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CHAIRMAN'S MESSAGE

In our work life, vision and passion are necessary character traits to have in order to survive, grow and achieve the goals we have set for ourselves. Often, there are times when one may be demotivated or get sidetracked when they encounter complications; but we cannot afford to do so if we expect to hit the peak in our chosen career path.

As Ramco Group, we must strive not only to survive but to be the best in the industry; setting benchmarks while holding ourselves to the same high standards of service. The year 2014 was one of tremendous strides in terms of growth and venturing into new industries. A number of companies within the

Group have expanded their premises to allow for their burgeoning growth while others received various awards and recognitions that cemented their standing in their various areas of expertise.

In 2015, let us endeavor to work towards maintaining that momentum and leaving no doubt that as a Group, we are indeed a force to be reckoned with in the business world.

Wishing you and your family, a Merry Christmas and a prosperous New Year.

Kirit Patel

"Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful" Albert Schweitzer.



EDITORIAL TEAM

a CreativeEdge design

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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



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A BIT OF HISTORY

Thus far, we have traced the history of Ramco Group from its humble beginnings as Rambhai & Company to its current multi-dimensional status. We have learned quite a bit about Ramco Hardware, Juma Hardware, Polythene Industries, ASL Steel, Sai Office and Ramco Printing Works Limited, which progressively joined the Group between 1976 and 1995. After Ramco Printing Works Limited, Creative Edge was the next in line.

Starting out in 1995 as a design studio, Prital Patel acquired this company in 1997. The company was housed at ASL Steel initially with a team of two. Through the years, Creative Edge has grown to a larger team of 70 people and is now based at Eden Square, Westlands. The vibe of creativity is definitely present at their offices. Their portfolio includes brand development, advertising, digital design and communications.

The progression of Creative Edge prompted the start-up of Qube, a digital marketing agency and 3Sixty Creative which is a full - service advertising agency that offers clients an all-around solution to all their communication and advertising needs. With a large team of creatives, who are not only passionate about what they do, but are dedicated to ensuring their clients' brands are visible and memorable, the company is bound to keep growing.

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ASL LIMITED RECEIVES SUPERBRANDS STATUS



ASL Limited has been awarded the prestigious Superbrand status. This bi-annual survey, which identifies and pays tribute to exceptional brands, aims to strengthen a brand's position, add prestige to it as well as give it a stronger competitive edge.

ASL Limited has six divisions covering paper trading, hardware and building supplies, stainless steel trading and

custom fabrication, corrugated box manufacturing and more recently electrical and cable manufacturing. The division's desire to deliver quality products, dependable service and honest communication has formed the foundation for this Superbrand award.

Ramco Group congratulates ASL Limited on this remarkable achievement.



ASL Limited Superbrands Book



ASL WIRE & CABLE DIVISION IMPLEMENTS ISO 9001:2008

ASL Wire & Cable Division has begun the implementation of ISO 9001:2008 which is an international standard related to quality management systems. Built on principles such as leadership, customer focus, continual improvement, involving people and fact based decision making, this will go a long way in enabling the company to adopt good business practices, improve the company's efficiency and effectiveness as well as ensure sustained customer satisfaction through provision of quality goods and services that meet the customers' needs.

Ramco Group wishes ASL Wire & Cable Division all the best as they work toward attaining this certification.

ASL CREDIT IN KPMG TOP 100 AGAIN !

Congratulations are in order for Kartik and his team at ASL Credit as they again feature in the KPMG Top 100 Mid-sized companies for 2014. The company finished in 23rd position following on from 51st in 2013 and 17th in 2012.

As Kartik Patel says, "This Award is testimony to my great team at ASL Credit. Being a small team of 15 people allows us to work closely together and give our clients personal service levels that make us unique. Bring on 2015!" Congratulations from the entire Ramco Group family.



Ashal Mehta (L) and Rakesh Patel (M) receive the Top 100 Award at the gala dinner.



OFFICE TECHNOLOGIES NOW IN MACHAKOS



Ramco Group Chairman Kirit Patel at the OTL office in Machakos.

In a bid to expand their reach and grow their markets, Office Technologies has opened an office in Machakos town. Having experienced tremendous growth over the last year, Machakos has provided great business opportunities for corporates as well as small businesses. Office Technologies has a wide array of products and services available and we wish them all the best as they start operations at this new office.

