



MARKET

Tuskys is one of Kenya’s leading retail chains and is also considered one of the strongest brands in the region. With over thirty stores across Kenya and Uganda, Tuskys has no doubt been the market leader since the onset of the modern retail chain stores in the region some years back.

Through its strategy of continued and sustainable growth, Tuskys has opened stores in Nakuru, Kericho, Mombasa, Eldoret, Kisumu, Kilifi and Kisii. This is in addition to spreading its foot print in Nairobi’s suburban areas like Ongata Rongai, Athi River, Embakasi and Thika.

The retailing industry in East Africa is growing by an estimated 12 percent per annum and caters for some 28 percent of the population. New retailing trends have seen Tuskys turnover grow by around 34 percent per annum, as well as offer a far broader choice of products. New additions to the Tuskys offering include fresh vegetables, bakeries, milk dispensers and water dispensers.

Tuskys has proved through its growth in a fiercely competitive market to be a resilient and responsive brand. This growth is attributed to adoption of new retailing trends, consistently

paying attention to changing customer needs and the availability of the right goods at the right time and at the right prices.

With huge success already under its belt, Tuskys aims to be the market leader in Kenya in terms of both sales and branch network over the next five years. There are also plans afoot to expand the brand’s presence in the East African region.

ACHIEVEMENTS

In addition to sustained growth over the years, Tuskys can also take pride in among others:-

- In 2008, two Marketing Society of Kenya (MSK) warrior awards in marketing and a Distinguished Taxpayer Award from the Kenya Revenue Authority (KRA) for collection and remittance of taxes to the Exchequer
- Tuskys was the first retail chain in the region to introduce courtesy buses for customers during weekends
- In partnership with a leading local bank, Tuskys was the first retail chain in the region

to offer the “Cash Back Service” which allows their mutual customers to access their money from Tuskys tills.

- The chain was awarded Superbrands status by Superbrands East Africa in January 2010.

Tuskys has attained its present status thanks to the faith and trust that its customers have in the brand. It is for this reason that the chain dedicates part of its revenue to giving back to the society within which it operates. Among the CSR projects that the chain has been involved in are:-

- Every year, the chain sponsors the Wareng Cross Country race in Eldoret, giving a chance for upcoming athletes to showcase their talents alongside seasoned runners.
- In 2009, Tuskys jointly with The Standard Group, Capital FM and Kenya Railways were involved in a humanitarian campaign to donate food to famine victims.
- Tuskys also undertook the rehabilitation of dilapidated foot paths at two national schools for the blind in order to ease the movement





of visually impaired students within the compounds.

HISTORY

The chain was founded way back in 1980 by Mr. Joram Kamau, a Nakuru businessman. In an amazing story of true resolve, he sold his prize bull to raise capital for the first shop christened Magic Shop in Rongai township in Nakuru District. The outlet expanded and was moved to Nakuru town as Magic Superstores. A second branch was later established in Nairobi.

The first Tusker Mattresses Limited outlet was established in 1990 in Nairobi. In the year 2000, Magic Superstores and Tusker Mattresses Limited merged to form the outfit that is now Tuskys. The business has experienced steady growth since the merger through the benefit of synergies and vast experience from the earlier companies.

THE PRODUCT

Tuskys outlets are well stocked with the traditional supermarket products such as foodstuff, beverages,

cosmetics, fresh fruits, vegetables and household goods. In an effort to fully satisfy its customers and offer them a one stop shopping destination, Tuskys also stocks furniture, clothing, electronics, and hardware. In-store bakeries have also been introduced in some outlets in addition to milk, honey, cooking oil and water dispensing units.

RECENT DEVELOPMENTS

As Tuskys continues to pursue its growth strategy, its management has found it necessary to strengthen the administrative and technological structures in order to support the larger business and address governance needs. In this regard, Tuskys has for the last couple of years embarked on an ambitious Business Process Improvement Project hand in hand with an elaborate Information Communication Technology (ICT) enhancement project.

PROMOTION

Tuskys has embarked on a strategic brand promotion initiative since the launch of the brand three years ago by stocking quality products and

continually investing in customer relations to address market challenges in recognition of their support. Through print and electronic media and in-store promotion, the company has achieved considerable brand awareness across the country and the region at large. Tuskys's tag line is "Pay less, get more everyday."

Slogans that Tuskys has used effectively over time include:

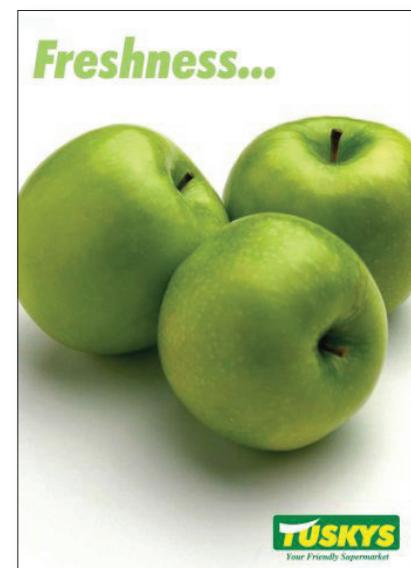
- Your friendly supermarket
- Tuskys mambo yote
- Mambo Freshi
- Pay Less Get More Every Day
- Tuskys Big Five

BRAND VALUES

Tuskys Core Values:

- Integrity
- Value
- Respect
- Promote Healthy Living

This is a brand that consumers have come to trust, and one that is committed to ensuring that its product range is associated with the concept of healthy living. This is underscored by the fact that no cigarettes or alcohol are sold by any of the Tuskys stores.



THINGS YOU DIDN'T KNOW ABOUT TUSKYS

- Tuskys is fully owned by Kenyans
- It is the only supermarket brand in Kenya that does not sell alcohol or cigarettes
- Each business day begins and ends with interdenominational prayers
- Tusker Mattresses Ltd and Magic Super Stores merged in 2000 to form Tuskys
- The chain was founded way back in 1980 by Mr. Joram Kamau, a Nakuru businessman. In an amazing story of true resolve, he sold his prize bull to raise capital for the first shop christened Magic Shop in Rongai township in Nakuru District