The Malcolm Baldrige National Quality Award (MBNQA) is a type of award that recognizes extraordinary performance excellence that, according to Wikipedia consists of:

* Systems perspective.
* Visionary leadership.
* Customer-focused excellence.
* Valuing people.
* Organizational learning and agility.
* Focus on success.
* Managing for innovation.
* Management by fact.
* Societal responsibility
* Ethics and transparency
* Delivering value and results

Some companies that have received this award include:

* Motorola Inc.
* AT&T
* Cadillac Motors
* IBM

When a company receives a quality award the face value of said company increases. It shows to the public that a company has surpassed a public standard in terms of its overall internal operations. As such, companies that receive quality awards are more likely to receive business from other entities than companies without any awards.