NEW SHOWROOM FOR RAMCO PRINTING



The Dunga Road branch of Ramco Print now boasts a new showroom for customers to see and feel the company's products. As Marketing Coordinator Sneha Patel says, "A customer can often get inspired by seeing a tangible sample rather than just discussing a concept. The showroom has helped hugely in generating sales."

The showroom is divided into the Ramco Print departments, which help customers to understand the different print processes better and how we are structured.

NEW FACTORY FOR PLATINUM PACKAGING



Hasit Patel (L) and Jai Shah of Platinum lay the first ceremonial stone on 23rd August.

Platinum Packaging has finalised plans for a new factory that should be breaking ground soon. The state-of-the-art factory, which will be located at Mlolongo will cover an area of 200,000 square feet. Due for completion by December 2015, the additional space will allow for increased production in the future.

OML REFURBISHES KENYATTA AVENUE OUTLET

The Office Mart Limited outlet located along Kenyatta Avenue recently underwent a refurbishment. In addition to making the layout more attractive, wider passages were created between the shelves to enhance customers' comfort while shopping and brighter lighting was installed to increase product visibility. Ultimately this will make the shopper's experience more enjoyable and increase sales in the long run.



MARKETPOWER BRANDS THEMSELVES



The Marketpower team now has a very professional look with the branding of all staff and vehicles. The team went through the makeover using quality branded collar shirts from Ramco Print. The sales team, managers and graphic designers all received branded collar shirts while the production teams received branded dust coats. Also branded were all motorbikes, vehicles and rider's jackets. As Sales Manager Kevin Mutisya says, "First Impressions are so important and looking professional gives new customers the confidence that they are working with the right people."

RAMCO PRINTING UNVEILS A NEW DIARY BRAND

In August, Ramco Printing Works Limited unveiled a new brand of diaries by the name Evoke. Using quality material and manufactured using state-of-the-art technology, the brand offers exquisitely predesigned options as well as full customisation options available in a range of designs, finishes and colours.



OTL LAUNCHES HAIER TABLETS

Office Technologies Limited is now the exclusive partner of Haier in Kenya and has launched their range of tablets.

These sleek tablets operate on Android and boast numerous features such as built-in speakers, high capacity memory and dual core processors. What's more, they are good value for money and more affordable than other tablets currently in the market.

7" Tablet

Enjoy Browsing
Music, Videos, Games, Photos & More



HFD EXHIBITS AT KICC TRADE SHOW

ASL Heavy Fabrication Division took part in the 10th African Dairy Conference & Exhibition held from 24th - 26th September at KICC, Nairobi.

At the exhibition, ASL HFD partnered with IDMC Ltd India. IDMC India is part of the National Dairy Development Board of India and is one of the largest manufacturers of milk cooling tanks and milk processing equipment in India. ASL HFD displayed various dairy

equipment and milk cooling tanks that were shown to Deputy President Hon. William Ruto when he visited the stand at the official opening.

Bala Murali, General Manager, talks of the success at KICC: "Exhibitions like this provide a great platform to meet all the key players in the dairy industry across East Africa and expose our product range to them."



Bala Murali meets Deputy President Hon. William Ruto visiting ASL HFD at KICC



Top: Exhibiting ASL HFD's milk cooling tank
Middle: HFD stand at ADCE
Bottom: Manoj, Ketui Sheth, Kalpesh Solanki, Patrick Ogolla in front of the HFD stand

MARKETPOWER EXPANDS OFFICE TO ADD NEW PRINTER AND CUTTER

Marketpower added a further 1800 sq ft to its Eden offices in June to allow for the arrival of new equipment. The new equipment included a Flat Bed Printer and a Router Cutter.

The HP 700 Flatbed UV Printer allows the company to print directly onto boards, wood, glass, doors, metal, promotional items or any rigid substrate. The router allows wood and boards to be custom cut to any shape or be engraved – the applications are numerous and include retail promotions stands, standees and engraved boards.

As Joe Muchiri, Operations Director says "Having all our Large Format machines in one production facility is very efficient and cost effective and the addition of these 2 new machines expands are production ability to bring in-house what we used to out-source."



