

4
NEWS

20
CSR

21
KNOWLEDGE HUB

23
CAREER

Issue 9 | October 2015



COE


ramco
GROUP

RAMCO GROUP PUBLICATION

Chairman's Message

Ramco Group has progressed over the years to become a recognized family business in East Africa. It is important to keep sight of our vision and values to ensure that we resonate with them. In the last few months we have reassessed our Group Philosophy and what defines us. We have also reassessed how we measure our performance and what we define as success.

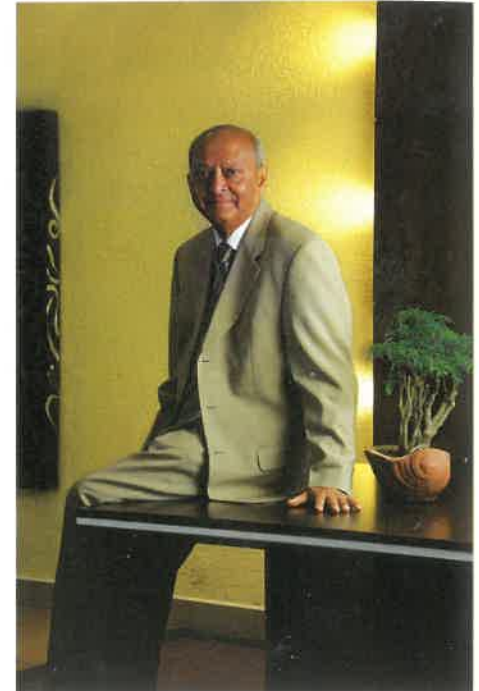
For many years we have defined success exclusively in financial terms, but this year we now add two new measures – Employee Satisfaction (ESAT) & Customer Satisfaction (CSAT). The backbone of any company is its people and 2015 sees a stronger focus on empowering, rewarding and developing

the people of Ramco Group. The second new measure I wish to introduce is about us listening and responding to our customers more. In our modern dynamic market place with instant communication, it becomes more essential to listen to our clients and adjust to their changing needs.

Both these new performance measures tie into the overall philosophy I see for us moving forward. It is a philosophy that focuses on people - On the people who work for Ramco Group; On the people who bring us their business; And on the people whom we buy from. All are part of our extended family.

Kirit Patel

Our Philosophy is: Every Relationship is Family & Family Comes First.



EDITORIAL TEAM

a CreativeEdge design

Editorial: Derek Steel, Prital Patel & Evelyne Kibe

Design: Linda Ajima

Contributors: Alice Mutitu, Hasit Patel & Qube

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

ASL
CREDIT LIMITED



LINO STAY

ram
CHEMICAL

- PRINT, PA
- DESIGN, P
- PAPER
- HARDWA

Tel: 0739

A Bit of History

Since the inception of the Core, we have been tracking the history of Ramco Group as each new company was added. In this issue it's ASL Packaging's turn.

ASL Packaging was formed in 1995 as a division of ASL Ltd. and was manufacturing corrugated cartons. Hasit Patel joined the company in 1997 and pioneered the offset glossy carton production line and the ISO certification in 2003. 2004 saw the company introduce a polystyrene fabrication line to produce packaging boxes and refrigeration insulation.

In December 2014, ASL Packaging changed its identity to be known as ASL Packaging Limited-a part of Ramco Plexus. The company now occupies 80,000sq ft. adjoining Ramco Group Industrial Park and is headed by Ataur Rahim.

General News
CSR
Knowledge Hub

PG 4 - 19
PG 20
PG 22 - 23

°
E
R
O
C

RAMCO GROUP PUBLICATION

CONTENTS

Our Group Philosophy & Measuring Performance

Our Group Philosophy should extend beyond any one business goal and encompass what we strive to achieve in every individual company that is a part of the Ramco Group.

We all strive for relationships, partnerships and teamwork with our clients and work colleagues. We enjoy building valuable relationships and creating opportunities for people to grow. Therefore the Group Philosophy was defined as:

**“Every relationship is family
and family comes first”**



Measuring Performance



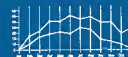
Employee Satisfaction

A company is only as good as the people that work there and we need a way to measure employee satisfaction. Hence an EMPLOYEE HAPPINESS survey was designed and implemented. It was agreed that this survey would be conducted annually to ensure that as a Group we are continuously changing, growing and investing in our people.



Customer Satisfaction

Without customers we have no business and hence it is critical that we collect their feedback and input into how we can change, improve and grow to meet their changing needs. An on-line CUSTOMER SURVEY form was designed for every group company to share annually with their clients to collect this feedback and adjust to it.



