

**You need it, We've got it.**



**THE MARKET**

Nakumatt Holdings is the parent company of Kenya's leading chain of retail stores. As the largest retail market player in Kenya - and currently expanding to the wider East African region - Nakumatt has 19 stores dealing in general retail merchandise.

The retail chain stays ahead of competition by providing quality, value, service, variety and lifestyle. Nakumatt's store formats range from supermarkets to hypermarkets that display distinctive, world-class shopping floor layouts and amenities. All Nakumatt branches offer a range of over 50,000 quality products.

Because of its rich heritage and passion for retail excellence, Nakumatt stores countrywide have carved a niche for themselves as the ideal shopping and entertainment centers for the whole family. Given the

role that the retail sector is currently playing in the Kenyan economy, Nakumatt is committed to enhancing economic development by maintaining world-class retail store management standards.

The retail chain has grand plans for the future. These include:

- Increasing the range of goods available to Kenyan consumers at affordable rates
- Improving the local economy by employing more Kenyans
- Delivering expected financial results by providing quality, variety, exceptional, service and enhanced lifestyles
- Increasing investments in training and

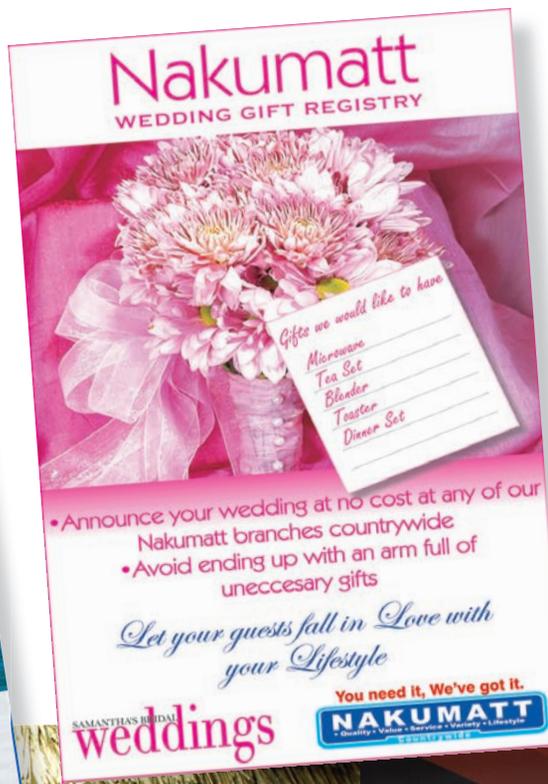
development of staff to ensure performance and job satisfaction

- Developing an integrated nationwide network
- Increasing turnover to KSh 20 billion (285.7 million US dollars) by 2008
- Expanding to the sub continent
- Listing on the Nairobi Stock Exchange in 2009

Big plans, but given the company's success so far, imminently achievable.

**ACHIEVEMENTS**

Nakumatt prides itself in conforming to local and international laws, policies and regulations



governing its business and related operations. The retail chain has bagged a string of internationally recognised awards and certifications that include:

- PriceWaterhouseCoopers East Africa Most Respected Service Sector Award
- Kenya Bureau of Standards ISO 9001:2000 Quality Management System
- Planet Retail Global Ranking Award
- GCR Credit Rating Award

Nakumatt has distinguished itself from its peers in various ways: Its truly Kenyan outlook sees over 3,000 Kenyans employed across 19 branches; Nakumatt corporate governance and social investments currently amount to KSh 150 million (2 million US dollars); its commitment to managing a model business by being the first to introduce Electronic Tax Registers across its branch network.

The retail chain is proud of its cutting-edge Oracle retail IT system that took an investment of more than KSh 140 million (2 million US dollars) to roll out. Nakumatt's environment and quality policy ensures that customers are afforded products and goods that meet world environmental and quality standards.

## HISTORY

Nakumatt was established in 1987 as the brainchild of the late retail guru Mr Maganlal Shah who founded Nakuru Mattresses before passing the mantle to Mr Atul Shah, the current managing Director.