KENTAINERS INSTALLS A BLOW MOULDING MACHINE



Kentainers Limited recently acquired, installed and commissioned a blow moulding machine. The blow moulding machine produces tanks between 1500 litres to 3000 litres.

Kentainers now has the ability to effectively meet market demand within this category with speed and efficiency. Meanwhile, customers will enjoy faster deliveries and aesthetically pleasing designs and product finishing.

NEW SHELF DISPENSER FROM ASL PACKAGING

ASL Packaging has started to offer its clients a new and creative packaging solution. The new concept comprises of offset printed paper that is laminated and then applied to a corrugated carton. The resulting high quality printed carton can also be used as a retail display carton on the retail shelf. This saves time and money for the retailer and gives the product a high quality look and feel.

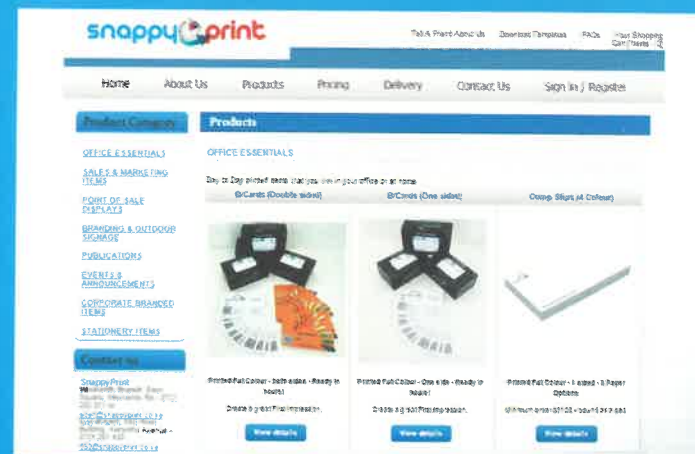


MARKETPOWER LAUNCHES WEB-2-PRINT ONLINE ORDERING

Under the brand SNAPPY PRINT, Marketpower have launched a Web-2-Print online website. The website allows customers to order printed items, pay online, upload their artwork and have the items delivered to their door a day later.

The company has also extended the product range to include stationery products that home users need. It is hoped that busy people will choose to order their home stationery online to save time.

To place an order visit www.snappyprint.co.ke. For those logging in from within the Ramco Group network, enter 192.168.10.22 into your internet browser.



ASL WIRE & CABLE DIVISION FLOURISHING IN THE MARKET



Having started operations in January 2014, ASL Wire & Cable Division has been performing exceptionally well. Its increasing popularity in the market has mainly been due to the high quality of its products, which are also good value for money. It is the only brand that is promoting flame retardant wires and cables.

In a bid to grow their product portfolio and offer a wider variety to their customers, the company has begun production of armoured cables, automobile cables, instrumentation

cables and flexible cables. Of these, they have received KEBS certification for flexible cables, automobile cables, armoured cables as well as house wiring cables. The product quality has been appreciated by their customers such as developers, contractors, end users, telecommunication companies and automobile companies.

The demand for their products has already prompted exports to Tanzania, Rwanda and Uganda.

FLEXOWORLD ACHIEVES RECORD SALES IN JUNE



Team dinner at Carnivore

Flexoworld had its best sales month ever in June 2014 and to celebrate this achievement, the entire team enjoyed a dinner at Carnivore Restaurant. The team had a wonderful time and enjoyed the opportunity to bond outside the office environment.

As General Manager Peterson Karimbu said, "Recognising key milestones and celebrating as a team brings us closer together and translates into greater teamwork in the office."

RAMCO PRINT NEW EQUIPMENT

Ramco Print has added a variety of new print and finishing equipment to its production range. The new investments are made to either increase capacity and delivery speed or to offer customers a new finish to their printed material.

1. CD 102-5+L	A new high speed A1 size press for packaging print.
2. ST 350	A saddle stitching machine to increase the capacity of book binding.
3. UV / Water Coater	Offers customers a unique coating on their printed material.
4. Window Paster	A two feeder window pasting machine to increase the capacity and speed for packaging.
5. Polar N-115 Guillotine	This A1 guillotine expands capacity & speed for publishing & packaging.
6. Aster Sewing Machine	A quality book binder to deliver 220 sections per minute.



