

Easy coach super brands tribute

Easy Coach Ltd today boasts of over 110 modern style buses and over 850 workers. The idea was driven by the desire to bring discipline, reliability and predictability to a public transport sector that had become home of chaos and institutionalised disregard of law, order and industry regulations.

The company boasts of modern, state-of-the-art buses that can pass as a "home on the road" in any developed world, manned by a well experienced pool of talented staff in customer care, mechanics, drivers, ticketing agents, fleet management, security and ICT experts.

PRODUCT PORTFOLIO AND BRANCH NETWORK

What started as a provider of intercity passenger transport on one route Nairobi-Kakamega-Kisumu has today grown in product diversity and geographical coverage, spreading its footprint across East Africa.

TECHNOLOGY

With modernisation, easy

coach has cut an edge in ensuring convenience for our customers. With the seven million IT system branded e-easy one need not get to a ticketing agent for service. Additionally, the company's 29-branch national network located in all major towns, stores and supermarkets customers can book their next trip with much convenience.

The super brands award greatly enhances our corporate image and confirms our customers' appreciation of the company's uncompromised service.

The management thanks the firm's customers for continued support and staff as they have been instrumental in attaining this coveted achievement. Management challenges staff to improve on their effort so as to sustain high standards of customer service.

We are delighted to inform our customers that we are now compliant and fully approved for night travel.

Compiled by Evans Ongwae



Passengers waiting to board an Easy bus

New Vision twice the super brand

By Gilbert Kidimu

For New Vision, super brand status is familiar territory. This is the second time the company is getting the coveted title. And the fact that it has always been Uganda's leading daily, makes perfect sense that it stands among the titans.

This year another of Vision group's products, *Bukedde* newspaper also achieved super brand status.

"We thank Super brands and our customers, the public for giving us this status — without them we are not even a brand," said Susan Nsibirwa, head of Marketing Vision Group.

"When you have super brand status it is a mark of quality, you are relevant and appreciated by the public," she says adding that being a relevant brand is the way to go for any company in the present day.

"Your brand name must mean something in the market," she noted.

She explained that marketers are, at the end of the day, trying to make sure that they are building their companies' brands.

"So if I have super brands in my portfolio, it is a big

deal. That means I am doing something right," she said.

She, however, observed that her challenge now is to build more super brands from the Vision Group products.

Nsibirwa said being considered a super brand is because they have remained reliable to their clients.

"A brand is a promise to customers; when customers call you a super brand, it is because of the consistency seen in the brand. These are 28 years of impacting people's lives," she affirms explaining that *New Vision* keeps improving, remaining relevant and offering more value for money.

"For example we redesign our paper every now and then; introducing different pull-outs to cater for information needs of the audiences." *Pakasa* was introduced three years ago, *Toto magazine* for the children and *Harvest Money* are part of *New Vision's* promise to remain relevant.

She explains that brands are not static and that the achieved status has got to be maintained.

"We thus evolve with the audience and remain relevant. One of our core values is being innovative, so

we have to keep working at it," she said.

Nsibirwa recommends that those starting businesses should plan for what they want to achieve in a specific time frame. "This calls for consistency and reliability right from the beginning. You have got to deliver exactly what you promised your clients," she advises.

BRIEF ABOUT NEW VISION

New Vision is and has always been the leading English daily newspaper with several editions from Monday to Friday. The newspaper has various sections making up the whole paper, with a strong emphasis on enhanced reader value. The added value features include specialised pull-outs on: - Education, Jobs, Tenders, Her Vision, Health & Beauty, Farming, Children, Business Vision and Entertainment.

The *New Vision* newspaper supports Education in Uganda and publishes advanced career/study guides and conducts direct school education through the "Newspapers in Education" programme.

Its website registers more hits than any other Website in the country.

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our customers, staff and business partners across East Africa for making us your brand of choice.

