



MARKET

United Millers has striven to produce quality food products since 1978 and this commitment has gone a long way in building consumer satisfaction with the end result being customer loyalty. United Millers products are sold to customers in the Kenyan market and neighbouring countries and the company currently enjoys a substantial market share in the western region.

The Company caters for all classes of customers in this highly competitive market, in percentage terms the market has approximately 60% lower income 30% middle income and 10% high income earners.

Innovative processing technology improved the quality of products and a simultaneous re-designing and branding campaign was undertaken from the year 2009. This campaign led to the introduction of the Live United slogan to capitalise on its historic brands and cross-sell ability of the entire range of products manufactured for the smarter and more knowledgeable growing middle class market, leading to improved turnover.

The UML strategy is to continue to increase its market share both within Kenya and the wider East African region

ACHIEVEMENTS

ISO CERTIFICATION:- United Millers Limited demonstrated its achievement and continued commitment to conduct its business in a professional and consistent manner thereby being awarded the impressive Bureau Veritas (ISO 9001:2008) certification certificate, a symbol of excellence recognised worldwide and a valuable asset for the company's management system.

The company seeks to differentiate from the generic and low quality manufacturers in the market and the certification makes it easier to sell regionally and to multinationals.

SUPERBRAND:- Due to their brands' quality, reliability and popularity, United Millers Limited was awarded the honour of Superbrand 2013-2014. United Millers are delighted that all the efforts



that they have put into positioning their brands as reliable and trustworthy have been recognised. To receive the Superbrands award is a powerful endorsement and evidence of a brand's exceptional status.

INDUSTRY RESOURCE EFFICIENT AND CLEANER AWARD 2012 (ENERGY+WATER MANAGEMENT):- The company was awarded for having implemented systems of conserving energy in terms of power and electricity used in the production process as well as water which is an essential input in the milling process. United Millers Limited remains committed to reducing its environmental impact and is working closely with the relevant authorities to become even more sustainably responsible.

HISTORY

The company started its activities in 1977 and, over the years, has continued to expand its range of food products. Product brands were in the market from day one, but substantial resources

were put in place from 2009 to improve product quality, packaging as well as increasing the level of spend in various marketing activities.

Initially the Company faced many obstacles some of which were:-

- Shortage and availability of quality Raw Materials
- High import duty on

- raw materials
- Depreciation of the Kenyan shilling
- High importation duty charged on other imported items
- Delays at the port of Mombasa
- High cost of energy power (Electricity)
- Lack of skilled personnel
- Government bureaucracy
- High cost of bank borrowings

There has been constant growth and improvement in all their brands in terms of quality of the product i.e. Improving on quality of raw materials, which are laboratory tested, using quality state of the art equipment and machinery to produce, fortifying and adding

extra required vitamins and nutrients essential to the human body, packaging of the products which eases handling and educates the consumer on how to use it as well as the benefits of using it. Promoting the products by means of advertising through different forms of media including the social media network which is new and interactive and has created a means for United Millers to get immediate feedback from their customers.

United Millers currently employs nearly 1,000 people of various skills.

PRODUCT

United Millers produces and sells products under various brands. Chief amongst these are:-

- Umix Mandazi Flour (Fortified)
- Jambo Maize Flour (Fortified)
- Tropicana Home Baking Flour (Fortified)
- Tropicana Self Raising
- Tropicana Atta Mark I
- United Bakers Flour
- United Premium Bread
- United Fresh Baked Buns, Rolls and Scones
- Criso Vegetable Cooking Oil (Fortified)
- Royale Yellow Cooking

- Fat (Fortified)
- Bibo Yellow Cooking fat (Fortified)
- Seefa White Vegetable Cooking Fat (Fortified)
- Salina Bakers Fat
- Simba Multi-purpose Bar Soap
- Toyo Bar Soap
- Kwanga Multi-purpose bar soap
- Unifeeds Animal Feeds

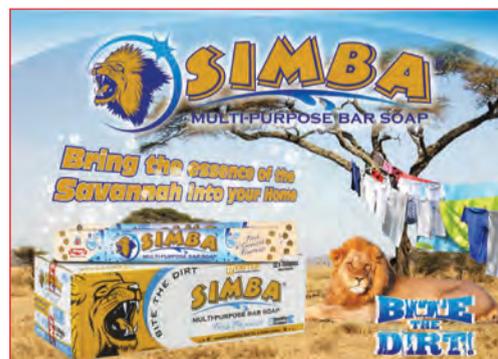
Umix makes it easier for consumers to make Mandazis in four simple steps thus saving time and money since it is convenient to use.

Fortification of various products has been beneficial in improving the population's health

by providing fortified food products which contain additional vitamins and nutrients which are lacking in the common everyday diet but which are essential to the

human body.

The soap part of the business produces great quality bar soaps that are long lasting and which give satisfactory results in terms of cleanliness and freshness in every home.



To the farmers engaged in Livestock farming, the Unifeeds range of compound feeds not only provides the best nutrition for the animals but also great value for money.