TRAVELSHOPPE'S NEW LAND CRUISER



Travelshoppe now has a new 4x4 extended Land Cruiser available for all your safaris. The cruiser is fully equipped with a cooler box, binoculars, VHF radio, air conditioning, WIFI and of course, an open roof top for an excellent safari view or a drive at the national park.

OTL HOSTS TOSHIBA TRAINING

In July 2014, Office Technologies Ltd hosted a sales training for Toshiba with participants from South Africa. Office Technologies is growing its product base with an attractive line up for Document Imaging Solutions from Toshiba. The training center located within Office Technologies is equipped with state-of-the-art technology and modern amenities thus making it the venue of choice for corporate training.

NEW CENTRAL LOCATION FOR SAI OFFICE SUPPLIES

Sai Office Supplies has moved into new offices on Funzi Road from August 2014. Previously the company had 2 separate offices:

1. The Head Office on Weruga Lane near Nairobi's Railway Station
2. Their Stores at RGIP

They have now consolidated both locations in one which provides greater operational efficiency and accountability. As Managing Director Anand Dave says "Bringing both locations under 1 roof has helped significantly for us operationally but the greatest benefit of all is its easy access for customers."



The company had originally planned to move into a new custom built premises in Lavington however the space was instead converted to retail space and called Lavington Curves which is now home to a Nakumatt branch, ASL Trading Showrooms and 20 other retail tenants.



OTL PARTNERS WITH ICT AFRICA TO EXPAND PORTFOLIO

Office Technologies Limited has partnered with ICT Africa to expand its product and service portfolio through investing in a number of solutions. Among these is an asset tracking solution from Intermec that makes asset counting or stock taking a much easier process. The scanner is used to electronically capture any assets, eliminating the need for a physical count thereby saving time and improving efficiency.

OTL has also invested in new software targeted at corporate clients known as Syspro as well as partnered with Avaya to provide VOIP telecommunication solutions.

ASL PAPER FORMS ALLIANCE WITH TECHNOVA IMAGING SYSTEMS



ASL Paper recently formed an alliance with TechNova Imaging Systems, which is one of the world's leading suppliers of total imaging solutions. Based in India, they are the fifth largest company in their field in the world.

ASL Paper is TechNova's exclusive distributor in the region offering a range of integrated solutions that include process inks for offset printing presses, media products and some consumables.

CREATIVE EDGE UP MT. LONGONOT

The Creative Edge team participated in a team building activity in June where they climbed to the top of Mt. Longonot. The activity was meant to enhance cohesiveness and team work among individuals. The hike was 3.1km long and a majority of the people managed to get to the top where they enjoyed the exquisite scenery of the Mt. Longonot crater at 9100ft above sea level. After the descent, the team socialized and bonded while enjoying a meal together.



ICT AFRICA NOW MANAGING GROUP IT

Kim Gichia and the Proserve team at Homa Bay have been managing the Ramco Group IT infrastructure. With effect from January 1st 2015 this responsibility will be moved to the ICT Africa Consulting Services based at the Ramco Group Industrial Park.

ICT Africa headed by Hariharan Iyer will continue to work with Kim in managing all Group IT services that include:-

1. Managing Hardware & Network infrastructure - band width, back up, VoIP etc
2. Managing Software and applications - google accounts, anti virus, windows licenses etc
3. Managing the RGL Data Centre at Sameer Park
4. All Backup and off-site storage
5. System auditing & control to prevent fraud and hacking
6. Document management and electronic archiving
7. Management reporting tool and dashboard creation

As Hariharan Iyer says, "The biggest change over the next 10 years in the way we do business will be the automation of systems and controls that will link customers and suppliers and deliver real time dash board information on all facets of your business. Being ahead in this process will certainly deliver a competitive edge."



LONG SERVING ASL LTD STEEL DIVISION EMPLOYEE HONOURED

Emmanuel Kyalo has been with the company for 22 years, right from when it was known as Associated Steel Limited to the present day ASL Limited Steel Division. He joined the accounting department as an accounts clerk, and has steadily grown in his career over the years, adding to his knowledge and skills in the field of accounts and administration.

