

5

NEWS

13

EVENTS

22

KNOWLEDGE HUB

23

CAREER

Issue 12 | July 2018



CELEBRATING



72^o COBRE

RAMCO GROUP PUBLICATION

A note from Amit, Ramco Group CEO



- PRINT, PACKAGING
- DESIGN, PREPRESS
- PAPER
- HARDWARE & BUSINESS

For any feedback
& suggestions in

It's been a year since I have been at the helm of Ramco Group as the CEO. Having joined over 20 years ago, I have witnessed Ramco Group continually striving for excellence. This is evident in our journey which began three generations ago in 1948 as a hardware store. Today, we are recognised as a dynamic force across various sectors in East Africa.

As we keep growing, I am pleased to welcome Pressmaster Africa and Safarilink to the Ramco Group family. I'm also excited to announce that Ramco Group is celebrating 70 years this year. To celebrate our milestone, we are unveiling a new logo which commemorates our commitment to continuing our goal of providing personalised and cutting-edge service with efficiency and integrity.

Last year was tumultuous to say the least, but together we weathered the storm and emerged on top, because here at the Group, we don't just see customers, suppliers and employees,

we see family and we are grateful to have you as a member of our family. Our achievement over the last 70 years would not have been possible without your meaningful contributions across the six different sectors we cover: print and packaging, hardware, manufacturing, office supplies, services and property.

However, there is a lot of work to be done now. There is a need to adopt a sustainable performance-driven culture for now and the future, as we currently have a team of over 3,500 people working in the Group. Our people make us who we are and so, I encourage all of us to develop a people culture of teamwork, honesty, courage and getting the work done efficiently. Thus, we can align ourselves with the Group's mission of being an outstanding enterprise in which to work and to do business in.

Amit Patel



The real competitive advantage in any business is one word only, which is "people". - Kamil Toume



Nairobi 1940's

CONTENTS

A Bit of History

In this issue of the Core Newsletter, we celebrate a milestone: Ramco Group's 70 years. Let's look back!

In the early 1940s, the late Rambhai Patel came to Kenya from Gujarat, India and set up the first building block of the now legendary Ramco Group, a small hardware store in downtown Nairobi in 1948. The business expanded with the addition of his three sons, Kirit, Mahendra and Chandrakant.

Ramco Group first expanded within the hardware and building supplies industry with the acquisitions of ASL Steel and Polythene Industries in 1986. The Group continued growing with new ventures including Sai Office Supplies in 1995 before progressing within the retail sector.

Today, the family-owned business has since grown as the last 70 years have seen Ramco Group committed to its people-focused philosophy. The Group will continue to be a driving force in the creation of sustainable economic growth in East Africa by providing tailored and innovative service, meeting any and all challenges with integrity and honesty.

"The success of any business lies not only in the quality of its products or leadership, but in the entirety of commitment and enthusiasm of every individual in the company. If we constantly strive to be better, success can be the only outcome"
Kirit Patel, Group Chairman

General News
CSR
Knowledge Hub

PG 5 - 19
PG 20
PG 22 - 23

°
E
R
O
C

Greetings from Hasit, Ramco Group COO

Every relationship is family, and family comes first. These words make up the main philosophy behind the Ramco Group's operations. As COO of Ramco Group, this viewpoint has stuck with me ever since I joined the Group, 20 years ago. Together, we have grown the Group from the beginning of our journey, three generations ago in 1948 as a hardware store, to the dynamic force it's recognised as today, across various sectors in East Africa.

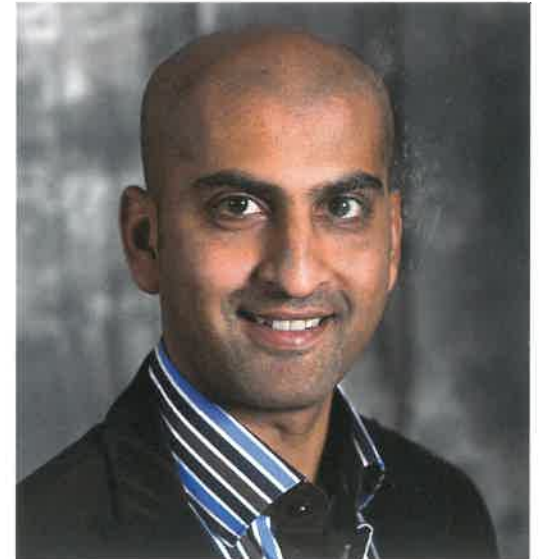
It is also my pleasure to announce that we will be embarking on a CEO development programme which comes at a time where we are improving on the quality of our leadership to cater to our large network of employees. Ramco Group has made East Africa its home for over 70 years. As the world continues to battle climate change, we are initiating a 3-tree programme in this region, which has seen a decline in its forest cover.

