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March 2010

CO^oRE


ramco
GROUP

RAMCO GROUP PUBLICATION

LETTER FROM THE EDITOR

Thanks to all who gave us feedback on the first issue of Core. The New Year has started on a positive note with enthusiasm and a drive to get things done. With all the various activities happening, it is noticeable that we are all deriving a sense of belonging to the Ramco Group, which is great to see.

This issue of Core focuses primarily on Change. Change as they say is the only constant in our lives. If we are not willing to embrace change, we get left behind – not only in the workplace but in our personal lives as well. If we have the right attitude towards new ideas, this results in progress in one way or the other. The formation of this publication too, was a result of a training session that I attended last year in September.

Our vision “To be a World Class Conglomerate” too will require change in many fronts. While we await the heads of each company to initiate this, there will be changes required from all of us in terms of systems, procedures and more importantly mindset. If we accept change with the right attitude then our vision will surely be achievable. So let’s all decide to embrace change in a positive manner and work towards taking the Ramco Group forward.

Prital Patel

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a CreativeEdge design

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 on core@rgoc.org

WE RE CO

RAMCO GROUP PUBLICATION

A BIT OF HISTORY

In the previous issue we saw how Rambhai & Company was established as the first company in the Ramco Group.

To follow our historical journey of the Group, the next company founded was Ramco Hardware Ltd. The new company was located in the busy commercial vicinity of Sheikh Karume Road, which was seen as the hardware hub of Nairobi. Although the management of the two companies were separate, there was a lot of mutual support between the two companies, an early example of good teamwork and synergy within the group.

To date, the two teams – Ramco Hardware and Rambhai & Co (now known to us as ASL Trading) have continued to work together successfully.

From this bit of history, we realize that the support we show each other in the smallest way as part of the Ramco family many a time eases our problems, as we know we have someone to fallback on. Usually, our expectation to receive is higher than what we are willing to give ourselves; why should I give a sales lead and what will they do for me in return? If we all thought like that, we would not be where we are today. Let's all start to think and act as one and continue the comradeship that our founders had believed in and make it part of our working lives.

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KARIBU...

*The start of the New Year welcomes three new members to the Ramco Group:
Lino Stationers (Africa) Ltd., Flexoworld Ltd & Sai Office Supplies (Uganda) Ltd.*

LINO STATIONERS

As of Jan 2010, Lino Stationers (Africa) Ltd is part of the Ramco Group of companies. Lino Stationers has been a pioneer player in the retail and wholesale of stationery and office products since 1968. The recent joint investment brings to the Ramco Group a heritage of experience and diverse clientele.

We welcome on board, Mr. Batuk, Mr. J. V. Hindocha and the Lino team to the Ramco Family and hope to gain immensely from their vast experience in this field.



flexoworld Ltd

Flexoworld Ltd, the new Ramco Group company, commenced operation in January and is now producing digital and conventional flexo plates for polythene, label and carton printers. Digital plates will improve print quality for the customer.

Flexoworld is our joint venture with Interlabels Kenya Ltd and York Repro Ltd of the UK. York Repro are one of the largest flexo plate makers in the UK with offices across the country. The Flexoworld office is located within the Ramco Group Industrial Park on Mombasa Road.



Sai Office Supplies Uganda was officially launched on 11th Feb 2010 at the Sheraton Kampala. The local dailies in Kampala covered the launch and also reported that Uganda's neighbouring countries are now investing highly in the country which is seen as a positive indication of the growth of the Ugandan Economy.

At present, the Sai Uganda team is made up of 10 members who are committed to make Sai a success there too!



SAI OFFICE TANZANIA LAUNCHES APC SWAP CENTRE

In February, Sai Office Tanzania marked another milestone with the launch of the APC Swap Centre. This makes Sai Office (TZ) the only APC Swap Centre in Tanzania for all APC single phase units and the SUVTP range.

The Sai APC Swap Centre will now hold stocks of UPS's and will swap (exchange) the APC units that are under warranty within 2 working days. Sai Office will cover the complete process of communication and approval from APC to swap a unit that is faulty and is under warranty.