Emmanuel Kyalo has played a key role in the management of Sink Savings and Credit Society Limited, a registered staff Sacco with original members from ASL Dar es Salaam Road. Sink Sacco grew in membership and activity, and had to rebrand to Ramco Savings and Credit Society Limited to give a true picture of its membership with 620 registered members from twenty companies of Ramco Group, and member's deposits of Ksh.56 million as of June 2014. Emmanuel is the current management committee chairman.

"It has been a very enriching experience working for this company as not only have I been able to put my knowledge and skills to good work, but I have also been able to contribute to ASL Steel's growth over the years by keeping the books in order and finances running as they are supposed to," Emmanuel enthuses. "My life with ASL Limited has practically taught me three life lessons: honesty, dedication to work and self-discipline. I have applied these lessons in my daily routine and have never regretted."

CREATIVE EDGE CANCER MONTH CAMPAIGN



The Creative Edge family held a month long cancer awareness campaign during the month of October. Dubbed Pink with Purpose, the campaign saw the Creative Team share their reasons on social media stating why they supported the campaign. The campaign was of importance as it is estimated that cancer causes more than 27,000 deaths in Kenya alone. Samsung joined in supporting the campaign and offered a brand new Samsung Galaxy tab to one lucky participant.

Congratulations to Lucy Nzisa who walked away with the Samsung Galaxy tab and most importantly helped in spreading awareness on cancer.

For more information about the campaign visit:
www.creative.co.ke/pinkwithpurpose/

MARKET POWER DONATES COMPUTERS AND MONITORS



Marketpower recently did a large IT clean-up and donated over 25 monitors and CPU main frames to WEEE Centre (Waste Electrical and Electronic Equipment Centre), which handles e-Waste by repairing old computers to be used in schools across the country.

The unused hardware from Marketpower will hopefully be a beneficial learning tool for the schools.



RAMCO GROUP SPONSORS TRAINING FOR ADMINISTRATION STAFF

In April 2014, Ramco Group sponsored a number of personal assistants and administration staff to attend a training session at Villa Rosa Kempinski. The training was geared at enhancing executive and team performance within the various organisations while contributing to the smooth running of operations on a day-to-day basis. Among the areas touched upon were excellent communication and etiquette skills, project and time management, managing events, planning and budgeting, minute taking, effectively managing meetings and attitude change. As Catherine Juma of Platinum Packaging said, "It was an eye-opening course and the knowledge we gathered will definitely help us perform better in our careers."



TRAVELSHOPPE EXHIBITING AT THE WORLD TRADE MARKET

Travelshoppe recently exhibited during the World Travel Market fair in London to promote tourism to Kenya. The event - now in its 35th edition, was strongly supported by Kenyan Hoteliers & Tour Operators. In total there were 46 Kenyan companies exhibiting along with 11 counties – all under the overall umbrella of the Kenya Tourism Board (KTB). The Kenyan delegation was led by Phyllis Kandie - The East African Affairs, Commerce and Tourism Cabinet Secretary.

Seema Raval, the Managing Director of Travelshoppe attended the event and afterwards commented "The WTM was a great opportunity to remind the global travel industry just what a special and magical place Kenya is to visit. After the recent incidents in Kenya, we all need to get tourism back on track and contributing to the Kenyan economy."

MARKETPOWER TEAM CLIMB HIGH



The Marketpower team of 35 enjoyed a team day out at the ropes course in Kitengela. The day was spent climbing both the upper ropes course at 30ft in the air and the lower course 3 feet off the ground. In addition, other team building activities were enjoyed such as tug of war and water ballooning. As Marketpower organiser Ken Kanagi said, "We learnt to work together, laugh together and rely on each other. It was a really worthwhile day out. I would strongly recommend other companies to do the same."

ASL TRADING PARTNER WITH CO-OP BANK

In August 2014, ASL Trading formalised a partnership with Co-op Bank for the supply of building materials to Co-op mortgage holders.

Co-operative Bank has signed the deal with the aim of offering customers easy access to building materials. The partnership will grant customers access to construction materials at negotiated prices.

As the building industry continues to expand, we have discovered that developers are spending more and more time focusing on material sourcing and supply, rather than project management and timely delivery.

At ASL Ltd, we offer a full building solution under one roof, allowing customers to save time and money by sourcing from one location, one delivery, one account, one partner.

