



THE MARKET

Raiply's primary product is wood sheeting which includes plywood, blockboard, chipboard, ceiling board, veneers and flush doors. Other products are parquet flooring, woven polypropylene bags, foam cushions and mattresses.

Raiply's primary market for its wood products is the furniture and building industries whilst its PP bags are mainly supplied for use in industrial situations such as chemicals and also agricultural use for sugar, maize, fertiliser and tea. The company has expanded rapidly and is currently turning over the sum of 2.5 billion Kenya shillings as of its last financial year.

Raiply's products, from its factories in Eldoret and also its branches in Nairobi and Mombasa, are sold by the company's sales force through approaching distributors and wholesalers in the building industry and, of those products, approximately 70% of the company's output is in wood products, 10% are foam products and PP products account for 20% of turnover.

In terms of market share no accurate study has been made but Raiply's market share in each category is approximately as follows:-

- Wood products: 40 percent
- PP Bags: 25 percent
- Foam Cushions and Mattresses: 20 percent

As the company's sphere of operations is mainly dealing with the building and furniture industries therefore, modern retailing trends do not hold much relevance to their business as they are not dealing with the end consumer but with businesses that are using Raiply products in their own manufacturing and construction processes.

The market is still growing rapidly and it is confidently expected that there will be an average turnover growth of 10 percent per annum over the next few years and Raiply believe that their wood products will also see an incremental increase of 10 percent per annum.

ACHIEVEMENTS

Raiply was the first company in the country to produce commercial plywood, in 1973, and the first in Kenya to produce veneer and ceiling boards, in 1978.

Raiply was also the proud recipient of Kenya Revenue Authority Tax Payer's Award 2004.

HISTORY

Raiply was started in Eldoret, in 1973, by Tarlochan Singh Rai. As the owner of tea estates in the Democratic Republic of Congo, T.S. Rai found it difficult to obtain tea chests in the marketplace.

Rather than spend time searching for tea chest suppliers Rai started Raiply in Eldoret in order to supply his own estates' requirements. Raiply was the first in the country to make commercial plywood.

Raiply's products have been well received in the market as they are quality products supplied at an affordable price as well as having the desirable characteristic of replacing importation.

Manufacturing locally meant that product availability was much easier ensuring that businesses didn't have to carry so much stock as they had hitherto been forced to do as imports had a very long lead time.

- Raiply commenced manufacture of plywood in 1973
- 1978 saw the first production of chipboard, blockboard and veneers and also PP bags
- 1985 was when mattresses commenced production
- In 1996 Raiply started to generate its own power requirements.

PRODUCT

Raiply's products are present in practically every home in the country being used to manufacture kitchen units, furniture, mattresses, doors and flooring.

Raiply produces wood sheeting including plywood, blockboard, chipboard, ceiling board, veneers and flush doors. Other products are parquet flooring, woven polypropylene bags, foam cushions and mattresses.

RECENT DEVELOPMENTS

Raiply has recently started producing its own PVA Glue, which is used in the furniture industry.

Raiply is very conscious of its social responsibility to the community and is planning to increase the capacity of its power plant using sawdust, bark and branches in what is commonly known as "green energy".

Another added advantage of the upgrade of its power plant means that Raiply has also stopped using furnace oil in the chipboard dryers and is now using steam generated from the power plant.

PROMOTION

Being a business that sells its products exclusively to other businesses means that Raiply has no need of advertising its products directly to consumers so it limits its media choice to trade magazines, especially those magazines targeted at the building trade.

Another innovative method of promoting itself is that the company's name and logo is prominently





displayed on its own 40ft trailers so consumers and trade buyers are frequently exposed to the company's message whenever they travel and encounter one of these trailers.

BRAND VALUES

Raiply stands for quality and provides consistently high quality products which are durable and represent good value for money.

Raiply's products are very good quality, long lasting and the company provides good customer service.

Raiply are committed to satisfying their customers and providing quality products at affordable prices.

The brand logo is a peeler peeling a log. It represents Raiply peeling quality wood.

To ensure brand consistency a Quality Control Department guarantees quality, with trained personnel in place at every stage: from raw material procurement, conversion, finishing to packing.



THINGS YOU DIDN'T KNOW ABOUT RAIPLY

- Raiply celebrated its 35th anniversary in 2008
- Raiply was started in Eldoret, in 1973, by Tarlochan Singh Rai. As the owner of tea estates in the Democratic Republic of Congo, T.S. Rai found it difficult to obtain tea chests in the marketplace. Rai started Raiply in Eldoret in order to supply his own tea chests
- Raiply was the first company in the country to produce commercial plywood, in 1973, and the first in Kenya to produce veneer and ceiling boards, in 1978
- In order to ensure consistency of quality Raiply raise their own seedlings, taking great care to replant wherever they harvest
- In 1973 Raiply employed 800 staff. Today the company employs 2,500 people across the country