The event, organized at The Kempinski in Dar-es-Salaam, was a great success with the presence of over 80 guests covering resellers and APC customers. It was an opportunity for

Sai Office (TZ) to present the entire product portfolio to the audience.

Siva Singupuram, the Managing Director of Sai Office (TZ) presented the Welcome Speech while Mr Paolo Migiletta handled the Launch of APC Swap Centre. Mr Migiletta of APC acknowledged the growth and commitment of Sai Office and is enthusiastic that Tanzania is a growing market and looks forward to setting up a similar venture with Sai in Uganda.

The event was graced with the presence of Mr. Kirit Patel, Chairman–Ramco Group, Mr. Anand Dave, Managing Director–Sai Office Kenya and Mr. Kartik Patel–Head of Finance, Ramco Group.



SENSITIZATION WORKSHOP AT ASL PACKAGING

ASL-Packaging Division had an Aids sensitization exercise on 11th February 2010 that was facilitated by Kenya HIV/AIDS Private Sector Business Council (KHBC).

The workshop was conducted to educate the staff on HIV and AIDS. The company found the first session very informative and would like to organise a more extensive workshop in the near future.

It was recommended that other Group companies should have similar workshops too for their staff members.



Ramco Printing has recently opened its showroom in Unit 2 at the Ramco Group Industrial Park. The modern facility showcases a vast range of print and promotional items that are available at Ramco.

PROMO & More



20 SENSUALITY 10

For their 2010 calendar, Ramco Printing have produced an exclusive calendar that showcases different print effects that they can produce.

Amit Patel of Ramco says, *"It is important for us to educate our clients and let them know that international print quality is available in Kenya. Our clients can better their image using these techniques to make their print and promotional material stand out from their competitors"*. The calendar, aptly named 'Sensuality 2010' has received commendations from their clients. We caught up with Trushar Shah of Creative Edge, who designed the calendar.

1. Why the name Sensuality? In most cases, whenever we see a print effect or an odd textured paper even if we do it subconsciously, we end up brushing our fingers against the print; hence the reason why it was named Sensuality.

2. What makes this calendar stand out from the rest? In my opinion it oozes for attention, saying "Touch me" but yet maintains an air of sophistication and integrity.



3. What inspired you?

Well, it wasn't one thing in particular; it was a collection of visual ideas and cues that I had in mind that were brought together.

4. You used so many print techniques. Tell us the reason behind this. Mainly to promote Ramco's printing strengths and technology so that it would potentially attract new if not impress existing clients.

5. So which technique worked the best? Well, most of them came out as I had envisioned, one of the effects that deserves a mention is the August page, Gold and White inks, silk screen printed on Kraft paper, overprinted with black ink for the date pads, a superb effect.

6. What do you think is the most important thing about designing such a calendar and experimenting with techniques such as these? Planning is crucial! There is so much that could potentially go wrong if not planned well. I had to have constant



conversations and consultation with the production team at Ramco Printing for this calendar to turn out as I had envisioned.

7. How did the Ramco Production team take to your ideas? Initially, they were probably thinking what a production nightmare it would be; eventually everyone caught up and became a part of it. They did a great job on it and am sure they are proud of it too.

8. Should we expect something more intriguing for 2011 as well? Yes, why not, I would love to design such an intriguing calendar, if not better.

9. The Pirelli calendar is probably one of the world's most sought out calendar... do you think that in the years to come Ramco calendar will be as anticipated for by their clients? The Ramco Printing calendar is already in high demand although at a small-scale level. I know lots of people who were looking for this calendar and were highly disappointed when they did not get



a copy. Having said that, I think we might have just raised the printing and design standards in Kenya making this calendar very unique. And yes if Ramco is willing to be brave enough (as they did this time), then I see no reason why their calendars will not be anticipated and the most talked about.