The supermarket chain was founded as a ten square foot "emporium" which has grown to cover a selling space of more than one million square feet, with the head office and distribution center occupying some 140,000 square feet of storage and office space.

## THE PRODUCT

Nakumatt has 19 outlets strategically located around the country, all of which have been tastefully designed with wide aisles for a pleasurable shopping experience. Attractive display units offer convenient access to the stores' well-defined product categories in a brightly lit shopping environment. Ample parking and extended hours on weekends and public holidays make each outlet a place consumers enjoy shopping.

Additional value-added Nakumatt products include the Nakumatt smart card, Nakumatt gift



voucher, Nakumatt gift card, Nakumatt Visa card and Nakumatt wedding list.

## PROMOTION

The Nakumatt Smart Card is a loyalty programme started in 2003 that enables customers to accumulate "smart points" with their purchases. On accumulation a certain amount of points, clients can claim "smart" rewards and prizes. Smart Card shoppers also enjoy discounts with service providers, random surprises on birthdays, off-peak time double points and redemption points for purchases. Sales from the Nakumatt Smart Card now account for over 68 percent of overall sales.

The Nakumatt Gift voucher is available in any denomination, the value of which the shopper is required to redeem at once. The Nakumatt Gift card allows the holder to spend the value of the card in small amounts at different times, as the data is contained in an electromagnetic chip that can be adjusted as the customer shops.

The Nakumatt wedding list is a gift registry service for couples about to tie the knot. The bride and groom to be - choose the gifts they would like and friends and family can buy gifts from the couple's wish list. The service is available at all Nakumatt branches.

## RECENT DEVELOPMENTS

The company recently opened the first ever 24-hour shopping mall in Ukay (Westlands), followed by Nakumatt Household (Eldoret), Ngong Road, Downtown and Nyanza (Kisumu).

In 2007, Nakumatt launched a range of gold and silver Nakumatt Visa credit cards, heralding Nakumatt's entry in the financial services sector.

In 2008 Nakumatt made history as the first retail chain on the African continent to introduce a fleet of motorised shopping trolleys for the exclusive use of the physically handicapped and elderly shoppers

## BRAND VALUES

Nakumatt prides itself in delivering quality, value, service, variety and lifestyle enhancing products. The retail chain conducts its business with honesty and integrity, ensuring high standards in all areas that ultimately improve the economy of the region and the country.

The company boasts a dynamic management team committed to getting the best possible results so that the accumulated benefits can be passed on to consumers via access to a broader range of quality, affordable products and excellent services.

The payoff line "You need it, we've got it!" indicates Nakumatt's commitment to providing the largest variety and highest quality of local and international brands at reasonable and uniform prices. This, coupled with unmatched service from warm, friendly and always helpful staff in modern facilities, sets the tone for the ultimate shopping experience.

Nakumatt's goal is to create a chain of superstores in strategic locations delivering quality, value, service, variety and lifestyle, with convenient opening hours giving everyone the opportunity to shop at any of its stores countrywide.

To ensure a clear focus of quality across the organisation and direct employee activities towards quality, customer focus and continual improvement, Nakumatt's top management is committed to a Quality Policy Statement, which reads: "Nakumatt Holdings Limited is committed to providing a variety of affordable, quality brands as well as excellent and superior quality service to our customers."

## THINGS YOU DIDN'T KNOW ABOUT NAKUMATT

- In more ways than one, Nakumatt stores look and feel just like leading Wal-Mart, Tesco, and other giant retail stores around the world
- Nakumatt employs more than 3,000 Kenyans, making it one of Kenya's leading employers
- Nakumatt will be expanding to Nakuru, Kakamega, Nanyuki and Mombasa towns in Kenya and Rwanda, Uganda and Tanzania
- Authoritative global retail sector research house Planet Retail has pointed out Nakumatt's potential as the retailer to watch in Africa