Nakumatt Uganda: A quality formal retail trade pacesetter

By Brian Mayanja

Before 2009, Jane Nakigozi, a corporate manager in a private firm, always had problems with her shopping. Apart from the lack of ample parking spaces at most Kampala's malls, she always struggled to find a good place to do her daily shopping, especially whenever she left work late. Most malls were known for closing early. But, when Nakumatt entered Uganda in 2009, Nakigozi was among the thousands of shoppers, who think it brought a new breath in shopping style. "When I go to Nakumatt, I have where to park my car. I also get whatever I want and at whatever time," she says.

According to Nakumatt Uganda country Manager Bernard Mutua, Nakumatt was the first retailer in Uganda to open the doors to a round-the-clock outlet with the opening of Nakumatt Oasis.

"In 2010, we managed to further expand our services after acquiring the former Payless Supermarkets



Customers shopping at the spacious and well-stocked Nakumatt Oasis mall in Kampala. Nakumatt has ample parking space for its customers and prides in the quality of its products. Nakumatt has a total of 46 branches across East Africa.

branches at Bukoto and Bugolobi. Since, then, we have opened the doors to Nakumatt Kisementi, Nakumatt Entebbe, Nakumatt Mbarara, Nakumatt Bugolobi Village, Nakumatt Katwe and the flagship Nakumatt Oasis store, Nakumatt Mbarara and Entebbe," Mutua said.

He says back then, Nakumatt's initial investment was valued at more than \$3M (about sh7.5b) but is now more than 10 times bigger today.

So far, Nakumatt has steadily

built a formidable branch network of eight superstores as part of its commitment to revolutionise Uganda's retail market.

"We believe in active social engagement with our customers and environment and it constitutes a core part of our business. We continue to spearhead various community development projects in health, entrepreneurship, sports, culture, environment, education and urban restoration," says Mutua.

Asked how Nakumatt has managed to woo more and more customers, Mutua explained: "We have worked hard to build solid relationships with our customers, employees, suppliers, corporate partners and with the East African community at large. This has contributed to our impressive roll of honour, which includes prestigious local and international accolades."

For instance, Mutua says, in Uganda, they currently have over 700 Ugandan staffers, have retained more

than 620 active suppliers, 570 local suppliers and 50 foreign suppliers.

Around Kampala and Mbarara, Nakumatt has also partnered with the local councils in waste management initiatives by providing the Nakumatt-branded litter bins.

Atul Shah, the Nakumatt Holdings managing director, commenting on Nakumatt's brand engineering and ambitions, explain that the retailer is pursuing a deliberate strategy to raise its overall brand value ahead of a planned cross listing in all the regional bourses in coming years.

"As the local securities market climate continues to improve, Nakumatt is also gearing up for a planned cross-listing across East Africa as part of our commitment to share our success with customers, staff and associates through a public listing," says Shah.

According to Shah, Nakumatt is the only ISO quality management systems certified supermarket chain in Uganda. "Based on a conscious commitment to ensure that Nakumatt operates within global quality management systems, since 2007, we have been actively pursuing ISO certification across East Africa," Shah explains.

ALL UNDER ONE ROOF



Our Uganda branches include;
Oasis (24 hours)
Bukoto
Bugolobi (24 hours)
Mbarara
Village Mall
Katwe
Entebbe
Kisementi

Thanks to your continued patronage and support, we are glad to share the good news; Nakumatt Uganda is now a SUPERBRAND! We are now walking in the league of outstanding brand names that are always walking in sync to deliver superior customer service and brand value. Thank you for choosing Nakumatt; You Need it, We've Got It!



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Celebrating E.A's lead brands

By Brian Mayanja

Superbrands East Africa recently recognized 15 Ugandan brands, for producing quality products.

The number of brands has risen from seven to 15. This is a significant progress and attests the growing sophistication of locally established enterprises.

The brands were awarded for being among the top quality brands in East Africa and the world at large in the event themed: "the Oscars of branding in East Africa".