INTERMEC APPOINTS OFFICE TECHNOLOGIES LTD AS THEIR STRATEGIC PARTNER FOR KENYA

Intermec, a US-based global leader in mobile computing solutions, has appointed Office Technologies Limited (OTL) as their strategic partner for Kenya.

Intermec offers complete solutions in Supply Chain Management to Industrial & Consumer goods manufacturers, field service companies, Retail businesses and health care sectors.

They provide robust hardware products (apart from third party software integration services) like hand held bar code readers,

scanners, label printers for barcodes etc. along with rugged computers for any task in any environment.

Mr. Savio Sequeira, International Sales Manager for Intermec, visited Office Technologies during the month of January 2010 and was very pleased to see the new office facility and was impressed with the infrastructure available at Ramco Group Industrial Park. He foresees a successful partnership between Intermec and Ramco Group through OTL in East Africa.

Update...

INDIGO PRESS UP AND RUNNING

The new Indigo press is now operational at Ramco Unit 1 and customers can now expect extremely fast deliveries for urgent work. This Print-on-Demand solution allows for offset quality with immediate delivery and is ideal for business cards, stationery, brochures, magazines, books, fliers, invitations and many more. We hope to report by the next newsletter that we can print personalized everything – calendars with your name on every page, customized sales leaflets written for each person. With digital print, the possibilities are limited only by your imagination – everything is now possible!



DID YOU KNOW?



OUR MISSION: To excel in every sector we operate in.

OUR VISION: To be a World Class conglomerate.

OUR CORE VALUES

Integrity

We conduct ourselves and our business with dignity, honesty and accountability.

Energetic

We believe in being dynamic, passionate and focused.

Customer Focused

We believe in building long term relationships with our clients by understanding their needs and providing timely, valuable and professional services.

Equitable

We are an equal opportunity employer and are committed to rewarding our workforce based on measured performance. We are committed to the development of our staff and will ensure that they have suitable resources and development to perform at their best.

Innovative

We strive to be different and be leaders in our industry for new technology and solutions.

Teamwork

We believe in working together to achieve better results internally as well as with our sister companies, clients and suppliers.

LEADING CHANGE

BASIL SERRAO



In September 2009, most of you might recall all Senior Management of The Group being out of the office simultaneously to attend a training Workshop that kept them out of the office for 2 days. This was an Interactive Workshop where participants were asked to learn from current operations and realise the importance and need for change. This led us to agree on CHANGES to be introduced and facilitate ideas on how to achieve this.

When we speak about change, we immediately think about MANAGING change, and our workshop basically was different from this thought process and instead was centred on LEADING THE CHANGE.

Managing Change involves Planning, Budgeting, Staffing and controlling, where as Leading Change involves setting direction, involve people who are then inspired and motivated to walk in the set direction.

Our Iceberg is Melting, a bestselling book by John Kotter was the main basis of the workshop and it was mandatory for all to have read it (The Chairman too was not spared on this!)

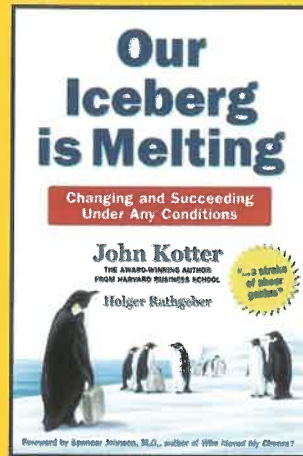
The 8 steps for successful CHANGE are:

1. Create a sense of urgency
2. Build a guiding team
3. Develop the right vision
4. Communicate for a buy-in
5. Empower others to act
6. Produce short term wins
7. Don't let up
8. Create a new culture

We acknowledged that we need to improve the Teamwork within the Ramco Group and a Guiding Team was selected within Senior Management to ensure that they lead this change. Some of the initiatives that we have seen take place since then are:

- Suggestion boxes
- Notice boards
- Ramco Group logo on all our stationery
- CORE the Group newsletter
- Ramco Group shirts
- Ramco Group offices

The main focus agreed by the group's companies is to make RAMCO GROUP a world class conglomerate by setting world class standards and benchmarks.