This initiative, part of our CSR activities, will see companies plant three trees for a self-declared sales goal, for example, three trees for every 1000 sheets printed. Our goal is to start a Ramco Group forest. This initiative touches on all of us, especially our future because we believe the community that we operate in plays a significant role in our development.

Our achievements over the last 70 years have been exemplary and we will continue striving to always be the best across the six different sectors we cover: print and packaging, hardware, manufacturing, office supplies, services and property.



Hasit Patel



You are not here merely to make a living. You are here in order to enable the world to live more amply, with greater vision, with a finer spirit of hope and achievement. You are here to enrich the world, and you impoverish yourself if you forget the errand. -

Woodrow Wilson



RAMCO
GROUP

UNVEILS NEW LOGO

This year, as the Group turns 70, we reflect on the growth and drive that has transformed the company. Started three generations ago, the Group has transformed from a small hardware store in 1948 in Nairobi, Kenya, to a force to be reckoned with, spanning across the East African region, with over 45 companies in six different sectors; print, hardware, manufacturing, office supplies, services and property.

In line with turning 70, Ramco Group has decided to rebrand with a new logo to celebrate this special milestone. The new logo commemorates the Group's continued commitment to the journey of personalised and cutting-edge service, efficiency and growth.

We believe that as we rebrand we are continuing with our philosophy: "Every relationship is family and family comes first".

Thus, investing in technology and our people is a key priority for us because our people are our greatest asset. We attribute our success to our strong heritage, our people's commitment and our work culture.

With the purpose of building valuable relationships and creating opportunities for people to grow, we note that sustainability is a key driver for our business. Energy efficiency and cleaner production methods have always been important to our business ethics, and will continue to be as we search for better technological advances in this area. With the community at large in mind, we undertake a variety of social initiatives in a wide range of areas, including education, development and the social well-being within the Group starting with our own employees and then moving onto the society at large. We are confident of what the future holds

for us. In the wake of the new logo, Ramco Group has opened a new chapter full of opportunities for growth, expansion and diversification, alongside building valuable relationships with our stakeholders, by focusing on our core values of honesty and integrity, commitment and innovation.

“Employ the best people and empower them with resources and a vision to be the leaders of their industries.”

CR Patel - Vice Chairman





Ramco Group companies have prior to this been operating as separate entities without clear groupings or sectors. This has now changed with the establishment of five distinct verticals that each company falls under. This grouping helps us internally to strategise, plan and manage ourselves. They also help externally when we talk to customers about the Group as a whole and what we can offer them beyond just one company. In line with unveiling our new logo to celebrate our 70 years, we are also rebranding the logos for these five verticals to form one uniform brand.



PRINT



POLYTHENE INDUSTRIES LTD



PRESSMASTER



PRINT STORE



BROEKHOF
AFRICA LTD



ovidian
UGANDA



HARDWARE



MANUFACTURING



OFFICE



LINO STATIONERS



SERVICES



Safarilink

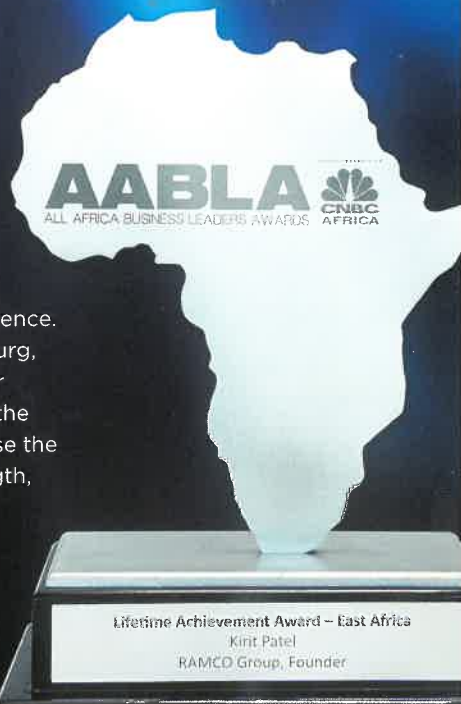


RAMCO
GROUP

Chairman bags business leadership award

The chairman of Ramco Group, Kirit Patel, has been recognised for his role in steering the multibillion Shilling business from a small hardware store into a regional business group. Mr. Patel was awarded the prestigious All Africa Business Leaders Awards (AABLA) — Lifetime Achievement Award for the East Africa Region, a recognition honouring business leaders who have made a considerable impact on their industry and community.