Superbrands is described as the world's largest independent arbiter of branding.

It has identified and paid tribute to exceptional brands by recognising, rewarding and reinforcing leading brands from all over the world since 1995.

What started as an industry award has become a globally recognised barometer of the region's strongest brands.

At the colourful event held in Kampala recently, organised by Fenon Events, 86 companies from Kenya, Uganda and Tanzania were awarded a plaque and the Superbrand logo which can be attached to their products.

Tanzania had 16 companies while



Some of the guests at the super brands awards. Photos by Kennedy Oryema

Kenya took the lion's share with 54 companies.
Super brands East Africa runs the Super brands UK award schemes

and promotional programmes in the region. Super brands status strengthens a brand's position, adds prestige and sets the brand apart

from its competitors
The CEOs of top companies in the region graced the event.
At the function, the Superbrands

East Africa Volume III Book, was unveiled, the book which narrates the stories of the region's amazing brands. The book also talks about home-grown brands that have fought their way to the top through hard work and the determination to provide quality.

According to Jawad Jaffer, Superbrands project director, the process of choosing a super brand saw almost 1,000 companies surveyed, but only 86 were chosen. Jawad urged the winners to jealously guard the mark they received by continuing to be relevant.

"A great brand is a symbol and a whole web of positive association, never underestimate the power of symbols," said Jawad.

The New Vision, was one of the recognised super brands. This is a mark of distinction that signifies the customers' acceptance of the media house's products and its relevance to them.

The status also reaffirms the paper's number one position as readers daily vote for it as the lead product using their pockets.

Finance minister, Maria Kiwanuka described a superbrand as a unique, but tangible personality; "More than just a service, food, drink, it is someone you can trust, who lives on after the founder has gone."

"We look forward to introduce you to the opportunities in Uganda," said Kiwanuka.



Covering an area of approximately 47 acres Mlimani City has truly transformed the suburb of Mwenje and adjacent areas of Mbezi in Dar es Salaam into some of the most sought after areas to live. Opened in November 2006, Mlimani City is the first and largest mall comprising several international retail outlets, banks, restaurants and a movie theatre - Century Cinemax is the largest cinema complex in East Africa.

Shopping is a real experience at Mlimani City mall with some notable international outlets such as Game, Mr Price, Nakumatt and iStore to name a few. Mlimani City is a multidevelopment complex consisting of the shopping mall with lettable space of 19,000 square meters, a fully let office park consisting of four double storeys covering 10,000 square meters. A state of the art conference center

with full range of facilities and amenities and also includes a residential estate with 50 units comprising 1, 2, and 3 bedroomed houses with a communal swimming pool. To its credit Mlimani City has helped create almost 2000 direct and indirect jobs and the Mlimani City Conference center hosted the World Economic Conference where it housed world leaders in 2010.

Mlimani City is one of the most recognized brands in the country providing a very international LIFE STYLE experience where one can shop, live, work, have access to conference/exhibition facilities and relax. Further value and offerings are on the way with expansion plans for a botanical garden, an 8000 square meter expansion to the existing mall and additional commercial buildings, continuing to build on this Tanzanian success story.

BRANDING FROM THE INSIDE OUT

By Chris Harrison.

Of all the conversations I have with marketers, the vast majority focus on branding as an external issue. The company's corporate brand, and its product or service brand offerings are seen as the face it presents to the market place and its various publics.

Very few conversations are about the role of brand within the organisation. This is a pity, because brands are an expression of a company's business strategy. But the reality of businesses across Africa, and indeed much of the rest of the planet, is that the majority of their employees don't know even an outline of their company's strategy. So how can they be expected to deliver their brand promise to customers?

For Marketers, finding the opportunity to intervene with internal audiences is fraught with danger. Internal communications is seen as the preserve of the HR function, and marketers often face a sterner gatekeeper in the shape of the finance director. Very often marketers are told to concentrate on external publics and 'leave the staff to us.'