A must Read 4 All

BY JOHN KOTTER

A story of a group of penguins in Antarctica whose peaceful and beautiful life is disrupted when one inquisitive penguin discovers that there could be a devastating problem that may destroy their home, but no one wants to listen to him.

The author uses five main characters to portray different characteristics that the reader can identify with. Through these personalities we see resistance to change, a heroic action and tactics of dealing with the different obstacles that they get to experience.

Our Iceberg is Melting makes a great and enjoyable read for anyone who wants to learn how to strategically embrace change through a simple yet profound approach.



We're Online!

www.ramcoprinting.com

RAMCO PRINTING'S NEW WEBSITE

Ramco Printing has launched its new website www.ramcoprinting.com. This comes amidst a rapid increase in web activity in Kenya.

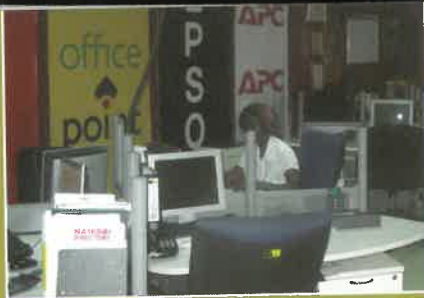
The site is a strong marketing tool for the company as it not only provides information on the company but also allows clients now to get quotes online as well as upload their art work.

SAI'S BOLD CHANGE

Sai Office Supplies-Kenya is making strides towards embracing change. With the aim of moving towards a bold change, they are applying the eight step process for a successful transformation and have managed to create a better working environment for themselves. The Sai team acknowledged that they were empowered to act by the management and the results have been exciting for them. The changes that have been acted on are:

Outdoor Image

Signage has been placed for easy identification for their clients as well as to create a sense of belonging for the staff.



Interior Image

Sai has given their offices a new face-lift by painting the walls, doing repairs and refurbishing their reception area to ensure the comfort of their customers. The delivery staff have also been provided with uniforms to portray a positive image of the company.

Attitude

At Sai, team members sat down and discussed problems that could possibly lead to Sai failing. These matters were discussed both in general and at departmental level. All the concerns raised were addressed without fear or favour. The result of this move is a renewed sense of unity at Sai Office between staff members who can now respect their colleagues' jobs, given that they understand the challenges each person has to overcome. Sai is an interlinked, chain process driven organisation, where each department depends on the other to deliver products or services. For this reason, staff were encouraged to work with other departments in mind so as to create a sense of teamwork and build individual responsibility for their jobs.



The most remarkable change was from the Dispatch Department. They were able to convey to the other departments how to assist them in order to ensure smooth delivery to clients. This did not stop here; they went ahead to ensure that this was being effected. Most unforgettable was when dusty repaired machines actually ready for dispatch, was taken back to the technician responsible to clean them!

Team Spirit

Having realized that they did not know all their staff members by name, Sai decided to recognize each staff on their birthday by having a small celebration for them in the office.

The overall attitude from Sai staff has improved in that they support each other more because they realise that it is only by co-operation they will be able to grow and prosper as a company. What is commendable is that the team is proactive and the changes have been made by the staff themselves.

WHOOOOZA WORLD CUP....

Travelshoppe is offering various packages for all football enthusiasts to go and watch the 2010 FIFA World Cup, which will take place in South Africa. The 19th FIFA World Cup is scheduled to take place between 11 June and 11 July 2010. Packages include match tickets, flights to your preferred destination (within South Africa) and accommodation. Prices are available on request.