Investor Satisfaction

Every company has a circle of satisfaction that starts by looking after the client - who then looks after the company - who then looks after its people. The ultimate outcome of this circle is a successful company and a profitable company that therefore ensures Investor Satisfaction.

Our Verticals



PRINT (PLEXUS) 11 Companies



platinum
packaging



BROEKHOF
AFRICA LTD



ovidian
KENYA UGANDA RWANDA

HARDWARE 6 Companies



OFFICE 9 Companies



LINO STATIONERS



OFFICEMART



MANUFACTURING 6 Companies

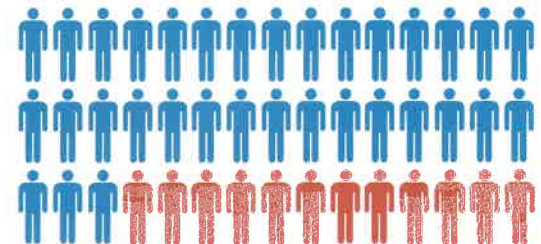


SERVICE 3 Companies



Ramco Group companies have to-date been operating as separate entities without clear groupings or sectors. This has now changed with the establishment of 5 sector headings that we all fall under - PLEXUS/HARDWARE/OFFICE /MANUFACTURING/SERVICES. All 35 companies in the Group fall under one of these sectors. These 5 sectors help us internally to 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.

Which sector is your company in?



Astral Pipes hits record sales

Astral Pipes had record sales in the month of March 2015. The sales growth was 75%.

The sales growth was attributable to a variety of changes including:-

1. Increasing the distributor network.
2. Running product promotions.
3. Training of plumbers in the use of Astral products.
4. Strategizing & creation of more brand visibility.

Astral Pipes General Manager, Suneel Menon commented on this saying, "The measures we have taken to increase

efficiency together with my dedicated team have contributed to our great performance. Quality is always at the center of what we stand for and therefore, our clients have been very loyal to us."

To mark this outstanding performance, the team celebrated with a cake cutting ceremony held at their offices on 2nd April 2015.

The performance was appreciated from all quarters including the Group Chairman Mr. KR and other Board of Directors. Looking forward to reaching even greater heights!



Lino Stationers scoops two Henkel awards

Lino Stationers scooped two awards at the Henkel Adhesives - Consumer Awards 2015. The awards they won were for Outstanding Organic Sales Growth & Best Brand Ambassador for Henkel products.

The awards aim to recognize outstanding Henkel products distributors in Kenya. The event took place in February 2015, and was held at the Sarova Panafric Hotel where in attendance were other Henkel products distributors from Kenya. Lino Stationers and Henkel have been in partnership for five years. Commenting on this recognition was Lino Stationers General Manager Pradeep Shetty, "We are very proud to be recognized for our performance. Our partnership with Henkel has contributed in an immense way and shows the great relationship that we have."

Congratulations to Pradeep and his team!

ASL Wire and Cable receives ISO certification

ASL-Wire & Cable will be officially ISO 9001:2008 certified by October 2015. The certification recognises quality management systems of an organisation, and provides guidance and tools for companies who want to ensure that their products and services meet customers' requirements, and that the quality is consistently improved.

This milestone will help in increasing customer confidence in their products as they endeavour to ensure that their product quality remains top-notch.



ASL Packaging marks record sales in March 2015

ASL Packaging Ltd achieved its highest record sales ever in March 2015.

The high sales are a result of great team work and alignment of all departments, and their loyal clients have also played a huge role in this great performance.

General Manager, Ataur Rahim, commented on this performance saying, "Every individual of ASL Packaging Ltd does put in their efforts and contribution, hence everything was aligned for us to succeed."

Congratulations to ASL Packaging for the outstanding performance!



SAI Uganda Director wins APC Award

Jeeten Rajani, the Managing Director of Sai Uganda, recently won the award for Product Manager of the Year in East Africa at the recently held APC awards in Budapest, Hungary. This is the third year in a row that Jeeten has been recognised for this prestigious award.

APC is the world's largest UPS Power Supply manufacturer and is represented throughout East Africa by Sai Office Supplies. This prestigious award is a true representation of Jeeten and his team's determination and customer focused vision.

Congratulations to the Sai Uganda team on this award.



Platinum Packaging new factory progress



Platinum Packaging's efforts to complete their new factory by December 2015, are still underway. The factory that will be located in Mlolongo will cover an area of 200,000 square feet.

Since breaking ground last year, the foundation was laid and the construction is almost half-way done. Once completed, the factory will help increase production to meet demand and exceed demand.

Lino Stationers opens new outlets

Lino Stationers have opened a new retail outlet at their Homa Bay Head Office. The shop has 2 distinct roles –

1. It serves as a retail outlet for the surrounding Industrial Area businesses.
2. It also serves as a showroom of all their products for visiting corporate customers.

