

easycoach

Experience dignity



MARKET

Public Intercity Transport

As Easy Coach's core business, they run a modern fleet of fully maintained Buses that are replaced every three years. Easy Coach is the only operator with a strictly enforced timetable and standby buses in the event of a breakdown.

Courier Service

As an add-on to Easy Coach's efficient, reliable, timely and predictable passenger transport service, they run a fairly priced parcel delivery business that has inevitably acquired the same accolades. They have drop-off and collection points at selected Uchumi and Nakumatt branches and a new and updated Collection and Sending office at Head Office (Railways)

Personalised Delivery Service
An escalation of Easy Coach's courier service, this is a variant targeted at the busy executive. The potency of a product that delivers parcels to the doorstep in crowded and busy urban settings cannot be gainsaid.

Contract Hire

Easy Coach have the capacity to take over your high-volume transport needs on demand. This will not only free up assets and simplify operations, it will also free up resources, which can then be deployed exclusively to advance your organisation's core business. Easy Coach service long-term contracts for transporting groups of people, be they company staff or students.

Private Hire

Easy Coach cater for individual groups or corporate private hires for meetings, seminars, weddings, funerals and excursions.

Sight-seeing Tour

Easy Coach provide transport and tour-guiding services to several sites. These could be places with touristic, cultural, geographical or historical appeal. Their friendly, customer-oriented staff will make sure they make the tour worthy.

Easy Coach's customer base is middle-top end and their key attributes are



quality pricing, security and safety. Other target markets are:-

Contract hires attractive to high-end corporations and institutions that seek dedicated staff transport.

Schools that require reliable and inexpensive buses.

Private hire market consisting of corporations, banks and high-end institutions for country-wide retreats and seminars.

Individual services for weddings and funerals.

Demand for transportation of passengers and courier services is on the increase. If the trend continues, the industry has to enhance supply turn-over growth. Easy Coach have positioned themselves to benefit from this by enhancing service delivery.

ACHIEVEMENTS

Easy Coach's commitment to quality and excellence in all spheres of operation has not gone unnoticed by casual observers and independent oversight bodies alike. Today, their cabinet is packed with accolades from government, peers, regulators and several local and transnational organisations. It is a powerful statement on their competence and peerless market leadership in the public transport segment in Kenya that Easy Coach has received multiple recognitions every year since its first bus started on a journey in December 2003.

In terms of scope, perhaps the most over-reaching accolade received by the firm so far came in 2008 when they qualified to be listed in the inaugural Kenya Top 100 Mid-sized Companies. This was as a result of a survey carried out by respected business advisory firm KPMG. The award was clearly a celebration of a strong tradition of managerial competence that the firm has established over the years. The citation by KPMG said it all: "Your outstanding financial performance over the last three years

places your company amongst the top 100 companies selected from all over Kenya."

The firm's impeccable safety record has ensured it a place in the rostrum of related awards both in Kenya and the region as a whole over the years. For instance, it has virtually taken ownership of the "Best Bus Company in Kenya" since 2005. This is based on a twelve month survey carried out by the National Road Safety Agency and ratified by an award committee, besides being buttressed by a public voting system. Easy Coach have also been named

the best bus company for the East African region with almost identical frequency.

Arguably the biggest accolade Easy Coach have received from a regulator came in 2006 and 2007 when Easy Coach received Kenya Revenue Authority's Commissioner-General's commendation for tax compliance in the public transport segment. They also bagged the AKI award for Road Safety for the year 2011.

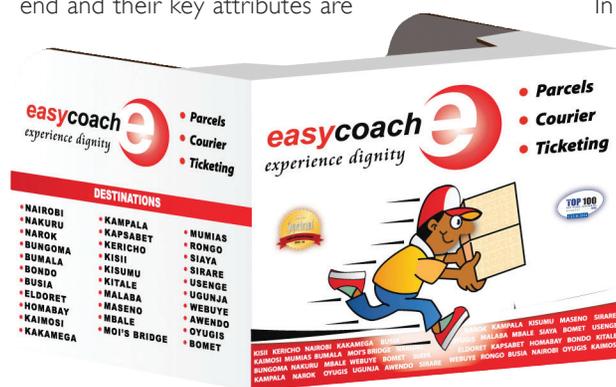
Conscious of their responsibilities as a good corporate citizen, Easy Coach believes that the pursuit of profit must never be at the expense of our environment and the people who live in it. They have committed themselves to practices that conserve the environment and keep a tight lid on pollution. As to corporate social responsibility (CSR) programmes, they have Institutions they work with, hand in hand, like the free Eye Clinics in Synergy, with Rotarian in Nairobi and other parts of the country where Easy Coach ply, by providing personalised transport for the patients to and from their places to the Operating Venues.