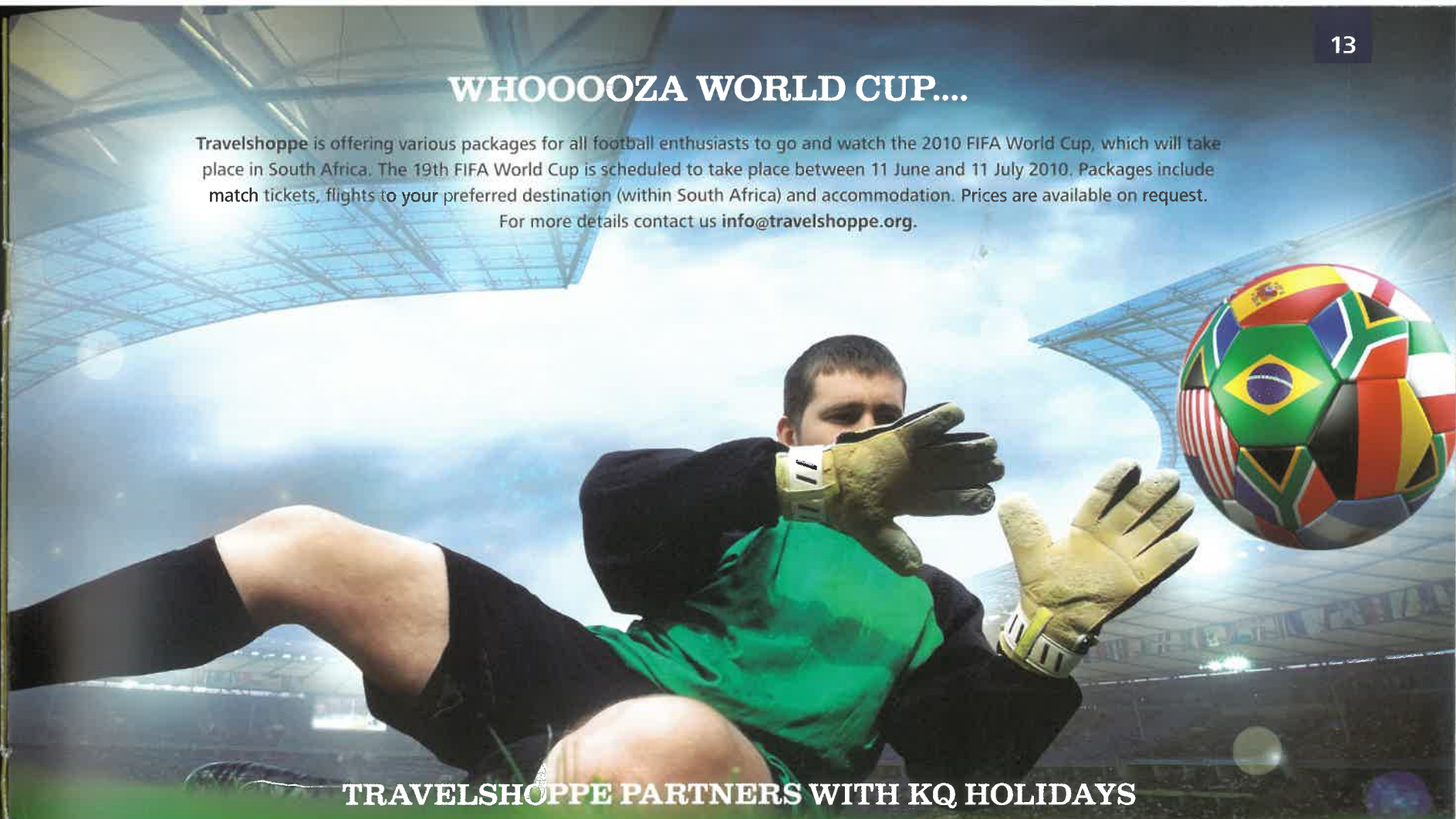
For more details contact us info@travelshoppe.org.

TRAVELSHOPPE PARTNERS WITH KQ HOLIDAYS

In September 2009, Travelshoppe was appointed as the General Sales Agent for Kenya Airways Holidays. The appointment means that Travelshoppe will be exclusively in-charge of packaging products for both Inbound and Outbound Holiday packages

to all destinations operated by Kenya Airways. In light of the move, Travelshoppe has set up a desk with two of its staff members at the Kenya Airways Sales Office Village Market, for sales and reservations.