As General Manager Pradeep Shetty says “ The addition of this outlet not only increases our sales in the area but is an impressive showroom of all our products. We expect it will translate into corporate sales growth over the coming months. ”



Sai Office Supplies have moved into large new offices on Funzi Rd at the corner of Enterprise Rd. The new centralised warehouse has received a lot of positive feedback. Its 50,000 sq ft of storage space and sizeable car park has given the company a vastly improved loading and offloading area increasing their efficiency and customer delivery.

As Managing Director Anand Dave commented, “We have received a lot of positive feedback from our clients. The environment is much more pleasant and accessible to them with little or no waiting time.” The company is in the process of building a comprehensive showroom at the premises so that visiting customers can view the entire product range in one room. We look forward to announcing its opening later in the year.

Sai Office moves to new premises



Travelshoppe now open in Machakos



As of January 2015 Travelshoppe opened a third branch in Machakos. Seema Raval, Managing Director said, "The business has grown in the last few years and we wanted to reflect that change with a new office. We hope everyone enjoys the new space and both current and potential clients visit us in Machakos for tickets and hotel reservations."

To celebrate the occasion, Travelshoppe Machakos, was officially on 15th May 2015 where Mrs. Faith Wathome Kithu, Minister of Tourism Culture and Sports Machakos county, officially opened the doors of the branch.



Ramco Group new boardroom

A new Ramco Group boardroom has been opened at Eden Square on the 5th floor. The boardroom serves as a central location for all Group companies to host important meetings and presentations with customers and suppliers.

The room has an impressive audio visual facility that allows for professional presentations and remote video conferencing. With Nairobi's continuous traffic delays, the video conferencing will allow all in the group to link by video so we can host remote meetings while still seeing each other and sharing our computer screens.

Creative Edge partners with Young & Rubicam & exits Ramco Group



The start of 2015 signified a huge step for Creative Edge as the company joined hands with Young & Rubicam – the global advertising agency. This partnership was announced in March 2015 and reflects the huge strides that Creative Edge has made over the years to become a new force in the Kenyan advertising scene.

Prital Patel, Managing Director said, "The Team's passion to deliver unique and creative ideas for our clients is at the heart of our growth and success. The partnership with Y&R opens new horizons for us and brings a global network of resources and perspectives." The company will now be known as Creative Y&R. With this new development, Creative Edge unfortunately will no longer be part of the Ramco Group.



ASL Packaging purchase generator & forklifts

ASL Packaging invested in a new generator and forklift in order to boost efficiency in the plant. The generator has the capacity to power all production operations in the company in case of an outage. This ensures that customers get their products on time and operations in the office continue despite a power cut. The forklift will improve operations as it can handle several loads at a go hence speeding up the process of moving heavy loads.



ICT & Proserve now one team

The Proserve and ICT Africa teams have been combined to form one team to be stationed at the ICT Africa offices in Ramco Group Industrial Park. The merger came into effect from March 2015. The reason for the merger was to create synergy between the two teams to offer better and faster IT solutions within the Group and for outside clients.

Proserve will continue offering IT hardware and networking services to the group while ICT Africa will provide software management and application services. ICT Africa, Managing Director Hari Iyer commented on behalf of both teams saying "The partnership has been seamless and our services as a team can only get better from here."

ASL Credit starts Sharia law compliant products

ASL Credit has recently introduced Sharia Law Compliant financing to its product portfolio. The company's Muslim clients have shown an ever increasing demand for Sharia Compliant products and hence the introduction. Sharia Compliant products do not attract any interest cost as it is against Islam. Instead a pre-agreed repayment amount is determined in advance for a set number of months.

As CEO Kartik Patel says, "Listening to our clients' needs has driven this new product line. If we can continually innovate our product portfolio to match client needs, we're confident of the company continuing to grow."

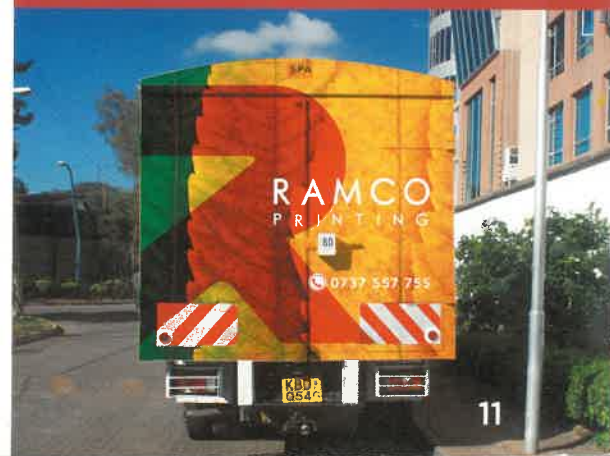


Ramco Printing new Logo & branding for 20th anniversary



Ramco Printing Works celebrated its 20th anniversary in 2015 and started the year with a "Face Lift" - A new company logo. The new logo has a strong letter "R" at its core that reflects the strength and uniqueness of the company. As Marketing Coordinator Sneha Patel says, "We may be changing our public face but our commitment to quality, service and value remain central to us."