AABLA is an annual award sponsored by CNBC Africa. The award, which is in its seventh year, honours remarkable leadership and game changers in business on the continent for their commitment to excellence. The 2017 finale took place in Johannesburg, South Africa, on Thursday, 30 November 2017. "Winners of the awards exemplify the best in African leadership. They epitomise the core values of a successful leader, strength, innovation, ingenuity, knowledge and foresight," AABLA notes on its website.



Ramco Group hosts a Blood Donation Drive



Ramco Group, in partnership with Bloodlink Foundation, organised a three-day blood donation drive that took place from 26 - 28 April 2018. The drive was a success as 352 pints of blood were collected from over 350 Ramco Group staff participants.

The blood collection exercise took place across multiple locations in Nairobi, including the Ramco Group Industrial Park on Mombasa Road, Platinum Packaging in Mlolongo and the Odyssey in Westlands. The Group's staff across 45 different companies were encouraged to donate blood to help ensure that the community needs are met.



Bloodlink Foundation is a non-profit charitable trust that partners with the National Blood Transfusion Service (NBTS) to find and mobilise blood donors to ensure sufficient safe blood for needy Kenyans. Stored by the Foundation, the blood will be utilised for hospitals in Nairobi and the surrounding areas for natal care as well as cancer, anaemia and malaria treatment.



The Bloodlink CEO, Joe Wangendo, expressed his appreciation of the Group's commitment to help the society by tweeting that the blood drive was successful and a "great show of commitment".

Ramco Group has always strived to ensure that it is giving back to its community in any way it can. The Group CEO, Amit Patel, says, "This is exemplary and inspiring from the staff. I am thankful to Bloodlink Foundation for giving us the opportunity to give back to the people, who make us who we are today."

Safarilink Joins Ramco Group



We welcome Safarilink to the Ramco Group family. As Kenya's premier safari airline, Safarilink operates a network of connecting domestic scheduled services to the best safari and beach destinations within Kenya and across the border into Tanzania. From its base at the Wilson Airport in Nairobi, over 11 aircrafts fly to over 17 destinations including Amboseli, Diani Beach, Kilimanjaro, Kitale, Lamu, Lewa Downs, Masai Mara, Naivasha, Nanyuki, Samburu, Tsavo West and Zanzibar.

Safarilink, a professional quality specialist airline, uses expert aircrafts that are designed to land on and take-off from bush strips within Kenya's renowned game parks. With a capacity to cater for peak flying periods, Safarilink can carry up to 14,000 passengers per month during these busy times. The airline can also provide private chartered flights, if a client's particular requirement regarding destination or timing cannot be met by the scheduled services.



PRESSMASTER

Joins Ramco Group

We welcome Pressmaster Africa to Ramco Group. Specialising in printing on paper and paper board related packaging, Pressmaster Africa offers the best value through revolutionary, innovative ideas and investment in the latest technology in printing, die-cutting, die-making, and graphics. Among

the products they produce are packaging material, paper cores, paper cups, trays and plates, confectionery boxes, boutique bags, tissue wrappers, cake bases, cardboard and corrugated boxes.

Pressmaster Africa has state-of-the-art machines that can print one colour to six colour jobs with maximum accuracy, giving clients the perfect print job. They have recently ventured into laser dies which guarantee unmatched quality. Besides operating locally, they export their products to East African countries and beyond.

The Packaging People





Conducts Internal Auditor Training

Ramco Printing Works Limited, currently in the process of implementing its quality management system under the ISO 9001:2015 standard, recently conducted its internal auditor training in November 2017. Through this training, the internal auditors can ensure that Ramco Printing consistently provides products and services that meet customer, statutory and regulatory requirements, under its quality management system.

The International Organisation for Standardisation (ISO) develops voluntary international standards and facilitates world trade by providing common standards between nations. Over twenty thousand standards have been set covering everything from manufactured products and technology to food safety, agriculture and healthcare. Use of the standards aids in the creation of products and services that are safe, reliable and of good quality. This helps increase productivity and operational efficiency, minimising errors and waste. The newly trained internal auditors were awarded certificates for their successful completion of the training by their new CEO,



Mr. Rabih Sfeila and the General Manager of Industrial Area unit, Mr. Raghunathan Thyagarajan. The event held in January 2018 marked yet another milestone in the company's vision to be its clients' most progressive partner in bringing the best brand exposure across Africa.



