

CORPORATE SOCIAL RESPONSIBILITY

BATA VISITS TARAJA BOYS HOME

As part of the Bata Children Program, Bata Kenya visited Taraja Boys in Athi River which rehabilitates and takes care of the street boys from various towns in Kenya. The boys are taken through primary, secondary and university education. Bata donated school shoes to the boys. The Home's director Mrs. Grace Ojiambo thanked Bata for taking the front bench in promoting the welfare of poor and under privileged children in the society.



S. Mbogo of Bata fits a shoe to one of the boys

ISSUE NO. 30 JULY-SEPT 2010 A QUARTELY IN-HOUSE NEWSLETTER FOR BATA SHOE COMPANY, KENYA

BATA OPENS A NEW STORE IN NAROK

A new shop was opened in Narok town on 30th August 2010. The opening was officiated by The Narok District Commissioner Mr. Godfrey Kigochi.

Narok town is the entry gate to the world famous Maasai Mara Game reserve and is also a rich wheat growing region. From the initial sales figures the store is expected to perform extremely well.



Mr. Nasir the Managing Director leads the way as Mr. Godfrey Kigochi (3rd L) cuts the tape to mark the opening of the Narok store, accompanied by the sales team.



Interior view of Narok Store

NEW MINIPRICE STORE OPENS IN ELDORET

A new Mini price store was opened in Eldoret Town on 26th August 2010 in a colorful function that was presided over by Mrs. Chesire and the Retail Sales Manager Mrs. Agnes Murila.

This is the first Miniprice Shop to be opened in Western/Nyanza Region.



Mrs. Chesire (3rd R) cuts the tape to mark the opening of the new retail Outlet.



MARKETING

MACHAKOS 1 RE – OPENS

Machakos 1 Bata Store re-opened its doors to the customers on 2nd September 2010 after much needed renovation and face lifting. The acting Retail Sales Manager Mrs. Agnes Murila officiated the opening.

The shop now looks modern, spacious and provides a conducive shopping environment to the customers.



It's all smiles as Mrs. Agnes Murila cuts the tape to mark the re – opening of the store, together with the sales team.

Interior view of Machakos 1 store

BATA LANGATA HYPER RE - OPENS AFTER RENOVATION

Bata Langata Uchumi hyper re-opened on 19th August after undergoing much needed renovations, expansion and face lifting.

The ceremony was officiated by Uchumi CEO Mr. Jonathan Ciano. The store now has adequate storage and selling space which gives customers an ambient shopping environment.



Mr. Jonathan Ciano (3rd L) assisted by Mr. Nasir Rafiq cuts the tape to mark the re - opening of the shop.



TRAINING AND DEVELOPMENT

BATA 5 STEP TRAINING – COAST REGION



Some of the participants who went through the training

A team of 47 sales assistants from various Bata Stores in the Coast Region attended the Bata 5 Step Happy Feet Formula training on 19th and 20th July 2010. The program was facilitated by Sophia Mbogo and Muriuki Kiana. The course gave them the much needed knowledge and skills in good customer service, that will help them serve the customers better.



Participants during a role play exercise.

HIV/ AIDS PEER EDUCATION TRAINING

In an effort to increase HIV/AIDS awareness 33 participants from various departments were taken through HIV/AIDS peer education training on 16th and 17th September 2010. The course was aimed at building and strengthening the capacity of employees to share information that would lead to prevention, mitigation and control of the impact of HIV/AIDS at home and in the workplace. The program was facilitated by Federation of Kenya Employers.



Participants who went through the HIV/ AIDS peer education training.

FACTORY UPDATES

NEW MACHINE COMMISSIONED IN PLASTIC FACTORY

As part of upgrading and modernization programme for 2010, two new machines, a bicolor and mono color were installed and commissioned in the Plastic factory on 20th September 2010.

The function was presided the Managing Director and the entire frontline Management team. The new machines will enable us serve the customers better with quality products and also timely response to their requirements.



International Expansion Manager Mr. Wilfred Wanjui cuts the tape to mark the commissioning of the new bicolor gumboot machine



The new bicolor Machine



The new mono-color machine

NEW TALENT INJECTION



Moses Njagi – joins as a Visual Merchandiser in Merchandising Department. He holds a B.Com. degree from CUEA and an MBA from Kenyatta University.



