISO 9001:2008 on the performance of Zain Company.

In general, the roles of ISO 9001 on performance have shown mixed results. Some studies showed a positive effect, while others did not. However, recent longitudinal studies found strong evidence that ISO 9001 does lead to improvements in performance. Due to this debated aspects, this research tries to highlight the benefits and role of ISO 9000 on Zain performances

The study hypotheses are: there is a positive relation between ISO 9001:2008 applying and the Zain performance, there is a positive relation between ISO 9001:2008 applying and the Zain market share?, there is a positive relation between ISO 9001:2008 applying and the Zain revenue?

This study is trying to answer the following question: Is the applying of ISO 9001:2008 affecting the efficient performance of Zain Company? Can ISO 9001:2008 make increase in the market share of Zain? Does the applying of ISO 9001:2008 lead to increase in Zain revenue?

The main objective aims to study the role of applying ISO 9001:2008 in the Performance of Zain Company and specific objectives are: to examine if applying ISO 9001:2008 can enhance Zain performance, to examine if applying ISO 9001:2008 can lead to increase Zain market share, to examine if applying ISO 9001:2008 can lead to increase in Zain revenue.

To achieve the objectives of the study a questionnaire was designed to carry the situational analysis and to answer the research questions. The SPSS 11.0 software is used to analyze the data by using Cronbach's Alpha ( $\alpha$ ) test, Chi-Square test and Frequency Test.

The study found that there is no positive relation between ISO 9001:2008 applying and the Zain performance, there is a positive relation between ISO 9001:2008 applying and the Zain market share and there is no positive relation between ISO 9001:2008 applying and the Zain revenue

From this research we concluded the following recommendations: the company must search for another excellence standard, the Company must focus on the continuous process improvement and more interesting should be given to business excellence department.

# المستخلص

هذا البحث يتحدث عن دور تنفيذ الأيزو 9001:2008 على أداء شركة زين.

بشكل عام، دراسات التحقق في دور الأيزو 9001:2008 على الأداء قد أظهرت نتائج مختلطة. بعض الدراسات أظهرت وجود تأثير إيجابي، في حين أن البعض الآخر لم يفعل . ومع ذلك، وجدت الدراسات الطولية الأخيرة دليلاً قوياً على أن الأيزو 9001:2008 لا تؤدي إلى تحسينات في الأداء. ونتيجة لهذا نوقشت تلك الجوانب، هذا البحث يحاول تسليط الضوء على فوائد ودور الأيزو 9001:2008 على أداء شركة زين .

فرضيات الدراسة هي أن هناك علاقة ايجابية بين تنفيذ الأيزو 9001:2008 وأداء شركة زين وأن هناك علاقة ايجابية بين تنفيذ الأيزو 9001:2008 وحصّة زين السوقية وأن هناك علاقة ايجابية بين تنفيذ الأيزو 9001:2008 وأرباح زين

هذه الدراسة تحاول الايجابه على الأسئلة التالية:هل تنفيذ الأيزو 9001:2008 يؤثر على أداء شركة زين؟و هل يستطيع الأيزو 9001:2008 ان يعمل زياده فى الحصه السوقيه لزين؟و هل تنفيذ الأيزو 9001:2008 يقود الى زياده فى أرباح زين؟

الهدف الأساسى يهدف الى دراسة دور تنفيذ الأيزو 9001:2008 على أداء شركة زين والأهداف العمليه هي: لفحص اذا كان تنفيذ الأيزو 9001:2008 يمكن أن يحسن أداء شركة زين ولفحص اذا كان تنفيذ الأيزو 9001:2008 يمكن أن يزيد حصّة شركة زين السوقيه ولفحص اذا كان تنفيذ الأيزو 9001:2008 يمكن أن يزيد أرباح شركة زين.

لتحقيق أهداف الدراسة صمم الاستبيان لاستصحاب التحليل الوضعى و للاجابه على أسئلة البحث. برنامج ال SPSS 11.0 استخدم لتحليل البيانات.

وجدت الدراسة انه ليست هناك علاقة ايجابية بين تنفيذ الأيزو 9001:2008 وأداء شركة زين، هناك علاقة ايجابية بين تنفيذ الأيزو 9001:2008 وحصّة زين السوقيه وليست هناك علاقة ايجابية بين تنفيذ الأيزو 9001:2008 وأرباح زين.

من هذا البحث خلصنا للتوصيات التالية:يجب أن تبحث الشركة عن مقياس أخر للتميز ويجب أن تركز الشركة على عملية التحسين المستمر وينبغي إيلاء المزيد من الاهتمام لإدارة التميز المؤسسي.

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## List of Abbreviations

<b>Abbreviation</b>	<b>Concept</b>
<b>ISO</b>	International Organization for Standardization
<b>BSI</b>	British Standards Institute
<b>QMS</b>	Quality Management System