

# 4Z for Quality

Best Quality and ISO Consultants in the Middle East



## Company Profile



## Who are We:

4Z for Quality is a smart company for Business development. We support businesses from scratch until outmost growth and success. By creating business ideas, performing feasibility studies, caring for licensing, designing websites, managing social media platforms, presenting you to markets, initiating a quality management system, evaluating performance, advising for improvements, training of staff, arranging for certification and accreditation, and much more.

## The Name:

We have the name "**4Z**" because we:

- **Zoom** in & look closely to suggest solutions.
- **Zap** systematically all inconsistencies & deviations.
- Boost **Zest** at work for a healthy & sustainable performance.
- Finally, turn your working place into a non-conformity-free **Zone**.





## MISSION:

- To **create** missing quality, and to **enrich** poor quality.

## CORE VALUES:

- **Simplicity,**
- **Honesty,**
- **Attention to details,** and
- **Efficiency.**

## VISION:

- Making quality standards simple & feasible to help people **grow.**
- Embed **Quality** as a **Culture**, not to indoctrinate it as rules.
- Grow vertically with more **Services**, & horizontally in new **Markets.**
- Be **No. One** Quality & ISO consulting in the Middle East.



## SERVICES:

### Here what we offer for YOU...

- Quality Management System and ISO Certification Consulting.
- Academic Accreditation and Educational Quality Consulting.
- Approved Training for IRCA-Certified Lead Auditors for several ISO Standards, as EMS, EOMS, FSMS, ISMS, MDMS, OH&S, and QMS.
- Biosafety Best Practices Training and Consulting.
- Internal and External Auditing and GAP Analysis.
- Human Resources Development and Performance Assessment.
- Strategic Planning and Feasibility Studies.
- Licensing Support for Companies.
- Website and all Advertising Media Design and Assessment, and Management of Social Media Accounts.
- Quality management workshops and training.



**Form the very first moment, we promise you Comfort, Trust, & Credibility**







**4Z for Quality – Best ISO & Quality consultancy in the Middle East**

## **ASSETS:**

### **Here why you choose US...**

- We are not afraid of competitors, because we are the best.
- We speak your language, & belong to your culture.
- We build personal relationships with our customers.
- We are high responsive to our clients, & always nearby.
- We are an internationally-certified & highly educated team.
- We have a long local experience as well, so we are realistic.
- We use a fully fact-based approach, & that's the shortest way.
- We offer the fastest & most accurate performance assessment.
- We are experts in personal & group training and coaching.
- We live next-door, so we are almost an interested party, not just a service provider.
- We are the most cost-effective consultants, just compare & see.



## CEO Message:

I am Tarek Elsherif, founder & CEO of 4Z for Quality. Our company's purpose is business development consulting; & at the core, solving complex ISO conformity & quality management challenges. This is what we promise our clients & aspire to do, in a comprehensive & sustainable context.



I have always believed that when it comes to define & communicate a company's vision & goals, conciseness is a virtue.

We continuously focus on:

- **Quality** – exceptional quality is what satisfies our customers, & it is the guarantee for growth & retention of the customer base.
- **Service** – excellent service is not just a theoretical concept; it is the practical way by which we develop customer loyalty.
- **Credibility** – undebatable credibility is the driving force behind our growth in the short- & long-term.
- **Performance** – peak performance is a commitment for us, to be fully prepared as individuals & as a team to do our best.

This is 4Z for Quality – a company with a vision we are proud of, and a bright future we are sure of!



*Tarek Elsherif*  
Dr. Tarek Elsherif  
CEO



## Testimonials:



**Dr. Ahmad Mustafa**

**Owner of Marina Pharmacy Group,  
Bahrain**

*"4Z for Quality's slogan is really true; ISO is literally made easy!"*

**Mr. Georg Popp**

**CEO & Founder of Arabia Felix,  
Germany**

*"We will always recommend 4Z for Quality as a trustworthy and professional company"*



Our latest design of the multilingual website: <https://omanis-for-tolerance.com/>



Our latest design of the bilingual website: <https://groupmarina.com/>





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# 4Z for Quality ... ISO made Easy



WHERE .... QUALITY .... IS NOT JUST .... A WORD



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