The entire Ramco Group family congratulates Amit and his team on their 20th birthday.





ASL-HFD installs new welding machine

ASL-HFD recently installed an automatic TIG welding machine. The machine is set to improve efficiency as it can weld 100% faster than manual welding. It can weld horizontal and vertical cylinders automatically once the parameters are set, based on the material, thickness and grade. The new machine will improve welding speed, quality, accuracy and consistency.

ASL-HFD General Manager, Bala Murali commented saying, "With the help of this machine, not only will the productivity go higher but the quality of our products will improve further."



ASL-HFD launches dairy in a box

ASL HFD have designed and built a unique "Dairy in a Box" concept that houses all the equipment needed for a dairy into a 40ft portable container.

This revolutionary idea has been built by Mr Bala Murali and his team over the past few months to meet the needs of the dairy sector that want a portable and self-contained dairy solution. Inside the 40ft container, milk can be pasteurized and

packed for distribution. The prototype unit has already been sold before completion reflecting the demand for such a solution.

Congratulations must go to Bala and his team for their innovation and vision.

ASL-HFD adds milk dispensers to portfolio

ASL-HFD have added milk dispensing machines to their product portfolio. The milk dispensing machines are a new way of selling milk where a customer fills their own container from a dispensing machine in a supermarket or retail outlet.



The machines are refrigerated and dispense any denomination of milk in 100ml units.

They can be either coin / card / or manually operated to release the milk. As General Manager Bala Murali said, "The dairy industry is a fast growing industry in Kenya and with the arrival of a supermarket culture in rural areas, the milk dispensing machines deliver lower cost milk as packaging costs are removed. We expect to capture a 40% market share by the end of 2016 with our locally manufactured competitive advantage."

ASL Steel diversifies into household goods



ASL Steel has started to import and sell a variety of household consumer goods that compliments its locally manufactured products. The company's China partner has been manufacturing these products for over 30 years and now ASL Steel-under the brand name of STERLING - will begin to distribute these in East Africa.

The product range includes stainless steel hot pots, pressure cookers, coffee & tea urns, chaffing dishes, blenders, iron, toasters and ovens among many others. The products will be available through a variety of leading supermarket chains and household equipment outlets.

As CEO of ASL Steel Anand Karani said, "To date we have been predominantly a manufacturing B2B company and this diversification is a big change for us. We see a big growth in the purchasing power of middle class Kenyans seeking quality & fair priced consumer goods. By adding the Sterling product range to our portfolio, we feel that we can offer great quality at a fair price to this consumer."

ASL Wire diversify into aluminum cables

ASL - Wire & Cable Division will start manufacturing aluminum cables conductors from September 2015. To date the company has been manufacturing only copper cables in various forms. The primary application for aluminum conductors is for transporting electricity through the national grid. In recent months the government has started expanding the grid to supply more rural homes. This expansion provides a large opportunity for ASL Cables to open up new markets and products.

Ovidian invest in vacuum forming equipment

Ovidian Kenya have recently taken delivery of a variety of new equipment to expand their product range and increase their productivity. The new equipment includes -

1. Laser die cutting equipment
2. Routing equipment
3. Vacuumed forming - 1st of its kind in Kenya

The Laser die cutting will allow for both engraving and precision cutting of plastics, boards and perspex. The router allows the company to cut wood and boards to exact shapes and sizes with 3D effects. The vacuum forming equipment allows Ovidian to expand into the signage market with the ability to shrink plastics over a pre made shape.

All the new equipment will be housed in a 10,500 sq ft factory extension currently under construction.

Business Development Manager, Deepak Shukla commented, "The addition of this new equipment allows us to expand into new product lines and offer clients products never seen before in Kenya. We are excited by this new direction and the opportunity to meet a new customer base."

Flexoworld new processing equipment installed



Flexoworld installed new state-of-the-art processing equipment during June 2015. The new equipment included a processor, drier, finisher and exposure frame. These 4 new machines are Glunz & Jensen technology and the latest of their type in the world.