OFFICEMART Wins at MEA Business Awards 2017

At the MEA Markets' Business Awards 2017 in London, Office Mart Ltd was recognised as the Best Office Supplies Retailer in Kenya. Managing Director, Anand Dave, says, "We are proud and honoured to be recognised and awarded by this prestigious UK-based body. We hope to continue scaling heights in 2018." Established to recognise the front runners within every industry, the Business Awards 2017, rewards those who have successfully established themselves

as innovators in a diverse and ever-changing economy.

Published quarterly, MEA Markets Magazine aims to provide readers with the latest business and investment news across the Middle East and Africa regions - home to a vast array of individuals and businesses continuously striving to provide pioneering services within an often-complex business market.



Wins at Canon 2017 awards

Office Technologies did it again by winning the Pro Video Award at the 2017 Canon EMBU (Emerging Markets Business Units) Winner of the Month Awards, held in Luxor, Egypt on 6 November 2017. The awards bring all Canon partners from all across the world together in celebrating emerging markets for Canon products.

The Pro Video Award won was in recognition of the unique approach in provision of live broadcast and event coverage solution from various regions within the same organisation.

The award-winning Canon XF205 was sold to a religious organisation that has multiple branches within Kenya. This organisation's intention was to have a live coverage of their services which was then relayed to one main location and their social media platforms.

In 2016, OTL was recognised in the same category for having secured a successful partnership with local film makers in Kenya. Such unique global milestones continuously enhance the team spirit and encourage them to reach for newer heights.



Wins at IFTEX Show

At the 7th edition of the International Flower Trade Expo (IFTEX) held on 6-8 June 2018 at the Oshwal Centre in Nairobi, Kenya, Marketpower International designed a stand for Oserian, which won the bronze award in the category of the Best Stand for Perishables.

Ivan Bartulovic, Managing Director of Marketpower, says, "We are extremely delighted that Oserian won this award and for the recognition Marketpower has received for the fabrication and design of winning stand. This is a prime example of the high quality of work we deliver."

A grand, three-day floriculture event, IFTEX is a great platform for all industry stakeholders, government leaders, and international buyers to discuss and explore opportunities to develop the horticultural sector in the country. The expo had

flowers displayed in creative stands and competitions in various categories to recognise the best.





Welcomes new CEO, Harjinder Panesar

Harjinder Panesar has joined Ramco Group as the CEO of Pressmaster Africa. With 51 years of experience in all aspects of the printing and packaging industry including starting his own company that still operates with a staff of over 330 employees, he brings a wealth of knowledge to the Group.

Harjinder's well-developed prowess in the field and his inborn love for innovation in packaging serves as a daily motivation to the Pressmaster Africa team. His motto, "Anything paper, we can do", is evident in his passion for finding solutions for Pressmaster Africa's clients.



Ventures into paper and woven bags



After the plastic bag ban was imposed in Kenya, Polythene Industries introduced a new paper bag line that includes plain brown and white printed paper bags. The plain brown paper bags can be used to package groceries such as baked goods, chicken, fish etc. The printed white paper bags can be custom-made with brand logos printed on it, making it ideal to package flour and other dry foods.

In addition to the new paper bag line, Polythene Industries has also introduced a new line of high-quality, non-woven bags. Customers can now choose between plain and printed reusable cloth bags with D-cut and handles, ideal for shopping or carrying goods, making them a must-have.



Welcomes new CEO Rabih Sfeila



What inspired you to join Ramco Printing Works Ltd.?

Ramco Printing's growth strategy and international working standards have been key to my joining one of the highly-reputed industry leaders in Kenya. Moreover, I strongly felt a part of the family from the first time I met the top management and shareholders.

What is your background in printing and packaging?

I have spent over 20 years working in two top printing presses in the UAE. We were leading the industry in terms of technology, efficiency, and sales both locally and internationally. This experience will help drive Ramco Printing to the next level.

What should the team expect from you?

The team should look at me as a leader with rich experiences to share with everyone, in order to improve productivity, quality, and to be a part of their professional development and career improvement.



Welcomes a new General Manager Ivan Bartulovic

What inspired you to join Market Power?

On a visit to Nairobi, I recognised impressive potential within Market Power International. My gut told me that this is where I will be able to achieve my professional dreams.

What is your background in printing and packaging?

I joined the digital printing industry in 1999, working at two of the biggest companies in Croatia, and at my own company offering turnkey solutions from design, production and installations. I then moved to Dubai to work for the leading fabrication and large format printing company.