But Professor Nader Tavassoli of London Business School encourages marketers and HR professionals to seize the opportunity.

'A recent study by The Brand Inside (www.thebrandinside.com) noted that in 60% of the UK companies sampled, it was unclear who was responsible for building the internal brand to deliver the external promise,' he reveals.

Tavassoli says, employees are often left with only a fuzzy idea of what the company is, at heart, all about. Take a look at most recruitment ads you see in press or online. They are largely generic and don't reflect

any brand character at all. Bland rather than on-brand communication — and at the very beginning of a company's employee engagement process. However, in companies where the staff members are well-engaged on brand, significantly better business results are the real return. UK retailer Marks and Spencer measured outlet performance over a four-year period. They found that stores where the staff had a better understanding of brand promise contributed on average 62m GB Pounds better sales than stores where staff were less clear. (Source: Engage For Success)

Professor Tavassoli says, for really successful engagement, internal communications campaigns have to take employees on a journey that he refers to as the 6 'A's.

Attention, awareness, acceptance, advocacy, action and adherence.

One look at the list tells you that not all employees will complete the journey. But they don't all have to. The answer lies in identifying those people who can become brand champions; catalysts for their fellow workers. And in any business you will find them. They tend to display greater enthusiasm than their

colleagues, and a greater interest in the world.

Surely the people best placed to identify such champions are the HR professionals? If so, the gap to be closed is the one that prevents HR and Marketing from collaborating.

The closer their collaboration; the clearer the message to employees. Marketers can help HR people to edit out the hackneyed phrases we've all seen on internal notice boards. You know, the ones about partnership, integrity, and innovation. I wonder what Nike's internal communication is like? I'll be willing to bet it includes their brand's call to action: 'Just Do It.'

Chris Harrison has 30 years experience of marketing and advertising.

**THESE DAYS
ADVERTS
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GENERIC**

MIGAA, SHAPING COMMUNITIES

4
YEARS OF
MIGAA



Migaa promises to be the investors' dream

Migaa, whose development is ongoing, sits in the lush vegetation of Kiambu County, is less than half an hour's drive from Nairobi's Central Business District.

The property has had a rich heritage in its ownership that dates back to the 1900s, including His Majesty King Edward VIII of Britain, The Findlay family, and Brooke Bond (K) Limited. Migaa will preserve this heritage by offering quality life that enables residents to live in harmony with nature.

Spanning 774 acres, Migaa's concept in real estate combines nature, golf and leisure at a prime location and has redefined and restored a sense of community and togetherness in residential developments - a reality that is fast dissipating due to rapid urbanisation in Kenya.

Keen on quality

Migaa is designed and planned to international standards. The level of detail in this development makes one appreciate each step of the build process.

In order to blend aesthetics with functionality, care and effort is always taken to ensure best practice in its development. The architecture and amenities enable residents to experience a sense of security, tranquility and luxury. This has reinforced trust and belief among investors in Migaa.

Every concept in the development has been planned to take advantage of the surroundings.

By close of 2014, golfers will enjoy a great course in a tranquil environment.

It is Migaa's passion and reputation that has made it a homeowner's trusted companion and hence a Superbrand.

Progress

Migaa is an address you can easily tell apart. Right from the magnificent gatehouse to the golf course, to the un-ending boundary wall, to the expansive road network, and its green vastness, Migaa is truly a world of breathtaking beauty.

An all year round residential suburb, Migaa is anti-monoculture and provides homes for all people. As a tele-community, all houses will be internet ready with an extensive Wi-Fi network covering every corner of the development.



VOTED ONE OF EA'S STRONGEST B2B BRANDS BY EXPERTS & PROFESSIONALS

Houses within the development have been designed to maximise daylight so as to reduce artificial energy consumption.

Mitini Scapes, a neighbourhood within Migaa, is ready for occupation.

