

CORPORATE SOCIAL RESPONSIBILITY

DONATIONS TO DR. BARNADOS CHILDREN HOME

Children of Dr. Barnados children home were delighted when Bata visited them on 3rd December 2010 and donated school shoes to them. The Home's Administrator Mrs. Agnes Kiraithe in her remarks thanked Bata for the support it has given the home over the years. Bata has been supporting the home for many years.



Mrs Agnes Kiraithe (L) receives the shoes on behalf of the children



Ladies from Bata inside the infants nursery

NEW APPOINTMENT



Mark Romeril has joined Bata Kenya as Chief Finance Officer. He takes over from Benson Okumu who has been transferred to South Africa Futura to serve in the same capacity. Mark brings in a wealth of experience having worked in different capacities within Finance department

BATA VISITS PHYSICALLY CHALLENGED CHILDREN IN NZAIKONI-MACHAKOS

On 22nd December 2010, a team from Bata visited Nzaikoni in Machakos where physically challenged and vulnerable children and their guardians had gathered for their end of the year gifts. Bata donated shoes to the children. The children despite their physical disabilities demonstrated their talents through various forms of entertainment.



Sister Lucia receives the shoes from P. Giathi of Bata

Disability is not inability. That was the brief message from one of the boys

CHILDREN'S FUN DAY – 2010

Children of all Bata employees across all levels closed the year 2010 in jubilation after Bata organized a fun day for them. Kids were treated with various forms of entertainment, goody goodies and give away toys. They sang, danced and participated in various games. The party gives an opportunity for employees' children to share and interact especially during the festive season.



Children queuing for a camel ride



Zangalewa time



Fun and more fun

Bata

KENYA

News

ISSUE NO. 31 OCTOBER-DECEMBER 2010 A QUARTELY IN-HOUSE NEWSLETTER FOR BATA SHOE COMPANY, KENYA

GALLERIA SHOP OPENS



Mr. N. Rafique (2nd R) and A. Murila cuts the tape to mark the opening of the new shop. Looking on is the sales team



Exterior view of the new shop

A new shop has opened at the new ultra modern Galleria Shopping Mall, along Langata road. The opening function was officiated by the Managing Director Mr. Nasir Rafiq and the Retail Sales Manager Mrs. Agnes Murila.

The store is in a prime location and will attract many customers especially domestic and foreign tourists who visit the Bomas of Kenya, the up markets of Karen, Langata and its environ's

NEW STORE OPENS IN SIAYA

A new franchise store was opened in Siaya on 11th December 2010 in a colorful ceremony that was presided over by Siaya town Mavor Councillor Ochiam.

The store is welcome growth in this part of Nyanza where people had to travel all the way to Kisumu City to purchase Bata products. This is part of retail growth for 2010.



Siaya town Mayor Councillor Ochiam cuts the tape to mark the opening of the new store



Exterior view of Siaya Store

MARKETING

KISUMU 2 RE-OPENS



Kisumu two re - opened on 16th December 2010 after a major renovation. This shop was burnt down during the 2008 post election violence. The re - opening ceremony was attended by Mr. Khaduli the Administrative Officer at the Re - plaza and the Retail Sales Manager Mrs. Agnes Murila.

Mr. Khaduli (C) cuts the tape to mark the re - opening of the store cheered by the sales team

TRAINING AND DEVELOPMENT

WINNING MERCHANDISING STRATEGIES COURSE

Bata Kenya hosted the Winning Merchandising strategies course held between 24th to 30th October 2010 at the training centre Limuru. 30 participants were involved in this intensive and interactive program. Participants visited stores in Nairobi and also had a detailed factory tour. The course offered an opportunity for participants from various Bata companies within Africa and Asia to interact and share the best merchandising practices. The course was facilitated by Serena Di Sarra from Global Footwear Services.



Participants of the WMS course at the Bata training centre

BATA 5 STEP TRAINING – WESTERN REGION

In order to improve customer service in the stores, 75 sales assistants from Western Region were taken through Bata 5 Step Course on 15th and 16th November 2010.

The participants stated that the training equipped them with the much needed customer service skills and that they felt more confident to surpass customer expectations especially during the Christmas and Back to school season. The training was facilitated by S. Mbogo



1st group of the participants – Western Region



2nd group of participants – Western Region

CORPORATE SOCIAL RESPONSIBILITY

"NATEMBEA" CAMPAIGN – BATA GIVES A BOOST



Pupils of Kyaume primary school

A team from Bata Kenya joined Safaricom and Gisma Group in a campaign dubbed "Natembea" where they visited Kyaume Primary School in Tala town - Machakos County and donated 900 pairs of shoes to the pupils. Each pupil received a brand new pair of shoe. This will go a long way in promoting the self esteem of the students and most importantly reduce the jigger menace which is among the problems faced by pupils in the school.

HELPING THE NEEDY IN THE SOCIETY



Excited girls show off their newshoes

Bata marked the start of the Festive month by visiting Soila Maasai Girls Center in Suswa which takes care of Maasai girls who have been rescued from early marriages and FGM. Bata donated 100 pairs of school shoes to the girls. This is all in an effort to ensure that even the destitute children have a reason to smile especially during Christmas season.

BATA KITS KENYA NATIONAL WOMEN GOLF TEAM



P.Giathi of Bata takes a photo with the lady golfers

On 2nd November 2010, Bata donated T-shirts and Caps to the Kenya National Women Golf team at Muthaiga Golf club. The team was travelling to Nigeria the same day to participate in a golf tournament in Abuja - Nigeria.

BATA DONATES SCHOOL UNIFORMS TO BATA NURSERY SCHOOL

On 24th November 2010, Bata Kenya donated school uniforms and shoes to the pupils of Bata Nursery School. Bata Nursery School is an Early Childhood Education Center that mainly provides free education to employees' children. The pupils were very excited to receive an extra pair of uniform. This is part of Bata Children Program activities for the year 2010.



Bata Nursery School pupils in their new school Uniform.



It's time to dress the pupils