What should the team expect from you?

I aim to bring changes and continuous improvement so the team can expect straightforward directions, hard work and striving to achieve our vision from me.

What inspired you to join Platinum Packaging?

I joined Platinum Packaging as I was inspired by the challenge proposed by the people at Platinum Packaging.

What is your background in packaging?

After completing my degree in chemical engineering, I accumulated 26 years of experience through working in multiple companies across East Africa and the Middle East, including Amcor Flexibles, Altea Packaging in Egypt and Obeikan Plastic in Saudi Arabia. Through working in different roles, I developed a deep understanding of flexible packaging, the food industry, customer service and team development.

What should the team expect from you?

I'm excited to work in such a dynamic environment and work towards giving Platinum Packaging my best. The team should expect support and a focused drive from me to take Platinum Packaging to new heights.



The Odyssey, 84 Muthithi Road

ASL Trading, ASL Credit, Travelshoppe, Market Power and Sai Office have all relocated to The Odyssey, 84 Muthithi Road. The headquarters for the Ramco Group management offices are also located in the same building.

The ten-storey building, styled by Serenity Interiors, has ample secured parking and is conveniently located in Westlands

making it easily accessible from all areas of Nairobi. Anyone visiting these companies for meetings or otherwise will be able to kill several birds with one stone, saving a lot of time in the process.





Awarded by KRA

Ramco Hardware was recognised as an outstanding taxpayer by Kenya Revenue Authority (KRA) under the category of Medium Taxpayer Office (MTO) on 9 March 2018. Ramco Hardware was one of the 10 taxpayers selected by KRA out of 4000 registered at MTO.

The MTO serves taxpayers whose turnovers fall between Kshs. 300 Million and Kshs. 750 Million. The MTO's key objective is to improve the effectiveness of medium taxpayers' administration and to minimise compliance costs to both taxpayers and the KRA, through the provision of consistent quality services.



Money Honey with Seal Honey

On 18 September 2017, Seal Honey Ltd. launched its ongoing unique customer loyalty programme, aptly named "MONEYHONEY AT SEAL HONEY". This is the first of its kind in Africa. Each and every customer who shops via point of sale at any of their nine wholesale and retail stores countrywide stands an opportunity to earn an instant 5% cash back of their purchase amount (excluding VAT).

HOW THIS WORKS:

Registration is easy and instant.



Once registered, the customer must upload some unique features from their purchase receipt into their virtual account which is immediately credited with the 5% cash back amount. Through the Safaricom short code 40335, the client can then withdraw this loyalty cash reward directly into their M-Pesa account which they can redeem as cash. Currently this loyalty and reward scheme is available to Safaricom users only.

Since the rollout of the "MONEYHONEY AT SEAL HONEY" customer loyalty and reward program, Seal Honey has given cashback in excess of 4.5 million and over 10,000 loyal customers have registered for the program with the numbers growing daily. Sweet returns, indeed!

For more information, visit Moneyhoney.sealhoney.com or any Seal Honey store.



Relaunches Cobra Products



ASL Trading is now stocking Cobra kitchen and bathroom taps, mixers and accessories, through an exclusive agreement with Grohe, as of December 2017. "I'm excited that we are now offering Cobra products at ASL Trading, because the quality of Cobra's brassware and sanitary fittings speaks volumes about its durability," says Ramco Group CEO, Mr. Amit Patel.

An iconic South African brand, Cobra's high quality products with a state-of-the-art global appeal has made it a market leader in plumbing fittings. In addition to Cobra, ASL Trading also offers kitchen and bathroom products from reputable international brands like Grohe and LAUFEN, giving homeowners and businesses the best products with modern designs, flawless functionality and high impact aesthetics.

Introduces Learning Centre

ASL-HFD launched a "Learning Centre" for its employees in October 2017. The Learning Centre is a training tool with sessions conducted twice a month. Each session is led by one engineer from ASL-HFD where the engineer teaches a particular subject in fabrication after doing thorough research on the topic. The engineers present using PowerPoint presentations and YouTube

videos, ensuring the presentation is short and the session is interactive through group discussions. Workers are free to raise the technical issues they face in the field and the engineers try to address them. If the question is beyond their immediate capacity, the engineers can take some time and come back with proper explanations. Some of the topics discussed include: what is stainless steel, welding procedures, fitting methods,



polishing technologies, and the practical issues of tank manufacturing.

Bala Murali, the CEO ASL-HFD initiated the first session by discussing stainless steel. His in-depth knowledge of the topic was evident through the many unfamiliar facts about stainless steel he talked about.