In addition to the world class standards, the premiere housing development delivers a mix of elegantly designed cottages and apartments featuring generous interiors and charming exteriors, rivaled only by the breathtaking view of the surroundings.

The architectural design of the houses blends with the environment, incorporating a modern look with a warm feel. You will find both luxury and functionality in the designs.

Established 20 years ago, Roofings Limited wants to take East Africa

By Brian Mayanja

Established 20 years ago, Roofings Group is proud of being the largest manufacturer of steel construction materials in Uganda. It is a \$200m investment.

Recently, Roofings was recognised among the top 86 super brands, an award given to firms whose products or services are time tested.

"Before any business is listed among the super brands, a survey is done, to find out whether a product qualifies to be recognised as a super brand," says Stuart Mwesigwa, the Business Development Manager Roofings Group.

Mwesigwa says Roofings Group is producing quality products because its staff are hard working.

"To remain on the top, you have to work hard. This is why we are excelling," he adds.

Roofings Group is manufacturing all the steel quality and plastic products. These include building materials like round bars, square bars, wire nails, barbed wire, roofing sheets, BB plastics, super-eco and bull nose sheets, among others.

Roofings Group produces its products for both the local and regional market.

Mwesigwa says the firm exports its products to Rwanda, South Sudan, Congo, Kenya and sometimes Somalia and Malawi.

"With time, when the railway transport is developed, we shall sell our products in all African countries," says Mwesigwa.

He says Roofings Group was recognised as a super brand because its products conform

to UNBS and British standards.

"We have Japanese technology in the manufacturing process. We also use laboratories to test whether our products conform to the international standards," he explains.

Under the leadership of Sikander Lalani, the chairman Roofings Group, the management is proud to be chosen as a super brand of East Africa.

ROOFING MANAGEMENT

The Roofings board of directors has seven members, all of whom are executives in the company.

The senior management team consists of 13 managers, who are responsible for running the day-to-day affairs of the company.

With over five outlets across the country, Roofings Group,

believes the public perception of its products has made it to aim higher.

In addition to the factories and offices at Lubowa and Namanve, the company maintains warehouses.

Roofings has outlets at Entebbe road, Market Street, city centre, Channel lane industrial area, UMA grounds Lugogo, Spire Road, Jinja and recently it opened an outlet in Gulu, along Kampala Juba Road Highway.

"We are opening many outlets so that our customers get value for money. We want them to continue supporting us," Mwesigwa explains.

The company has installed capacity of 120,000 metric tonnes of steel per year and in 2008 was producing about 100,000 metric tonnes annually.

In February 2011, Roofings secured funding from the



Stuart Mwesigwa, the Business Development Manager Roofings Group

International Finance Corporation, an arm of the World Bank, totaling \$25m

for expansion of production facilities. When all of the planned expansion is

completed, the company's exports are expected to double over to \$130m annually.

For better insurance cover try Britam Insurance Company Uganda Limited

By Vision Reporter

Britam Insurance Company (Uganda) Limited offers a wide range of financial products and services in Insurance, Asset management, Banking and Property.

Britam offers all classes of general insurance, group credit and life. We have designed special packages for banks who form a big part of clientele and the Britam enterprise cover designed specifically for the SMEs.

In partnership with the world's biggest reinsurers, Britam is a leader in engineering insurances designed specifically for infrastructure projects and currently insuring Kampala-Entebbe express and Jinja Nile bridge among others. Britam also has a special cover for travel, group personal accident and Britam motor 24/7.

Others are off-shore

investments, retirement planning, discretionary portfolio management, property development and private equity.

The insurance company is a wholly owned subsidiary of British-American Investments Company (Kenya) Limited, which is a leading diversified financial services group, listed on the Nairobi securities exchange.

The group has a long heritage of over 90 years and in Africa since 1965.

Allan Mafabi, the Chief Executive officer Britam Uganda, says the company has the widest geographical coverage in Eastern and Central Africa, with offices in the UK, Mauritius and Malta.

