

Guided by Mr Atul Shah's exposure on the American retail scene, as he had just returned home from the USA, Nakumatt adopted a unique format that captured the imagination of Nairobi residents with the 1992 opening of Nakumatt Mega.

More than two decades later, Nakumatt, has shaped and painstakingly played a key role in the development of a formal retail space in East Africa. Still grounded on its unrivalled brand principles anchored on providing a variety of affordable, quality brands as well as excellent and superior service to its customers, Nakumatt is by far, one of the largest formal employers in East Africa.

PRODUCT

The year 2016, marks a milestone for Nakumatt, as they celebrate the opening of their 60th branch. On the branch expansion front, they have maintained a steady growth pace anchored on a differentiated product offering. Nakumatt remains committed to a deliberate effort to deliver a cutting edge, customer focused retail service to a discerning client.

In keeping, up with their trend setting reputation, Nakumatt, now manages two private label lines; Nakumatt Select and Nakumatt Blue Label. Both, Nakumatt Blue Label and Nakumatt Select, are distinctive private brands with an investment outlay of more than Kshs 200 million. The introduction of these brands was, dictated by a market survey that affirmed the need for such a variety of products.

At all times, their private label/private brands are subjected to the same quality certification and requirements as conventional brands.

All Nakumatt Blue Label products, carry a 'Trusted Quality at Real Value' brand promise. This means that the products are benchmarked against leading brands in the respective categories. Nakumatt Blue Label products are also priced fairly to provide extra value for money to their Smart shoppers. The products are distinctively branded with an iconic blue band to reflect Nakumatt's commitment to deliver quality and value.

Instructively, Nakumatt does not manufacture any product. All Nakumatt Blue Label or Nakumatt Select brands are, manufactured for Nakumatt by reputable local and international

industrial enterprises. Remember, the overall objective for the Nakumatt Blue Label campaign launch was to address customer demands affordable, quality and fair priced products.

For this reason, Nakumatt Holdings has extended a much-needed lifeline for local consumer products manufacturers' with the launch of a range of retail products under its private label. Such companies include; Orbit Chemicals, GrainStar Commodities, Aquamist, Glacier Products Ltd (Dairyland Ice Cream), Kitale Natural Honey, Kim Fay, African Cotton, Chandaria Industries, Propack, Dormans Coffee, Sameer Agriculture, McNeel Millers (KenBlest) among others.

RECENT DEVELOPMENTS

Departmental stores

Within their business development strategy at Nakumatt, they have also stepped up their product diversification strategy featuring departmental stores. The diversification strategy follows the recent launch of Private Brands (Nakumatt Blue Label, Nakumatt Select) and stand-alone footwear (Clarks and Skechers), toys (Kids & Co) and multimedia (Planet Media Cinema) stores. Within their departmental store strategy, they've rolled their eight standalone stores on a pilot basis at Westgate Shopping Mall, Nairobi. This strategy, is geared at entrenching a departmental store culture to further enhance the local formal retail sector.

For Nakumatt, this simply means that, with stand-alone departmental stores, they can serve various niche markets, without necessarily having to establish a Nakumatt Supermarket. For example, they can still have a Sports Planet, Sleep Centre, Nakumatt Select, or even a Kids&Co toy store in Kampala Central Business district, independent of their existing supermarkets or hyper stores. Indeed, at a location such as

Westgate Shopping Mall in Nairobi, they have eight departmental stores which are now operating optimally. **Think Green; Go Blue** Nakumatt Holdings, recently unveiled an initiative to reduce the use of plastic paper bags across their branches in East Africa through an elaborate behavioural change campaign. The campaign dubbed Nakumatt: Think Green; Go Blue, is geared at

encouraging shoppers to consider allowing their shopping to be packed in reusable bags, used cartons and bales instead of plastic paper bags.

Already, Think Green; Go Blue, has started bearing fruit with Nakumatt reducing its plastic paper bags significantly. However the hard part of ensuring project sustainability has just started.

To encourage the uptake of the project, Nakumatt Smart shoppers now earn two extra smart points every time they shop with

their reusable bags at Nakumatt. All these are efforts geared at reducing the consumption of plastic bags. Such consumption cannot be radically reduced either by a surcharge, legislation or by higher taxes. Consumers are the most effective avenue through which to reduce such usage through a behavioural change campaign.

Trend setter

Nakumatt, was the first retailer to introduce the popular round the clock shopping concept allowing customers to access retail services 24 hours a day.

Nakumatt have also expanded their footprint across the region, and will continue consolidating their East African market.

At Nakumatt, we are in the business of dealing with people and we take great pride, in doing just that. From their esteemed suppliers, cherished staffers to you, the loyal shopper, they remain greatly indebted.

BRAND VALUES

Vision

To become Africa's undisputed retailer of choice...

Mission

Enhancing the lifestyle of people in Africa by delivering the Ultimate shopping experience, **Value**

Great customer experience at great value.

www.nakumatt.net

Things you didn't know about NAKUMATT

Nakumatt Holdings was the first retailer in Africa to unveil the 24-hour shopping concept.

The first Nakumatt all under one roof Supermarket, was established in 1992. This flagship store is still going strong under the Nakumatt Mega banner.

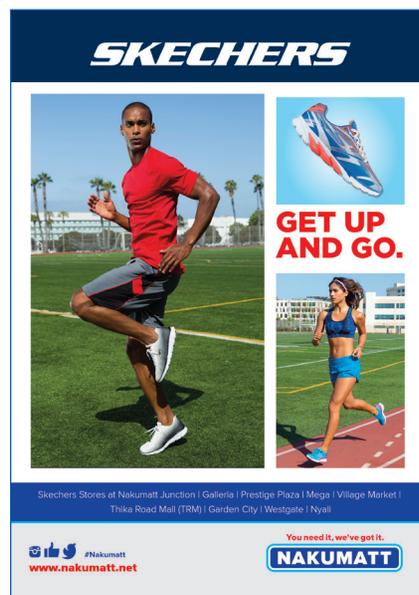
Nakumatt was founded as a small emporium in Nakuru and has now grown to cover a selling space of more than two million sq ft.

Nakumatt stores have a distinctive international standard look and feel.

As part of its diversification strategy, Nakumatt now owns eight departmental store brands

Nakumatt is a truly East African company that employs more than 8,000 East Africans and is one of the region's leading formal employers.

With more than one million Nakumatt Global Card holders, Nakumatt operates Africa's arguably largest loyalty scheme by member base.



Superbrands