As Director Derek Steel said, "We have been producing digital flexo plates with the best Imaging machine in the world and now we can add the best processing machinery in the world to deliver world class printing plates to our clients. It is exciting for us and our customers as their print quality will rise still further."

ASL CABLES adds welding & security cables

ASL-Wire and Cable division has expanded their product portfolio to now include submersible borehole cables, welding cables and security cables. Previously the company used to import these cables but is now manufacturing them in-house. The quality of their products is very high hence the market has accepted these products. The response from their clients has been very positive and therefore their customer base has increased as well as receiving repeat orders.

ASL-HFD adds new precision machine



ASL-HFD has commissioned a new cutting and bending machine called a Universal Sheet Metal Worker. The machine is used for punching holes, cutting asymmetrical profiles, cutting angle lines, cutting round bars & tubes and for bending complicated angles.

Many of these steps were previously done by manual machines but this new addition will speed up the process and make it significantly more accurate.

As Bala Murali, General Manager commented, "The speed and accuracy of this new machine opens the door for us to start manufacturing mass production industrial products such as bakery equipment and stainless steel processing tables."

ASL Credit holds staff luncheon



ASL Credit held a staff luncheon on 22nd November 2014. The event was held at the Mystique Gardens for the entire ASL Credit team. The purpose of the lunch was to spend time together out of the office and celebrate the good performance in 2014 which culminated in their KPMG Top 100 SME Award for 23rd position. The event was a great bonding time and was much enjoyed by all.

Ramco Plexus exhibits at flower expo

Four Ramco Plexus companies recently exhibited together at the Kenya Flower Expo at the Visa Oshwal Center. The event is a platform for Kenyan flower exports to display their flower varieties to visiting flower buyers from Europe.

The Ramco Plexus family took the opportunity to showcase the products we offer to this flower sector, mainly -

1. Broekhof Africa: Flower sleeves and packaging
2. ASL Packaging: Corrugated flower boxes and trays
3. EcoPallets: Export shipping pallets
4. Platinum: Labels and Sleeves

The event was very successful and allowed the team to meet existing and potential customers. Hopefully the exposure will translate into new sales in the coming months.



Travelshoppe co-hosts wine tasting

Travelshoppe and Emirates Airlines hosted a wine tasting and dinner for their clients and Kenyan members of YPO - Young Presidents Association. The fun evening was held at the Dusit D2 Restaurant on 7th April 2015. The dinner provided a relaxed environment to socialise, network and meet clients as well as potential customers while learning about different varieties of wine. The evening was a great success and created further awareness for Travelshoppe in the frequent flier customer base.



Office Technologies host "Check & Clean" camera workshop

OTL hosted a customer day for photographers to come and have training on how to do routine Clean & Checks of their cameras. The day also allowed the professional Canon technicians to service the cameras and meet their future customers.

Previously clients had to send their cameras abroad for servicing that incurred costs and time delays.

Thanks to OTL, these services are now available locally. In attendance were media houses such as Nation Media Group, the Standard Group and Reuters.

As OTL Service Manager Beena Patel said, "The day provided great awareness for Canon camera users; they can now get their cameras comprehensively serviced and repaired in Kenya in an Approved Canon Service Center."

Travelshoppe Nanyuki hosts luncheon for clients



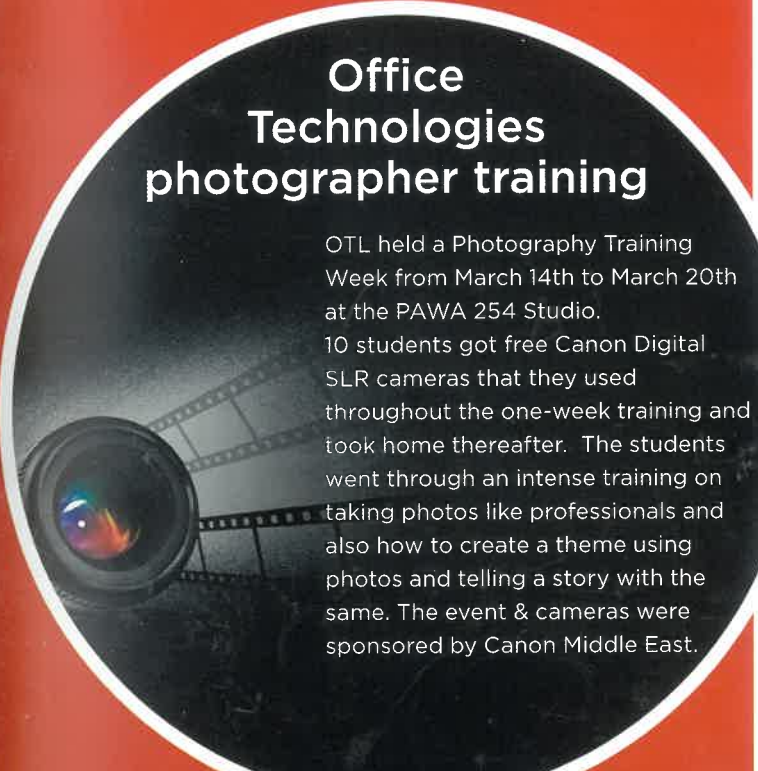
Travelshoppe hosted a luncheon for their clients at Le Rustique Restaurant in Nanyuki. The purpose was to build relations with their Nanyuki customer base and to understand the customer needs and expectations better.