SELECTING THE RIGHT SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS

There are many social networking sites and many others will come up in the near future. Of course you may pick networks for your business based on popularity, but this can prove to be a tedious trial and error method. When choosing which social network to use for your business, it is important to consider the following:

1. Your Social Media Goals

You have to decide why you are on social media and what you want to get from it. That's where social media goals come in. They will help drive your actions on social media. To see if you are achieving your goals, track your progress by using the following metrics:

- Traffic – How much traffic is your website receiving from social media?
- Leads – How much business, if any, are you getting from social media?
- Queries – How many people are inquiring and mentioning your brand on social media?

Keep in mind that your goals might have to evolve depending on the platform and possibly change depending on the business climate.

2. Your Target Market

A company needs to know the demographics of its targets. It then needs to research and find out:

- The social networks that the target audience is on
- The time of day they are online
- How much time they spend online
- How they spend their time online
- The type of content they like to consume online

The above will help you to know which social network to focus on and where to focus your efforts on.

3. Budget

The amount of money you will have to spend to gain traction in a certain social network is also an important thing to consider. It is always best to grow your social media following organically but that's not always possible especially on platforms such as Facebook.

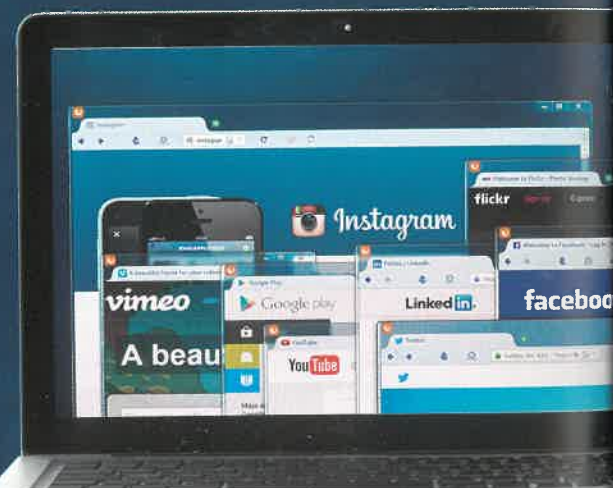
4. Content

Content is key when determining which social network to choose. Almost every company

uses written content on social networks but it is important to supplement it with other types of content like audio, video and images. Choose wisely the type of content you think will best fit your business. For example, fashion brands can use visual social networks like Instagram and Pinterest in addition to Facebook and Twitter.

5. Case Studies

It is also wise to look around and see which social networks other companies – not only in your industry – are using and how they are using them. If the social networks they are on are working for them, it's almost always an endorsement that that's the way to go.



80% OF YOUR SALES COME FROM 20% OF YOUR CUSTOMERS

There is a business principle called the Pareto Principle. It states that 80% of a company's sales come from 20% of its customers. It is often referred to as the 80/20 rule. How can we as sales people use this rule to help our business?

The 20%

It is critical to identify the 20% of your customers that form the foundation of your sales. Once they are identified it is important to look after them completely. Going the extra mile for these clients will keep your core revenue safe. Key customer services include:

1. A dedicated Account Manager
2. Weekly visits
3. Entertain and socialise with them
4. Regular small gifts mean a lot
5. A loyalty program
6. Make each order they give you a smooth and pleasant experience for them
7. Let them know they're important and take priority in your business

Consider that finding a new customer costs 5 times more than looking after an existing customer.

The 80%

These are the customers, who give you a small amount of sales but due to their number, take up a lot of your time. It is important to look closely at these customers and divide them into one of two categories: "Potential Volume" or "Time Consumers".

The "**Potential Volume**" group has the ability to give you a lot of work that is currently going to your competitor. Converting only one customer can quickly boost your sales. It is worth pursuing this customer group vigorously and relentlessly for two months. Two months of continuous effort will show the client you are keen to service them. Go the extra mile with samples, visits, small gifts and entertainment. If after two months of continuous effort, you have not started to see doors open, it is worth considering other avenues of attack. Remember that weekly visits are essential to this process – emails just don't work like a personal visit.

The "**Time Consumer**" group are customers, who eat your time with questions and requests that only convert into small value orders. This business is worth having but needs to be serviced in a more cost effective way. This is where marketing tools like catalogues, websites and e-commerce sites are of value. These tools help to answer all the expected questions and help reduce the human time requirement. When you have a customer that fits this category use these marketing tools to help reduce your time commitment to them.