The Travelshoppe website, www.travelshoppe.org has got a facelift and is worth taking a look at too. Whilst at it, check out their other website www.eastafricansfaris.org which is geared towards promoting inbound travel to Kenya.



CORPORATE GROUP UNIFORM



ASL Trading - Sales and Marketing team in the new
Ramco Group Shirts

GROUP SUGGESTION BOXES



By now all Group companies should have received and mounted their Suggestion Boxes. These boxes are a communication tool for all personnel to have their say in how to make their workplace a better environment so that we deliver world-class products and services to our customers.

Please use them so that we have team contributions on making things better.

RAMCO GROUP ANSWERS THE CALL OF SATHYA SAI SCHOOL

With the aim of helping the less fortunate Ramco Group has answered the call of the Sathya Sai School – Uthiru.

Sathya Sai School operates on the basis of voluntary donations channelled through the Sai Spirit of Love Children's Home Trust that was founded in 1997. At the school, the children are charged a minimal fee based upon their parent's ability to pay. This is made possible by generous subsidy funded by donors and well-wishers and has enabled the development of the school to this point.

To contribute further to the development of Sathya, Ramco Group donated the cost of sinking a borehole for the primary school. Being in a neighbourhood where they don't have a regular supply of flowing water, this initiative will have a big impact on the children's lives.



IT'S A DESIGNER'S WORLD—KENYAN STYLE

JAMES MBIYU

A director decided to award a prize of 5000 KShs for the best idea to save the company money during the recession. It was won by a young executive who suggested reducing the prize money to 1000 KShs!

The past year saw customers scale back on consumption, which posed a great challenge to businesses who not only had to balance their bottom lines, but also position themselves to offer simple, high value services. All this culminated in design houses and agencies taking on a 'less is more approach', in many of their campaigns and communication materials. This was the typical trend for the year with the occasional 'Obama' memorabilia being sold in the mass market.

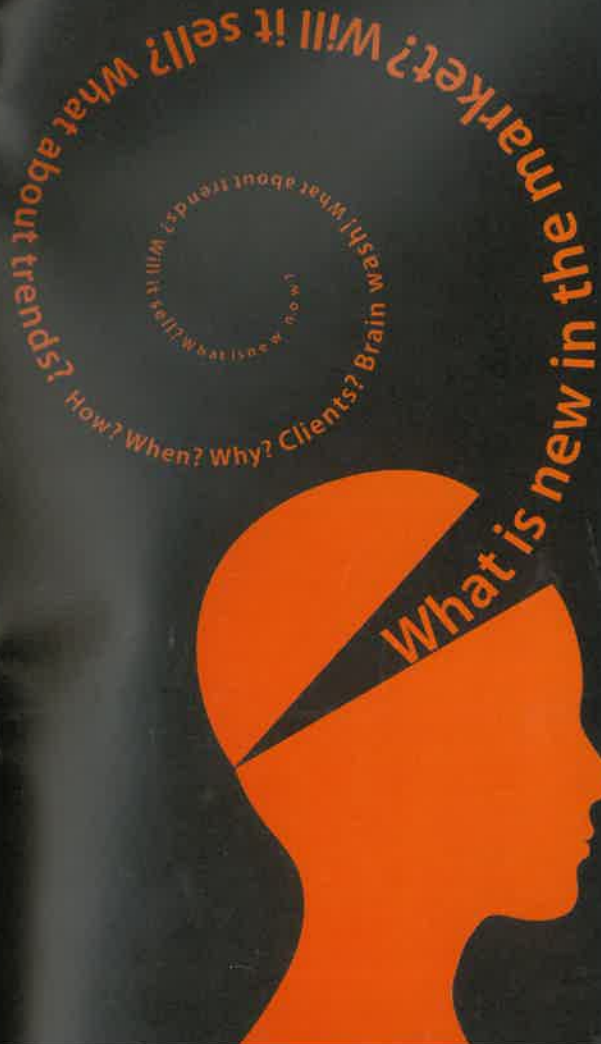
So, what's new for 2010—the dawn of a new Decade? It is evident that the consumer's preferences will influence the direction design will take and this will equate to simple designs, fresh use of color coupled with clear concise messages across all mediums. On the other hand, this might pose the danger of being driven by consumer preferences, which might affect the overall quality of design. However this may not be a bad thing totally, as it will present great opportunities for designers with great ideas and unique design techniques to set themselves apart from the masses.