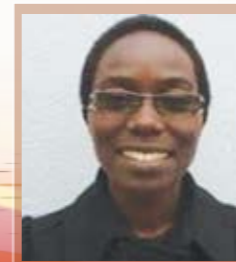
Tabitha Silapei – Joins as a Merchandiser. She holds a Bachelor of Science Degree (Marketing) from USIU.



Susan Kuria – She joins as a Visual Merchandiser. She is a holder of Business Administration degree from Daystar University and a Masters Degree in Marketing Management from Middlesex University in the UK.



Rahman Shaheenur – Joins as the Tannery Manager from Bata Bangladesh where he held a similar position. He holds a Bachelor's degree in Leather Technology from Dhaka University and a wealth of experience in tanning operations.



Esther Kute – Joins as a Trainee Creative Designer. She holds a Bachelor of Arts (creative design) degree from University of Nairobi.



Samuel Ndambiri – Has joined as a Merchandiser. He holds a B.Com (Marketing) degree from Catholic University.

FACTORY UPDATES

NEW TANNING DRUMS IN TANNERY



Tannery Manager Mr. Christian Ginouves cuts the tape accompanied by the production and frontline management team.

As part of modernization and upgrading of Tannery, four new tanning drums have been installed and commissioned in the Tannery. The commissioning ceremony was officiated by the Managing Director Mr. Nasir Rafique and the entire frontline management team. The drums are mainly for soaking, tanning and re-tanning and have replaced the old drums. The new drums are expected improve on efficiency, quality of hides, save costs, and also help in meeting the ever growing demands of finished quality leather footwear.



One of the new drums

TRAINING AND DEVELOPMENT

TRANSPORTERS MEETING IN LIMURU

A get together meeting for contracted transporters and Bata Management was held on 24th September 2010 at the Limuru Training Centre. Various issues of mutual interest were discussed with main focus being on security of goods while on transit and how to improve on the same as a team. Also timely and efficient transportation of goods and modern tracking systems were addressed. In attendance were all the transporters and the Managing Director, Mr. Nasir Rafiq, Mr. P. Giathi and the Warehouse Manager Mr. John Kamanga. Very important decisions were agreed on, that will go a long way in improving efficiency and security of goods on transit.



Mr. John Kamanga discusses his presentation with the transporters.

CANADIAN HIGH COMMISSIONER VISITS BATA

His Excellency, Mr. David Collins, the new High Commissioner for Canada accompanied by Mr. David Verbiwski, the Commercial and Regional Trade Counselor, paid a courtesy visit to Bata Limuru on 30th September 2010. They were received by the Managing Director Mr. Nasir Rafique who took them for a guided factory tour and were very impressed and happy with the work being done and the clean and neat factory set up.



His Excellency David Collins (2nd L) in the leather factory, being explained the features of a Safari Boot

INTERNATIONAL EXPOSURE

MICHAEL RUTTO IN INDIA

Mr. Rutto, the Costing and Efficiency Manager was in Bata India between 22nd August and 18th September 2010, as part of the operation review team. The visit and exercise provided Michael with much needed exposure and experience internationally. He states that the experience he got will assist to improve efficiency and quality.



WILSON MUGO IN SINGAPORE

Wilson Mugo, a buyer attended the Advanced Negotiation Strategy workshop that was held in Singapore between 23rd and 24th 2010. The main objective of the workshop was to expose the participants to effective strategies in negotiations that would result to mutually beneficial agreements between the company and various stakeholders. He stated that he learnt a lot from the course that he is going to use in his day to day work, and that the interaction, networking and the exposure was very good.



AGNES MURILA IN INDIA

Agnes Murila, the Acting Retail Manager, attended the Stores Operations Management course held between 23rd and 27th August 2010 in India. Agnes states that the course was an eye opener and that it prepares her well for her responsibilities in retail functions.



MARKETING

MARIKITI STORE RE – OPENS AFTER RENOVATION



Mrs. Agnes Murila cuts the tape to mark the official re-opening of the store. Cheered on by Mr. Nasir Rafiq and the sales team.

Bata Marikiti Shop was re-opened on 6th July 2010 after renovations and face lifting. The Managing Director Mr. Nasir Rafiq and the acting Retail Sales Manager Mrs. Agnes Murila were in attendance to mark the official re-opening of the store. The store now looks spacious, modern and provides the customers with very good shopping environment. From the initial sales figures after re-opening, it shows that the shop is going to do very well.



New look of the store after renovation