A lot of their CSR portfolio is geared towards engendering a culture of road safety in Kenya, an area in which Easy Coach have remained peerless. As a way of giving back to society, Easy Coach has designed police "Stop" signs again in conjunction with NTS A The firm has also financed a number of seminars on road safety in Kisumu and Western Kenya.

HISTORY

Started in December 2003 with just eleven buses and 50 workers, the firm's founders were motivated by a desire to bring discipline, reliability and predictability to a public transport that had become a byword for chaos and institutionalised disregard for order, rules and regulations and to provide dignified travel to road users.

The promoters saw an opportunity to introduce state-of-the-art vehicles driven and manned by polite, well-experienced personnel



who had to be sticklers for the laws of the road. When the government finally started strictly implementing traffic rules for public transporters in February 2004, they were already a way of life for Easy Coach. Even today they comply by the rules laid down by the New Transport body National Transport and Safety Authority .

All these have been achieved without compromising a strict customer service creed that emphasises five pillars: Safety, Security, Punctuality, Comfort and Reliability. In a single word, DIGNITY!

Easy Coach's main start-up task was to locate a suitable departure/arrival hub within the CBD that would not be crowded and no boarding off-the-street. Thanks to the Ministry of Transport and Kenya Railways they found the right spot in their current premises.

Today

Easy Coach's fidelity to the laws of the land and our unwavering dedication to serve beyond the normal call of duty has spawned sustained growth in their operations. Today, they proudly run a fleet of over 100 modern-style buses that could easily be at home on the roads of any country in the developed world. Indeed, it has been a short but immensely rewarding journey for a business that has since grown ten fold and started with just a single route, Nairobi-Kisumu-Kakamega, with nothing else but the assurance of dignified service to the discerning passenger.

In tandem with overall growth in operations, Easy Coach have maintained a policy of hiring more qualified personnel to handle their expanding business and the needs of their customers. From the initial 50, the workforce has today expanded more than ten times to over 800. It is a diverse pool of talent that includes some of the best customer care people, mechanics, drivers, ticketing agents, security personnel, fleet managers and ICT experts in the land.

The product attributes are:-

- Customer convenience.
- Providing clients with comfortable facilities as passenger lounges, Toilets and TVs.
- Generous leg room and reclining seats in buses.
- DVD entertainment on Board.
- Convenient stop areas in stop-over towns for



easy accessibility.

- Booking spaces in major supermarkets for both travelling tickets and parcels.

RECENT DEVELOPMENTS

Recent expansion of booking booths , with new artwork, in select branches of major supermarket chains as NAKUMATT, UCHUMI and NAIVAS enables Easy Coach to reach customers for their convenience.

Easy Coach are working vigorously to install a E-Ticketing and E-Pesa electronic system.

PROMOTION

Word of mouth; our greatest promotional tool that has made satisfied clients spread their gospel far and wide within a very short time. In addition to this there are other important promotional tools such as:-

- Newspapers reporting their awards and achievements
- Street light adverts
- CSR campaigns
- Newspaper special anniversary features

BRAND VALUES

Dignity

Easy Coach affirm the primacy of human dignity in all that they do by continuously seeking the highest standards of management, service

delivery and professionalism.

Punctuality

Easy Coach are committed to achieve the highest standards of customer satisfaction by guaranteeing a timely and predictable service.

Reliability

Hinged on a strictly enforced routine and vehicle maintenance schedule, Easy Coach's service is one that lives true to its promise in all the routes and markets in which they operate.

Comfort

Easy Coach's success is not measured by the number of passengers they transport from one town to another but by the quality of service they receive and the physical and emotional state in which they reach their destinations.

Safety

The safety of their passengers and the goods that they carry is underwritten by strict adherence to traffic rules and an unwavering commitment to the physical well being of their passengers.

Security

One clear advantage of running a scheduled service is that Easy Coach's buses do not make irregular stops between designated destinations. All passengers have to be screened for arms before boarding, steps that have spawned an impeccable security record for their buses

www.easycoach.kbo.co.ke



Things you didn't know about easy coach

Easy Coach travel to more than 30 destinations in Kenya and also to Kampala.

Easy Coach were the first Bus Company to introduce luxurious passenger lounges, wash-rooms and TVs in East Africa.

All Easy Coach buses are tracked ONLINE 24/7.

Easy Coach's e-ticketing project is almost operational, bringing booking efficiency.

Easy Coach's fares do not fluctuate with peak-travel seasons as in other transport providers.

Easy Coach have five dedicated rescue buses stationed in all major towns in case of need.

Easy Coach do not pick On-Road passengers; only at designated Easy Coach offices.

Easy Coach's buses are replaced every three years.

Easy Coach's maiden trip was on 18th December 2003 to Kisumu with ONE paying Passenger.

Superbrands