In line with this, identities, print designs and websites will hold casual, personal and contemporary looks in order to interact better with clients. The beauty of these designs will not only be the fact that they will engage the consumers longer but also get passed on through the grapevine. Great momentum due to the change in times and the exposure greatly enhanced by the communications and technology sector will have effects on the sort of designs we will see in the digital mediums.

What sets us apart from our western comrades when it comes to trends is nothing more than the nautical miles between us. Everything around us does and will affect the design direction, especially the environment, political atmosphere, sports, culture and many day-to-day developments.

As designers with focus and vision for 2010, we need to understand that brands and identities that will not connect with willingness and truthfulness to the consumers will be irrelevant and therefore not noticed. It is our core business not to let this happen.

Let's change the face of design in 2010.





TELEPHONE ETIQUETTE

Whether answering or making calls, using proper etiquette is important in order to maintain a level of professionalism. Proper etiquette leaves your caller with a favorable impression of you, your department and the company in general.

Answering Calls

1. Answer Promptly and identify yourself to the caller. You can say, "Good Morning, this is Wilson Njoroge speaking" or if you are at the switchboard, "Thank you for calling Officemart, how can I help you"?

2. Speak clearly and articulately. Speaking clearly, slowly and in a cheerful, professional voice is very important.

3. Use your normal tone of voice when answering a call. If you have a tendency to speak loud or shout, avoid doing so on the telephone.

4. Do not eat or drink while you are on phone.

5. Use the right language with customers. Avoid words grounded in company or industry jargon that many customers don't understand. Do not use slang words or poor language. Respond clearly with "yes" or "no" when speaking. Never use swear words.

6. Listen to the Caller and what they have to say. It is very important to listen to what the caller has to say. It is always a good habit

to repeat the information back to the client when you are taking a message. Verify that you have heard and transcribed the message accurately.

7. Be patient and helpful. If a caller is irate, listen to what they have to say and then refer them to the appropriate resource. Never snap back or act rude to the caller.

8. If you must put them on hold, don't make it painful. Always ask if you can put the caller on hold especially if you are responsible for answering multiple calls at once. Remember that the caller could have already waited several minutes before getting connected to you and may not take it lightly if put on hold. Never leave the person on hold for more than a few seconds or they may become upset and hang up.

9. Always focus on the call. Try not to get distracted by people around you. If someone tries to interrupt you while you are on a call, politely remind them that you are on a customer call and that you will be with them as soon as you are finished.

Making Calls

1. Plan the call. Always jot down key objectives and what outcome are you expecting before making a call.

2. Know who you are calling. Getting a person's name right is critical.

3. Be polite. This should be obvious.

4. Introduce yourself. Make sure that your party knows who you are, what company you represent and the nature of your call.

5. Get to the point. Let the person know why you are calling and use your notes to keep your agenda clear.

6. Listen. Allow the person you are calling to ask questions and convey his or her point of view. Do not interrupt, and answer questions honestly and directly.