The event was hosted in conjunction with Kenya Airways and KLM. As Managing Director Seema Raval said, "The event was a great success and provided us with an excellent opportunity to meet customers and share the KQ/ KLM partnership benefits with them."



Ramco Printing holds staff party

Ramco Printing held its Year End staff party on 23rd January 2015 at the Pride Inn Hotel. The year end is a very busy time for Ramco Printing as it is calendar and diary season and hence the party is always held in January. The event also served as an opportunity to unveil their new identity marked by their new logo.



Office Technologies photographer training

OTL held a Photography Training Week from March 14th to March 20th at the PAWA 254 Studio. 10 students got free Canon Digital SLR cameras that they used throughout the one-week training and took home thereafter. The students went through an intense training on taking photos like professionals and also how to create a theme using photos and telling a story with the same. The event & cameras were sponsored by Canon Middle East.

Travelshoppe clients dinner

Travelshoppe held a meet and greet dinner for their clients on 8th April 2015. The dinner was held at Sankara hotel in Nairobi in partnership with Etihad Airways.

The clients enjoyed a presentation on the advantages of flying with Etihad. They also participated in a presentation by Travelshoppe on their affordable products and offers.

Travelshoppe frequently holds such events for their clients in order to understand their client's needs and consequently provide them with the best possible solutions.



Office Technologies Toshiba training



OTL held an in-house training for their Toshiba sales staff and technical staff at their offices. The event was meant to sharpen their sales and technical skills and was held in partnership with Toshiba South Africa.

The Toshiba experts from South Africa enlightened the sales and technical teams on various topics. The sales team got to learn how to go about selling Toshiba products within the region while the technical team learnt on how to handle and repair Toshiba equipment.



Marketpower China print expo

Joe Muchiri, Operations Director of Marketpower, recently travelled to China for the Apex Print Expo in Shanghai, China. The 5-day event exhibited printing industry developments and suppliers of consumables for the printing industry.

Joe Muchiri commented on the Expo saying, "The event was very interesting. It was an opportunity for me to see technological advancements in our industry and how we can use them to enhance our product range."

One of the immediate benefits from the trip was Joe's return with a book of 3000 template designs for the Marketpower team to use for customers.

Wonderloo exhibited at Kisumu road show

Kentainers exhibited the Wonderloo at a Kisumu roadshow organized by the Ministry of Public Health and WSP Sanitation. During the road show, participants were pleasantly amused as they got a first-hand experience of the Wonderloo.

Wonderloo is a roto molded toilet that is inexpensive, environmentally friendly and requires minimal water to operate. It is an ideal sanitation alternative for households currently using a long drop toilet.



Credit applications to go paperless for all

An online credit application system for Ramco Group clients is in the works by ICT Africa. The system will ease credit application and management for both the customers and the company. Once rolled out, customers will be able to log into their accounts and fill in the online credit application form. Once filled out, the customer's referee will be required to approve the application based on the details provided by the customer. The company issuing the credit will approve

the application and the client will get a notification by SMS on their mobile phone or via email.

The system will improve the customers' credit application experience as these tasks were previously done manually. The Group companies can expect the following developments over the next three months:

1. Online approval of credit request.
2. Online web portal for recruitment.
3. Online consolidation of financial reports.

25 YEARS

Kentainers honours long serving Lucy Wangari

Lucy Wangari was honoured in January for having worked in Kentainers for twenty five years.

Joining the company as a cook, Lucy has risen in the ranks to become the head cook at Kentainers. During her stay, she has become a self-taught expert in Indian cuisine, with the internet being her guiding source.

She credits her long stay to a great boss and supportive colleagues.

"Kentainers is like a second home to me. I have learnt so much both personally and professionally. I appreciate my boss Mr. Kalpesh who has been very kind to me. I also thank all the other employees who have supported me this far."

Some comments from her colleagues included - Veronica - "She's like a mother to everyone. She's very hard working and kind."

John - "Lucy is supportive and maintains high standards of hygiene in the kitchen. My favourite of her dishes is *Mukimo*."



