



MARKET

The LALA SALAMA brand, owned by Bobmil Industries Limited, covers a broad range of polyurethane flexible foam products and polyester fibre products including mattresses, pillows, cushions, foam sheets, duvets, mattress protectors, bedspreads and other linens.

All these products come in different sizes and densities to cater for different needs. The main target is the middle and upper end of the market, although Bobmil also manufactures products for schools, hospitals and other State and Private institutions.

LALA SALAMA products are distributed through a wide network – which includes own distribution centres in Nairobi, Mombasa, Eldoret, Kisii and Meru. The products are available throughout East Africa through a channel of leading supermarkets, wholesaler / retailers and Governmental / Non-Governmental organisations and institutions.

The sales mix in the market can be split as 50% - 30% - 10% (top, middle and lower end) respectively. The brand has developed an understanding of the preferences of the demographic in each sector. The brand then aims at satisfying those preferences through its offering of various densities of foam, the different colours of the fabric and the different types of finishing and packaging of its products.

The LALA SALAMA brand currently holds 45% market share and this is growing steadily as more people are opting for comfort over price. There has also been steady growth in the demand for their products in the East African region.

Modern retailing trends, including the growth of supermarkets striving to be in 'your local area', has given the consumer more choice at a convenient location. As LALA SALAMA products are present in all leading supermarkets, this has enabled the brand to remain visible to the consumers which, in turn, has increased their confidence in the brand and the quality of its products.

With continuous development of the product line and introduction of new products, the LALA SALAMA brand is likely to remain the top brand in the medium term. They strive to generate excellence in quality and constitution of the product offering in the market.

The management of LALA SALAMA are committed to invest in new technologies and

product lines which will add value to the lifestyles of the people of East Africa. As a result, they would certainly look to increasing their market share and turnover.

ACHIEVEMENTS

In 2008 Bobmil Industries Limited commissioned the first polyester fibre plant in East Africa. This earned them the acknowledgement as the only company to manufacture duvets locally. They were also the first company to quilt mattresses with polyester fibre rolls, adding to comfort and durability – making the LALA SALAMA brand

name, meaning "Sleep Well" in Kiswahili, was applied from this early stage and has been the driving force behind the company's innovative activities and search to provide the market with high-quality products.

The first Bobmil factory was located within Nairobi's Industrial Area in a small premises covering 8,000 sq ft. Using the technology available at the time and the restricted space, the factory produced 20 tonnes of foam per month (whereas today it can produce over 450 tonnes). The technology used was very basic and the manufacturing process labour intensive. It was

initially manufacturing only standard size mattresses and then enhanced its product portfolio to include foam sheets and cushions. The technology used was very basic and the manufacturing process labour-intensive - consisting of three main machines and 50-60 labourers.

In the beginning, the brand faced stiff competition from other market players, and customers were not ready to accept a new brand. sales volumes remained small despite efforts to market the quality of the brand due to a lack of consumer awareness. Bobmil had to strive hard to make sure its brand was synonymous with quality, as the market was more price-conscious during its early years than quality-conscious.

With time, through product innovation, consistent quality, deep market research and marketing activities, the LALA SALAMA brand created its own image and stood out from other foam products in the market as a brand associated with quality products. The company continues with its strategy of product development

and investment in technology. Quality control is maintained a high priority and significant investment is made in testing equipment – with the company having an in-house high-tech testing facility.

1982 - Business set up and first factory opened.

1985 - Operations moved to larger premises (15,000 sq ft).

1989 - Operations moved to current premises (90,000 sq ft). Acquired new machinery for foam production and ancillary activities for automation and research and development (R&D).

1989 – 2003 - More machinery acquired as the company expanded.



the first local brand with such products. This enabled them to gain the market share they currently hold

The LALA SALAMA brand was the first in Kenya to introduce locally-manufactured with flame-retardant foam and also the first to offer super heavy duty resilience foam products.

HISTORY

Bobmil Industries Limited is a family-owned business that was established in 1982. Having noticed untapped potential in the foam products market, it sought opportunities to gain market share by producing and selling high-quality products in the LALA SALAMA brand. The brand

2003 - A quality control laboratory set up for more rigorous quality control. Through R&D, the company was able to introduce profile pillows and mattresses into the market.

2004 - Super heavy duty foam introduced into the market and opened distribution centre in Mombasa.

2005 – 2006 - Upgraded quilting machines and opened a distribution centre in Eldoret.

2007 - Participated in the Company of the Year awards organised by the Kenya Institute of Management.

2008 - Opened distribution centre in Kisii.

2011 - Opened distribution centre in Meru.

With the growth of the economies throughout East Africa, and the exposure of the brand to changing market segments, the Company has sought to maintain its strategy of producing high-quality products and focus on the middle and higher end of the market where consumers are more quality-conscious.

PRODUCT

LALA SALAMA products are designed and manufactured to provide comfort and that perfect sleep needed to rest your body after a long day and to rebuild one's energy for the next day. There are various densities and a wide choice of finishes to suit everyone's tastes and needs.