7. Know when to end the call. There is generally a point at which it becomes clear that the call should be concluded.

MAKING IT HAPPEN

There are times in our lives when all the signs seem to be pointing us in a particular direction. Our thoughts and dreams are echoed in the songs and stories we hear and see in the media. Maybe the message we are getting from the universe doesn't even make sense in the "real" world, but somewhere inside, these urges feel right. Maybe you feel you are being told to move to a new city although your life where you are is just fine. Or maybe you feel the desire to pursue a new direction in your career when it never really interested you before. When we spend time getting in touch with our higher selves, our intuition sends us directives to lead us to become our best and most fulfilled selves. And when we are open and listening, the next step is to take action and go for it. Once we make the decision to pursue our inner urgings, the universe sets into motion the means for all sorts of details to fall into place. A sense of peace will come over us, because we know that any questions will no longer make us wonder if our dreams are possible, but how to make them happen. Instead of deterring us from our goal, these questions only serve to clarify our focus to move us forward. We need not throw caution to the wind to follow our dream. The positive shift in our energy affects everything around us. Like a rush of water, it goes ahead to clear debris from our path so that we can go forward. Our new attitude also attracts like-minded people. Sometimes even the most unlikely angels arrive to help us along our way with the information and support we need. Wherever your dreams are pointing you today, take a step. Take action and manifest your inner urges and soul whisperings.



INCREASING EMAIL PRODUCTIVITY

Email is one of the quickest and most versatile forms of communication, but it can also become a productivity drain if you don't manage it properly.

Here are seven practical tips for increasing YOUR email productivity:

1. Turn off the auto-check feature

You can turn the auto-check feature off through your program's options menu.

2. Strive to keep your inbox "clean"

This principle is called "processing to empty." Don't use your Inbox as a storage folder for all your old emails.

3. Keep your email organized

You can create folders and sub-folders to store messages in a way that makes sense for you.

4. Use templates for repetitive emails

If you frequently send emails that are essentially the same, use templates

5. Use technology to your advantage

It's best if you don't open spam. Today's smart spam filters can keep a lot of the garbage out of your inbox.

6. Use effective subject lines

When writing emails, using effective subject lines really helps. If the subject of your email resembles spam, it will probably be deleted. If it makes it to the recipient's inbox in the first place.

7. Know when not to use email

Sometimes it's much more effective to pick up the phone and call someone directly rather than keep exchanging emails.



YOU HAVE A CARBON FOOTPRINT

In Kenya we are taught to preserve our forests, avoid littering, preserve nature and animals but not about our carbon footprint.

Carbon footprint is the amount of carbon emitted by our human activities either directly or indirectly; depending on our lifestyles; not to mention carbon production is a big contributor to global warming.

As individuals, we can reduce the amount of carbon emitted by reducing the amount of electricity we use, walking or cycling to close by places and switching of electrical appliances when not in use.

Be aware of your carbon footprint

For more information on carbon footprint go to www.carbonfootprint.com or www.go-green.com

What do you think?

How many lakes are there in Kenya?

A prize will be awarded to the first person who will send us the correct answer through their company's suggestion box or e-mails us at core@rgoc.org



Answer to the Last Quiz:

Q: Who composed the national anthem?

Ans: Thomas Kalume, Graham Hyslop, Peter Kibukosya, Washington Omondi and George W. Senoga-Zake.

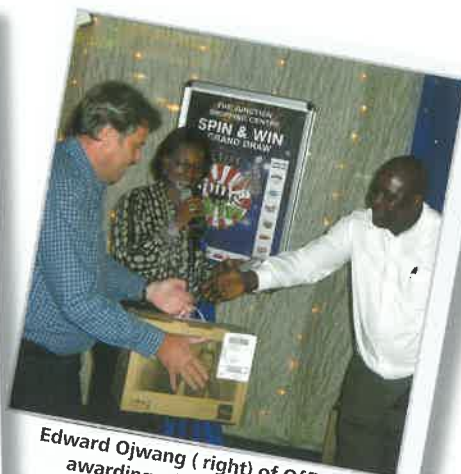
The winner was Mary N. Kaman of Sai Office, who was awarded two movie tickets.



Sai Office Staff all dressed up during the end of year bash!



Its time to Party! Market Power and Creative Edge at the end of year party.



Edward Ojwang (right) of Officemart awarding a lucky raffle winner with a Fujitsu Laptop at the Junction Xmas promo

Captured Moments



After a crazy December, the Ramco Printing Team unwind at the end of year party.



Winner of last Core quiz, Mary N. Kamau (right) being awarded movie tickets by Grace Wanjiru.



ASL Steel division staff enjoying the Christmas Lunch at City Cabanas