Ecopallet's one-on-one interview with Jacob Schmalzle

Jacob Schmalzle is one of the Board of Directors of EcoPallets Kenya Ltd - a new addition to the Ramco Group family. We took some time to interview him and learnt a bit about him and the company. Jacob grew up in Kenya as the son of missionaries. After gaining his business degree in the US, he returned to Kenya at the age of 25 looking for ways to connect Kenya and the U.S. - both of which he calls home.

On a trip back to the US, he had the privilege to meet the inventor of EcoPallets and immediately saw potential for the product in the East African market. "Partnering with Ramco Group was an easy decision given their existing manufacturing at ASL Packaging and their extensive market networks. They have a wonderful team of professionals who bring world-class service to our office every single day."

The product was first manufactured by ASL Packaging in March 2015 under the US Patent and Jacob began his marketing campaign to create awareness for the product amongst the numerous exporters and pallet user in the region. The product has been received very well in all sectors. As Jacob points out, "The light weight of the pallet (3.5kg) that holds up to 1000kg, provides users with a dramatic cost saving and efficiencies throughout the entire supply chain."

The pallets are made from recycled materials making them environmentally friendly, replacing their heavy wooden equivalent. Not only do EcoPallet users enjoy savings and efficiencies, their global customers support the initiative as Europe and North American importers demand higher environmental standards from their suppliers.

"I'm proud to say that EcoPallets is a member of Ramco Group and I'm confident that our work together will continue to be fruitful."



SAI Rwanda sponsors tennis tournament

For the 21st commemoration of the Genocide in Rwanda, the Ministry of Sport and Culture organized Sports Tournaments from 12-14 June 2015.

Sai Office Rwanda was proud to be the title sponsor of a Rwanda Tennis Federation Tournament to commemorate the 21st anniversary

of the Rwandan Genocide. The Sai Office Rwanda team joined hands with the Rwanda Tennis Federation in visiting Hope Initiative - a home for orphaned children from the genocide. Sai donated a variety of gifts and school materials to help the children with their studies.

Some highlights of the tennis tournament can be viewed on You Tube via <https://www.youtube.com/watch?v=1a90TDexTW4>



Ramco Group involved with Rhino Charge in many ways

The 2015 Rhino Charge saw a lot of involvement from the Ramco Group -

1. Hasit Patel took part in car no 34.
2. Derek Steel in car no 21.
3. Marketpower printed the stickers for the above cars as well as Adrian Wilcox's car No 36.
4. Marketpower were an official sponsor with various printing for the event.
5. Travelshoppe sponsored their good customer in car no 38 & 18.

The event was a great success raising over Kshs 100m. The funds raised by the event are used

to build an electric fence around Mt. Kenya to stop the human/wildlife conflict, reduce deforestation and protect the water catchment tower of the mountain. The Rhino Charge is in its 28th year and has already successfully completed the fencing of the Aberdares and Mau forests.

There were 65 starting cars of which 30 finished the course. Hasit finished a credible 22nd while Derek finished in 31st place after dirty fuel prevented his car getting to the last guard post. As Derek said, "There's always next year!"

How social media has changed the work place and the way we see brands

The world is changing with each day. Technological advancements are at the forefront of this change with online influencers taking hold of how people see the world but most importantly how the world is moving towards a digital frame of mind.

Everyone has a way to connect to the internet either from their mobile phone or tablet and the pace of connectivity is not slowing down.

In advertising the same trend is taking hold. People are now moving from the traditional forms and are looking to the internet as their new advertising frontier. A large percentage of consumers now look to social media to get advice, learn about new products as well as connect with the brands that matter the most to them.

Generation X & Y

While generation X still gets influenced from out of home advertising, generation Y majorly influences the success of brands. No longer is there a gap between a brand and its consumers.

By using social media, brands now have a chance to jump in on conversations, create a character that appeals to their consumers and have a connection with those consumers.

Consumers are always connected on Facebook, Instagram and Twitter, as they are looking to get the information they need at their fingertips. Companies not only use social media to advance their brand, they also use social media to network with like-minded individuals as well as to find prospective employees through sites such as LinkedIn.

The work place

Top management in companies are getting connected to social media platforms making it easier for them to understand and hear their customers and even becoming more aware of what their employees are spending their time doing.

Social media is evolving and many companies are coming to terms with how to use it in their advertising and their offices. What does the next 10 years hold? An even faster change from traditional advertising to Social Media platforms and customer interaction – are you ready?

Today, for a brand to flourish, companies have to break the barriers that have been up for years and interact with consumers on a daily basis with things that matter to them.