LALA SALAMA have special Orthopaedic mattresses, recommended for individuals with back problems. These mattresses provide additional support to help with back pain and regain the correct posture.

The Super Heavy Duty range contains high resilience foam that does not give in over time, with constant use. It has properties which allow it to virtually bounce back to its original form.

LALA SALAMA pillows are designed to help relax your neck muscles (while providing the neck with the necessary support) to give you that perfect sleep.

The Quilted mattresses contain a layer of polyester fibre to give additional comfort. The polyester fibre is anti-allergic and asthma-friendly.

LALA SALAMA mattresses are covered with a high-grade polythene sheet to protect them during transportation and storage. These covers are printed with Bobmil's unique design, to differentiate the products in the market, and they also include messages to educate consumers on how to select a good mattress.

RECENT DEVELOPMENTS

All the manufacturing operations are conducted from the company's premises at Bobmil Complex on Mombasa Road, Nairobi. Bobmil has invested in a state-of-the-art production facility, being the first factory of its kind in East Africa. The technology will enable the quality of the LALA

SALAMA products to be enhanced even further, as well as expand the range of products.

PROMOTION

The LALA SALAMA marketing team utilises various media to promote the brand.

Newspaper advertisements and special features are used to inform the general public of the comfort features the products offer. The brand has also been featured in several supermarket (eg. Nakumatt and Naivas) and community magazines (e.g. Guru Nanak Rally).

Radio advertising has been undertaken with radio stations such as Easy FM and Radio Maisha – both of which have a wide reach and appeal to different market segments. As well as on-air advertising and product promotions, the radio stations have also enabled the brand to participate in roadshows arranged in conjunction with various supermarket branches. The brand is also hoping to air TV commercials soon.

The branding and messages printed on the polythene covers have also been key to promoting the brand name. These make the brand visible in any location and have served to



educate the consumers on the quality aspects of the products.

BRAND VALUES

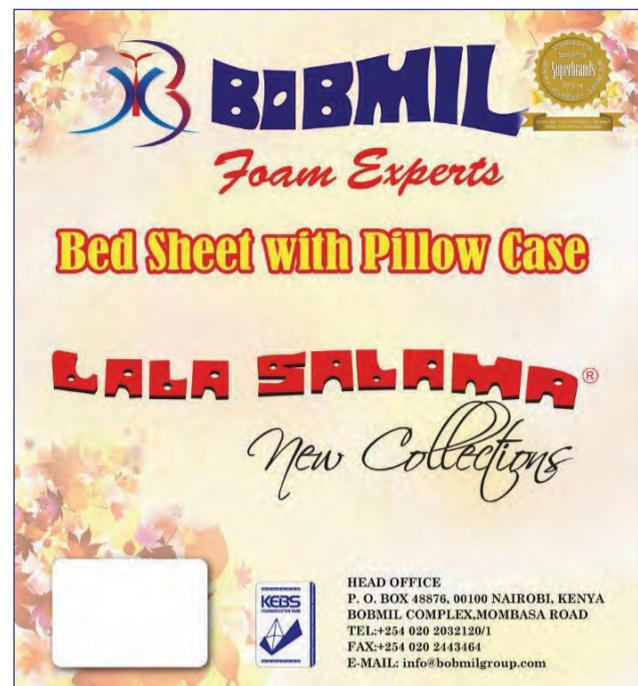
LALA SALAMA brand values can be summarised as: comfort, value, innovation and quality of life.

The brand promises to provide its customers with comfort and value for money, while maintaining high quality standards.

The brand is committed to:-

Quality - Constant testing to ensure that market standards and customer expectations are met.

Value - The company operates in an economy



where its products are considered luxuries so it has to ensure that its products are priced fairly.

Innovation - Continuous product development to provide better sources of comfort and value to the market.

Service - Catering to individual tastes and circumstances by providing a wide range of products, including special sizes.

The LALA SALAMA logo is designed in a wave to represent the contours of a sleeping person. The waves are also associated with relaxation.

The company has strict procedures with regards to quality control. Raw materials are purchased only from globally-recognised chemical manufacturers. During the production process (from foam block production through sizing/cutting and finishing) samples are taken for testing in the in-house laboratory.

Technical experts are placed at each stage of production to observe the output and to assess the quality. The goods also undergo a final inspection at the dispatch point.

www.bobmilgroup.com

Things you didn't know about BOBMIL LALA SALAMA

LalaSalama is Kiswahili for "Sleep Well".

Bobmil is the only manufacturer of flame-retardant foam products.

Bobmil is the only local manufacturer of polyester fibre products that include quilts for domestic use and dacron rolls for use in furniture industry. The company has introduced a range of high quality bedding products for the hospitality industry.

Bobmil is at the forefront of technology and uses high-end European machinery to manufacture its quality products.

LALA SALAMA mattresses account for 70% of the stock available at leading supermarkets in Kenya

Bobmil is the only company that does quilting of their mattress cover with polyester fibre, providing additional comfort.

Superbrands