Finding New Volume Clients

Having categorised your existing clients using the 80 /20 rule, you will hopefully now spend more time focusing on the 20% and less on the 80%. With the extra time that you now created, how should you best spend it?

We know that looking after a few big clients is easier than looking after many of small clients. Therefore, we need to identify New Volume Clients. How do we do this?

A great place to start is to look at your existing 20% customers and work out who their competitors are. It is a fair assumption that their competitors are likely to have similar needs as your customer; hence they are likely to be volume users of your products as well. Once you've identified them, take the same approach as the "Potential Volume" clients described above.

Good luck applying this Pareto Principle to your customers!



WORK YOUR WAY TO SUCCESS

"There are no secrets to success. It is the result of preparation, hard work, persistence, and learning from failure." Colin Powell

The truth is all of us want to be successful. Have that lucrative job. Drive a big car. Have money to splash on the latest toys and destination holidays and the whole gamut of perks that come with tons of money. But the reality is that few really put in the hard work, passion and relentless dedication needed to achieve these dreams. Doing the bare minimum will never get you to the top; you need to dig in, put in the hours, do the work and keep challenging yourself to be better each day. Here are a few tips to help you get to where you want, and need, to be.

1. Successful people create opportunities

Successful people don't sit back and wait for opportunities to come their way; they go out and look for opportunities or create one where there is none. Look around you; sometimes the simplest ideas turn out to be the most successful of all.

2. Don't be afraid to fail

If the likes of Steve Jobs, Warren Buffet or Richard Branson gave up after their initial ideas failed, they wouldn't be where they are today. Be prepared to face some setbacks or even fail completely. The difference between success and failure is getting back out there and trying again, with the lessons learned from past attempts, and trying until you succeed.

3. Break things down

Sometimes, looking at an idea or project in totality will daunt even the most daring risk takers among us. The secret is to break things down into smaller tasks and give realistic timelines for achieving each of them; this improves the chances of completing the overall project successfully.

4. Build strong networks

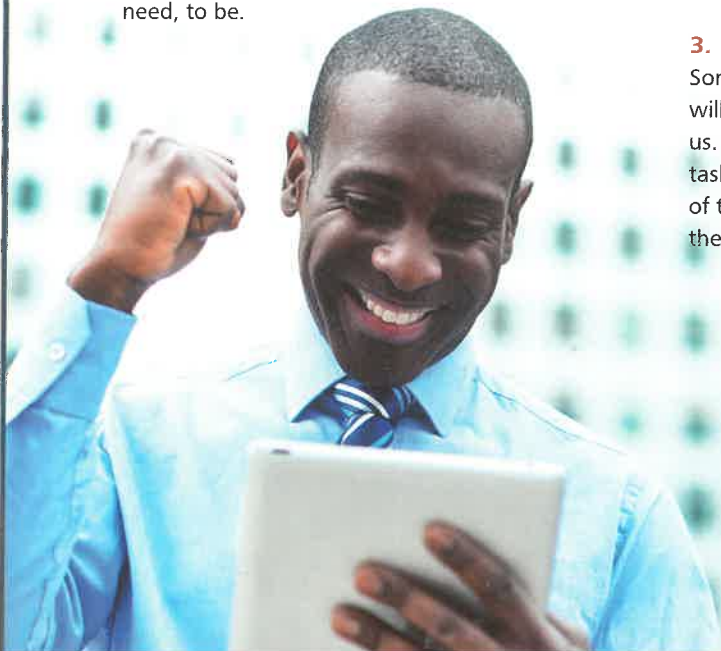
Be open to meeting people along the way who can act as mentors and be there to both support you as well as give you honest, constructive advice and feedback on your ideas and other aspects of your business venture. Build and nurture your relationships with people who will help build you up on your way to success.

5. Dare to be different

Successful people don't just follow the crowd and do what everyone is doing. Nor do they let criticism prevent them from pursuing an idea or project that they truly believe in. You know what they say; big risks, big rewards.

6. Don't be afraid to ask for help

You cannot be an expert on everything. When you need help, ask for it!



THINK>

AHEAD




ramco
GROUP



- PRINT, PACKAGING, PROMO
- DESIGN, PRE-PRESS & 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