Change management at the work place

The only constant in life is change. Change is important in any sphere of life in order for growth to take place. However, the fear of the unknown may cause resistance to change. Change at the workplace can bring numerous benefits such as promoting fresh ideas and a new way of thinking. It presents new opportunities for both the employee and the company and breaks monotony. So how should an employee & the company handle change?

Attitude is everything

Maintain a positive attitude; it will help you become open-minded. Don't be one of those employees who complain about everything. Think of ways you can leverage your skills and experience to your new role. You might be surprised at the opportunities that come your way as a result. Always learn to look at the bigger picture by taking advantage of the team similarities and agreements and not the differences.

Communication

Communication is the life blood of the employee - employer relationship. Communication between the employees and the management needs to be as clear and

open as possible. Management needs to keep employees updated on new developments and employees should give constructive feedback to the management. Everybody needs to feel included in the process. Learn to be optimistic as this will give one hope that things will always get better.

Ask questions

Both parties need to ask as many questions as possible. There is no bad question unless you're asking about something that has already been explained before. At the employee level, this shows that you are paying attention to what is happening and at the management level, it shows that you value your employees' feedback and suggestions. Be equipped with new skills to adapt and drive the change.

Look for ways to help others cope

So, you are adapting to the changes that are taking place in the office, but your



colleague is not. People react to situations differently. By helping your colleague settle in comfortably, you realise that you are going through the same challenges therefore looking for solutions together. No man is an island. We all need to maximize on the strengths of each other and not the weaknesses.

Speak to the individual

As much as change is an institutional journey, it's also a very personal one. The individual needs to know how their work will change and what is expected of them. People will react to what they see and hear around them. Always learn to reward yourself as an individual, department and Company as well after you have achieved what you had planned as this motivates one to achieve more. This promotes healthy competition therefore high productivity.

Sales - How to be persistent without annoying your target customer

Target Identification

In an earlier Core Newsletter we discussed how to identify and approach the right potential clients to boost your sales. You've now identified a target customer and have also found out the right person to talk to. You've got their email address and have a fair idea of what they buy. Now it's time to approach them. You have 3 options:

1. Email
2. Call
3. Visit

Which option is best suited towards the client and how do you tread the fine line between persistence, and harassment?

The email option

An email intro is visual and gives the receiver time to think about its content and maybe forward it to a colleague. The downside is that the receiver may just delete or ignore it along with all their other INBOX CLUTTER.

The phone option

A call can grab a prospect's ear quickly if you can get them on the phone. If you can't, leaving a message helps to put your name on their desk.

The visit option

Taking the time to visit a client without an appointment can be a waste of your time but it can also be a strong

indicator to the client of your commitment to them. They may be out or unable to meet you, but leaving behind a professional personalized document, will put your proposal on their desk and will help when you follow up with a call, an email or a second visit.

Now it's time to be persistent

- 48hrs after your first contact follow up with an email. This time re-word or re-structure your proposal so it presents differently. Start with a quick reminder that you reached out before and how you can help them in achieving their goals. End the message with another open invitation to connect.
- Still no response? Wait another 48 hours and then reach out again. This third message should politely let them know you've tried twice before. Offer a bit more information about how you can help them.
- Try another option - if you've used the email or call approach, try the visit option with a follow up email.
- Try the Gift Option. It does not have to be anything big - a pen / a note pad / a USB stick - It often creates a sense of obligation in the receiver to return the favour by at least seeing you.
- The break up email approach - Send 1 final email to let them know you have tried to get in touch without success and you don't want to bother them anymore. The break up email statistically gets the best response rate as prospects see it as their last chance and they don't want to miss out.





ASL
CREDIT LIMITED

ASL
HARDWARE LIMITED

ASL LIMITED
heavy fabrication division

ASL LIMITED
steel division

ASL LIMITED
trading division

ASL TZ LIMITED

ASL LIMITED
wire & cable division

ASL
PACKAGING LIMITED



ASTRAL
where INNOVATION flows



flexoworld Ltd

ict
AFRICA



KENTAINERS
specializing in the delivery of the perfect solution

ECO
PALLET

LINO STATIONERS



OFFICEMART
KENYA TANZANIA

ott
INSPIRED BY THE FUTURE

ovidian
KENYA UGANDA RWANDA

platinum
packaging

POLYTHENE INDUSTRIES LTD

ramco
CHEMICALS LTD

RAMCO
RAMCO Hardware Ltd.

RAMCO
PRINTING

BROEKHOF
AFRICA LTD

Sai Office S
KENYA UGANDA TANZANIA RWANDA

Seal Honey LIMITED
"THE STATIONERY MASTERS"

TRAVELSHOPPE

- 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

Tel: 0739 80-80-80

www.ramco-group.com