GCR affirms ASL Limited's rating of BBB+(KE), Outlook Stable

Global Credit Ratings (GCR) has affirmed the National Scale Issuer ratings assigned to ASL Limited of BBB+(KE) and A2(KE) in the long and short term respectively; with the outlook accorded as Stable. Concurrently, GCR has also affirmed ASL Limited's Commercial Paper rating of A2(KE).

Valid until 31 May 2019, the ratings acknowledge ASL as a leading supplier of building and hardware products in Kenya, reinforced by a network of integrated businesses that provide a captive market for a wide network of clients, dealers and distributors.

The group leverages off strategic partnerships with global hardware manufacturers, enjoying exclusive distributorship rights on some leading brands. While each division within the broader group is separately managed, ASL utilises the operational synergies across

Ramco's entrenched supply chain, saving costs on a wide range of shared services. Despite a slowdown in demand due to political instability in the financial year of 2017, revenue improved through the Chemicals division.

Global Credit Ratings is the leading emerging market-focused rating agency, rating the full spectrum of security classes and accords both International Scale and National Scale ratings. Together with its international affiliates, GCR rates almost 3000 organisations and debt issues - spanning 4 continents.

Launches Power and Energy Division

ASL Limited - Heavy Fabrication Division recently launched the new Power & Energy Division. This division will supply, erect and commission power generation plants on an EPC (Engineering, Procurement & Contract) basis. PED will be handling power capacities ranging from 1-12 megawatts (MW). The technology will be based on steam turbines, which involves high pressure boilers and high efficiency turbines.

Under the leadership of CEO Bala Murali, PED also managed to secure a partnership with an international turbine manufacturer, Triveni, from Bengaluru, India. Triveni manufactures in collaboration with General Electric (GE) from the USA. PED's other partner, Rakoh Industrial Boilers (India), manufactures their boilers, which operate on bio mass and solid fuels such as bagasse, special plants like arundo donax, agro waste, briquettes, peat, coal and municipal waste.

Exhibits at Propak Expo

Ramco Group's print and packaging vertical, Ramco Plexus, took part in this year's Propak East Africa 2018 held at the Kenya International Conference Centre from 27 February to 1 March 2018. Propak East Africa focuses on packaging and plastics industries worldwide. The annual expo, organised by the Montgomery group, is attended by thousands of visitors with more than 100 local and international companies showcasing their products.

The 11 companies under the Ramco Plexus vertical showcased services offered as a group, which include offset print, digital print, large format print, gravure printing, flexible packaging, polystyrene products, promotional items, corrugated cartons, branding, corrugated pallets, paper cores, paper & boards and press consumables. Platinum Packaging, specialists in designing the correct packaging project for each food application, gave a presentation to the public at the expo on flexible packaging's influence on the shelf life of food.





Conducts B2C Staff Training

Seal Honey Ltd. recently conducted a three-day business-to-customer training program for their entire sales team to improve and motivate performance and efficiency across their nine wholesale and retail stores country wide. This was "hands on" training during hours of operation thus live examples were used.

An external trainer spent time on a one to one basis with every sales staff, demonstrating the gold standard in customer

service and mentored staff on how to attend to customer enquiries and complaints. The trainer also spent time with all branch managers to encourage a daily practice of a 15 minute morning mentorship meeting with staff prior to store opening hours. This training and daily meetings have proved valuable in addressing staff presentation and customer service goals.

At the end of the program, a significant behavioural, synergy and general attitude



improvement was observed. Having been proved worthwhile, this business-to-customer training will be conducted every six months.



Trains staff on Cobra products

In line with its pledge to support staff training, ASL Trading carried out several flagship trainings at their multiple locations, after reintroducing Cobra products in Kenya. The trainings help all staff to better understand the Cobra brand and how to use the products, enabling them to help clients and customers to choose the right quality brand for their various needs.





Staff attend Customer Service Training

The Ramco Group HR Team and the Group Customer Experience office have, over the course of 3 Saturdays in September 2017, introduced customer-focused training programs in General Customer Service and Customer Delight. 77 Ramco Group employees from multiple companies were trained at the program held at the OTL Training Facilities in RGIP. Conducted by an experienced external provider, the course equipped the employees with key skills in delivering exemplary customer service. In line with the Group's mission of becoming people-focused, the training was intended for all staff, bringing together production, sales, accounts, administrative and logistics staff.