Britam is the most capitalised insurance company in the region, most valued insurer in Kenya and has the highest asset base with in the region.

WHAT MAKES THEM UNIQUE? Britam Insurance Company (Uganda) Limited aspires to be the leading and most



Ambassador Francis Muthaura Chairman Britam Group (left) shakes hands with Mr. Allan Mafabi, the Chief Executive Officer Britam, Uganda

trusted insurance company in the country and in the region. "Our clients, both individuals and corporate, trust us with

their insurance needs. We focus on enhancing that trust through delivering the promise; we do this

through seeking to first understand the needs of the client, tailor the most optimum and cost efficient solutions and provide superior service," says Mafabi.

He also explains that the insurance company continuously maintains touch with its clients and speedy execution of claim processing.

"We pride ourselves in meeting and exceeding customer expectations. All these attributes, make us unique and a delight to deal with," Mafabi says. Also continuous value adding propositions to the customers, Britam Insurance Company has sought to create value for its clients by developing a unique range of customer centric insurance solutions.

For heritage of strength and stability, you can depend on Britam Insurance Company Limited.

NOTHING SAYS SUPER STRENGTH LIKE BEING NAMED A SUPER BRAND



VOTED ONE OF THE STRONGEST CONSUMER BRANDS BY EXPERTS & CONSUMERS



The strength of our team, the strength of our products and the strength our customers have given us, have made it possible for Roofings Group to be named a SUPERBRAND. Thank you all for making us the Strength of a Nation.

Roofings Group is proud to be the Platinum sponsor of the SuperBrand Tribute event 2014.

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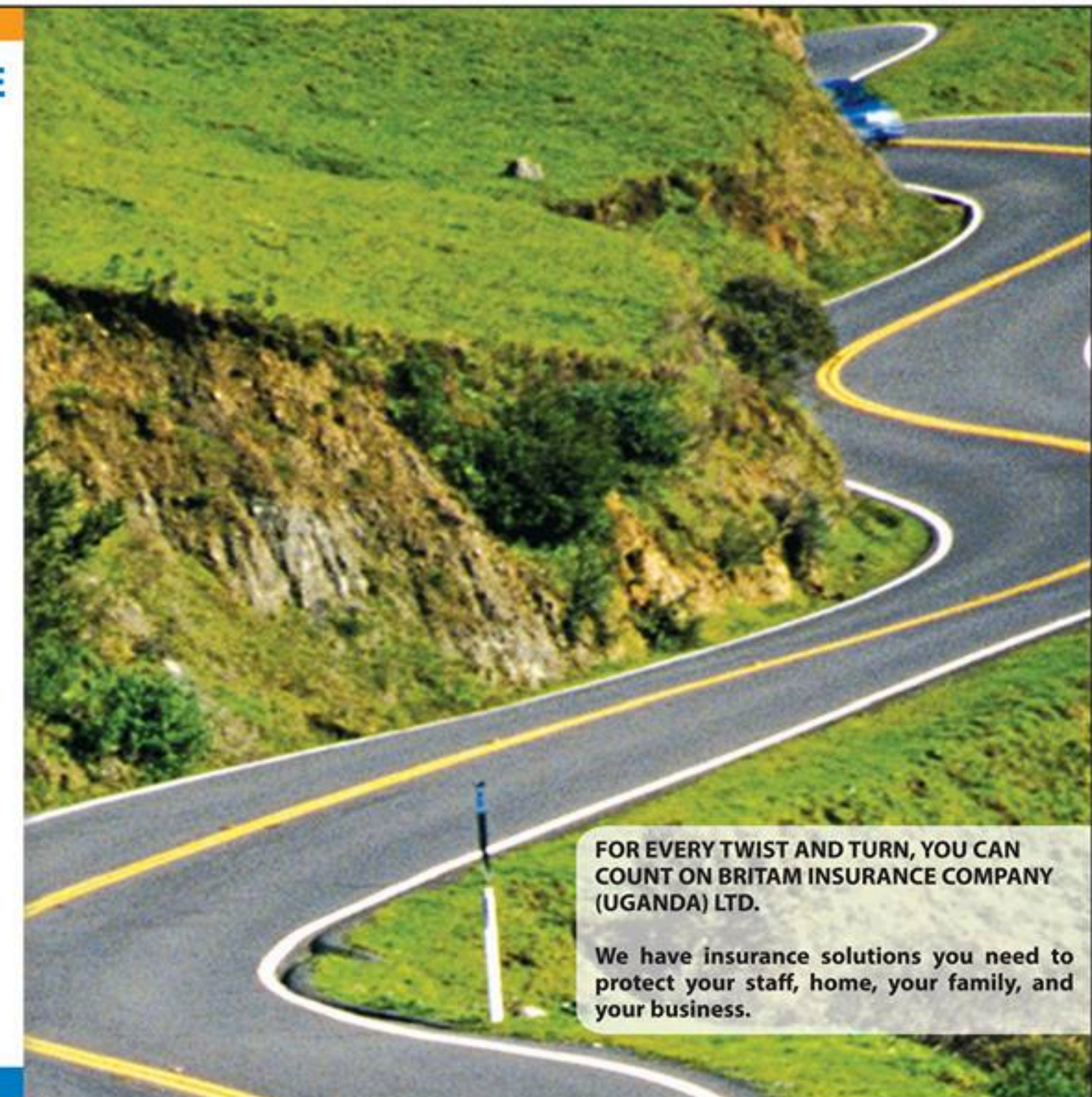