RECENT DEVELOPMENTS

United Millers constantly refine and add to their product range. Some recent additions have been:-

- Self-Raising Flour - Ideal for making cakes and other confectionary items
- Umix Mandazi Flour - for making Mandazis, Doughnuts and Kaimati.
- Simba multi-purpose bar soap.
- Cinnamix Mandazi Flour - A new twist on the Original classic Umix, Cinnamix is a fully loaded Mandazi flour with Added Cinnamon for a wonderful flavour

The company has also recently improved its distribution by opening a new United Nairobi Depot located in Industrial Area, Addis Ababa Road.

PROMOTION

In order to bring the range of products awareness to the final consumer a raft of media products and promotion are deployed. This is mostly through print media e.g. magazines, newspapers, directories and journals but also through outdoor billboards, vehicle brandings, wall brandings. In recent times social media such as Facebook and Twitter has become important in getting the company's message across.

Other methods employed by United Millers are road shows that transverse the country, trade fairs and exhibitions, point of sale at their depots, supermarkets, wholesale and retail outlets and their interactive website

The Umix Mandazi Magic poster was phenomenal in terms of reaching out to consumers who were to experience and enjoy this great new brand for the first time.

The Simba Multi-purpose soap has a unique savannah theme to it depicting the great and vast wild habitat in Kenya where the lion is the king.

Slogans pay an important part in ensuring that consumers recall the brand and some of the more memorable ones were:-

- Umix Mandazi Flour – Mandazi Magic
- Jambo maize meal - Salimia Afya
- Simba Multi- purpose bar soap - Bite the Dirt

- Criso Vegetable Cooking Fat - Get a grip on your Cuisine
- Tropicana – Experience the Difference
- United Bread - Grab a slice of the action

United Millers has an actively updated Facebook and Twitter page with over 20,000 likes and has been a



beehive of activities with the company engaging the customers one on one.

BRAND VALUES

VISION:- To be the leading Manufacturer of high quality products within the East African Region.

MISSION:- United Millers Limited is committed to use high quality inputs, latest process technologies, highly skilled man power, affordable price control for all products and continual improvement of our Quality Management System.

We will continue to grow and expand our business to keep pace with the demands of the growing population and its needs, enriching the life of all stakeholders from employees, investors and customers.

CORE VALUES

- Customer Focus
- Quality
- Professionalism
- Team Work
- Ethics and Integrity
- Social Responsibility

United Millers are committed to always producing quality products and make the nutritional needs of all consumers their number one priority.



The United Logo which is a letter 'U' to signify that indeed YOU the customer are their greatest asset and their number one priority. They are here for YOU. A friendly sign.

United Millers Ltd, together with KYFA (Kisumu Youth Football Association), joined hands in planting 10,000 trees in schools across the city of Kisumu. This programme assisted the Football Association to sponsor its entire year's sporting expenses as well.

The objective was to plant 10,000 trees within western Kenya schools and, in return, the Football Association would receive a small sum for every tree planted. This sum would then be used to run the activities of the sports club, such as organising footballing events and go towards purchase of sporting gear.

The Kisumu Youth football association successfully planted all 10,000 trees and recorded a very successful football season.

The quality of flour, to a large extent, depends on the quality of the grain, and milling the grain into premium-grade flour requires an in-depth knowledge of every process. United Millers modern Swiss Milling machinery offers state-of-the-art process technologies for the production of consistently high-quality flour.

United Millers Ltd guarantees that its products meet the highest standards and are tailored to the customer's needs. The consumer can rest assured that he or she will get outstanding product quality every time because the products are made using the best process technology.

LABORATORY TESTING

United Millers strictly monitor ALL their raw material and finished product quality through a well-equipped modern laboratory with highly trained and qualified technicians. They ensure every batch of raw material is tested for quality as well as ensuring finished goods meet set standards.

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Things you didn't know about United Millers

The company started its activities in 1978.

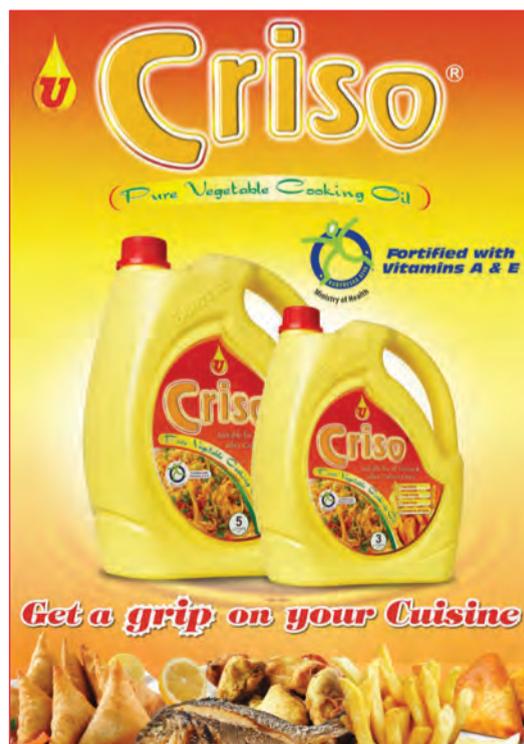
Committed to always producing quality products and make the nutritional needs of all consumers their number one priority.

United Millers was amongst the first companies to carry out the Fortification Programme.

United Millers Ltd, together with KYFA (Kisumu Youth Football Association), joined hands in planting 10,000 trees in schools across the city of Kisumu.

Re-habilitated a school in Holo (Kisumu County).

Provides rations to various orphaned children homes.



Superbrands