Topics covered at the training included customer care techniques, handling complaints and managing customer expectations, email and phone etiquette, among others. Other customer-focused training programs such as Retail Sales Training (B2C) and Business to Business Sales Training (B2B) will soon be offered.



App now offers M-Pesa payments

The Travelshoppe app has achieved another milestone by now providing M-Pesa payment options directly from the mobile app. This integration between the app and M-Pesa enables users to directly pay for their booked flights on their mobile phones using M-Pesa and receive their tickets in minutes.

A revolutionary development, this milestone will change the way travellers book their travel details, and make it easier for them to access Travelshoppe's range of services.



Travelshoppe goes to Dubai with Emirates

In November 2017, a few of Travelshoppe employees went on a familiarisation trip to Dubai, in conjunction with Emirates airlines. Besides checking out everything Emirates Airline has to offer, they were able to get familiar with Dubai's iconic landmarks, hotels and restaurants, to ensure that clients can have a wonderful trip to Dubai, when booking with Travelshoppe.



Travelshoppe reaches Facebook milestone

The Travelshoppe team have been buzzing on social media bringing the best tour and travel deals to their Facebook, Instagram and Twitter followers. The team recently celebrated reaching 22,000 followers on their Facebook page. Apart from sharing the latest tour and travel deals, Travelshoppe uses social media to relate to their followers' needs and keeping up with the latest travel and destination trends. Make sure to like the Facebook page - Travelshoppe - to get the latest deals and travel info!



PRINT STORE Holds a Team Building Event

The Print Store Ltd. held a team building event on Saturday, 5 May 2018 aimed at making the two teams: TPSL and IPBS learn, bond and work together as one united group. Several exercises focusing on effective communication and good organisational leadership were conducted. These activities included forward thinking & planning, managing noise & interruptions, listening skills & quick decision making, time management and employee motivation.

The Print Store team also learnt how to scale their corporate culture, values and public

image to greater heights by focusing on Ramco Group's values, by shifting to a more team-oriented culture.



Travelshoppe & Lufthansa Airlines host Cocktail Party



In collaboration with Lufthansa Airlines, Travelshoppe hosted a cocktail party at Aspire Centre on 9 November 2017. The cocktail party was to celebrate the good relationship between the two companies, which results in the quality service on Lufthansa airlines flights for all Travelshoppe clients.



Sponsors Charity Golf Tournament

Ramco Group was one of the sponsors at the Charity Golf Tournament held at the Sigona Golf Club on Sunday, 17 December 2017.

The tournament was in aid of the MP Shah Hospital Physiotherapy Centre, which is currently under construction.

The project comprises an ultra-modern Physiotherapy Centre which will be located on a 500 sq.mt ground floor site within the hospital complex. The centre will include 10 treatment rooms, two hydro-therapy pools,

a gymnasium, a physiotherapy equipment shop, along with consulting rooms for doctors. The Physiotherapy Centre will benefit all Kenyans with affordable health care. The centre will be an important asset for healthcare facilities in the region.

In addition to the sponsorship cheque, Ramco Group provided 100 gift bags containing polo shirts, caps, notebooks and pens, as well as branding with street and teardrop banners.

Mr. Rabih Sfeila, CEO Ramco Printing was amongst the players in the tournament.



OFFICEMART Adds new Branch in Lavington

With five strategically located outlets in Nairobi and one branch in Dar Es Salaam, Tanzania, Office Mart has added a brand, new location to its name. As one of the largest retail stationery and IT supplies chain in Kenya, the new branch is located on the first

floor of The Lavington Curve Mall. This outlet provides office and school stationery, in addition to IT consumables and accessories to all corporate, government and NGO clientele, including residents who reside in Lavington and the surrounding areas.

Welcomes new team members at get-together



Ramco Group hosted a koroga on 18 May 2018 to welcome new senior team members to the Ramco family.

The Group HR Director, Denis Nyongesa, opened the meeting with warm welcomes to the new senior staff joining Ramco Group including Ida Evelyn Angel, Sivarama Krishnana, Praveen Kumar Rao, Michael Flemming, Edgar Obaga, Ivan Bartulovic, Rafael Jorge de Mira Pires, and Rabih Sfelia

The fun-filled evening allowed for the newcomers to get to know each other and the rest of the senior Ramco Group team whilst indulging in sumptuous food prepared by our talented in-house 'chefs' namely, Bharat Patel, Chandresh Patel and Zarina Mohammed.

This is the second koroga in the growing tradition of the top leadership cultivating team spirit within the Group.

Training takes over Ramco Group Industrial Park

On Saturday, 18 March 2018, four separate trainings took place within the Group Park. Among the trainings included a four-day business-to-business sales training with 20 people from seven different Ramco companies attending the course. Led by Spire, an external training team, the course had three groups of 20 participants each, spread out over a period of four months.

Baraka Riki from Microsoft also conducted a one-day course on Microsoft Office 365, attended by 31 people from ten different companies. The course taught how to use

Microsoft's tools to increase performance, improve decision making and drive corporate success.

On the same day, third party consultant leader, Durgesh Pandey, led a course on forensic audit and fraud risk management, which was attended by 30 Group Financial Controllers. The course was doubly valuable as it also taught how to reduce a company's risks of internal fraud.

Dr. Peter Nthigah from the Knowledge Resource Center taught a one-day customer

service course to 17 Seal Honey employees, them how to look after customers and how to meet their needs and expectations in the retail environment.

It was a truly momentous occasion on that Saturday as the Group reflected on its ongoing investment in its people and their development.



When operating in business, we come across those really nice easy customers and then, those a-little-annoying, difficult ones. Here are a few skills on how to deal with the difficult ones and offer good customer service, so all your customers are happy.

1. Be patient, consistent and empathetic



Some customers will be irate. Others will be full of questions. And others will just be chatty. You must know how to handle all of them and provide the same level of service every time.

2. Be adaptable



Every customer is different, and some may even seem to change week-to-week. You should be able to handle surprises, sense the customer's mood and adapt accordingly.

3. Communicate clearly



Ensure that you convey exactly what you mean to customers. You don't want your customer to think he's getting 50% off when he's actually getting 50% more product.

Key Skills for Customer Service & Selling

Use authentically positive language, stay cheerful no matter what and never end a conversation without confirming the customer is satisfied.

4. Listen carefully



Listening skills are just as important as communication skills. Listen carefully to the customer to know exactly what they need and how you can help. Demonstrate that you are actively listening through body language and responses (e.g. nod when you understand

something, make eye contact, etc.). Ask clarifying questions to make sure you understand the other person.

5. Have work ethics



Customers appreciate a sales person who will see their problem through to its resolution. At the same time, you must have good time management skills and not spend too much time handling one customer while others are waiting. Stay focused on your goals to achieve the right balance.

6. Be knowledgeable



Ultimately your customers rely on you for their knowledge of your product. Stay informed of changes in your products and don't be afraid to say "I don't know" either. Customers will appreciate the honesty and your efforts to find the right answer.

7. Have a thick skin

The customer's always right... right? The ability to swallow one's pride and accept blame or negative feedback is crucial to keeping a customer happy.



INCREASING PRODUCTIVITY

We often hear the words effectiveness and efficiency when managers bring up how to increase productivity. These concepts are often peppered into conversations, but it's not always easy to see how to implement them. Below are five strategies to maximise productivity in your day.

Take 5

Before opening your email, take five minutes. Taking five minutes to start your day will ensure that you've got the necessary mental capacity to handle the day.

Use a to-do list

Sometimes work is an avalanche of tasks. Enter the to-do list! To-do lists are invaluable productivity aids that allow for organisation, prioritisation and focus on the most important tasks.

Tackle the most demanding tasks before lunch

Always tackle your most demanding tasks prior to lunch. This will also ensure that

needed feedback from different departments can be received before COB.

Create a system

Getting distracted happens. Developing a rewards system will help avoid ruining your productivity. After you've finished tasks, reward yourself with coffee or checking your phone/email.

Move

Brain fog is real. Staring at a screen for too long puts your brain into its own version of a screensaver. Get up and move every 30 minutes. Get some fresh air. You'll dig back into your task with renewed vigor.

No more multitasking

Whilst multitasking feels like a good idea, it's not. Changing tasks multiple times can let things fall through the cracks. Instead finish one task at a time.



- PRINT, PACKAGING, PROMO
- DESIGN, PREPRESS & BRANDING
- PAPER
- HARDWARE & BUILDING SUPPLIES

- ELECTRICAL CABLES
- WATER STORAGE TANKS
- OFFICE SUPPLIES & STATIONERY
- OFFICE AUTOMATION

- ICT CONSULTING & SUPPORT
- STAINLESS STEEL
- INDUSTRIAL KITCHEN SUPPLIES
- TRAVEL

- HIRE PURCHASE
- INTERIOR DESIGN
- EDUCATION

For any feedback on Core or if you want to join our editorial team, drop your comments & suggestions in your company's suggestion box or e-mail us at core@ramco.co.ke

Tel: 0739 80-80-80
www.ramco-group.com