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Uganda's star brands recognised



Vice-President Edward Sekandi and finance minister Maria Kiwanuka stand for a group photo with executives of companies from East Africa during the Superbrands Awards ceremony



Sekandi speaking to the guests who attended the East Africa Superbrands Awards.



Superbrands director Javed Jawad speaking to Vice-President Edward Sekandi



Sekandi, (left) Roofings CEO Sikander Lalani (centre) and Winnie Lalani singing the national anthem



Alice Karugaba of Nina Interiors (centre) moves to greet Maria Kiwanuka as VP Sekandi prepares to hand over an award to a Nina Interiors employee



Minister Maria Kiwanuka speaking to the guests at the Superbrands Awards



An official from Darling, a hair products company, prepares to receive an award from Sekandi



Dancers who kept the guests smiling during the Superbrands Awards ceremony.



Minister Maria Kiwanuka and VP Edward Sekandi being joined by Superbrands' Javed Jawad (next to Sekandi) and Airtel Uganda's Arindam Chakrabarty (left) to launch the Superbrands book.

Sekandi and Kiwanuka standing for a group photo with the director of Superbrands, Javed Jawad (right) and Vision Group Chief Operations officer Gervase Ndyababo (second right), marketing manager Susan Nsibirwa (second left) and marketing manager for print Daniel Komunda (left).



Nokia is Midcom's leading brand

By Brian Mayanja

Harriet Nalubwama, a dealer in mobile phones in Kayunga district has been in this business for 10 years.

At her shop in Kayunga Taxi Park, Nalubwama is the leading seller of mobile phones in the district.

Nalubwama says, when she started her mobile phone business in 2004, residents feared to buy and own mobile phones. "Being in a remote area, very few people could afford to buy mobile phones at that time," she explains.

She says, even when she conducted promotions to woo more customers, it was difficult to attract them.

But in 2006, when Nalubwama became an agent of Midcom, an authorised dealer in Nokia phones, things changed for the better.

"That year changed my flow of income. Nokia are a global leader in mobile phones that are reliable, durable and highly advanced. With Midcom's guarantee of 'original Nokia phones' at affordable prices, and 12 months warranty, my sales increased substantially," says Nalubwama.

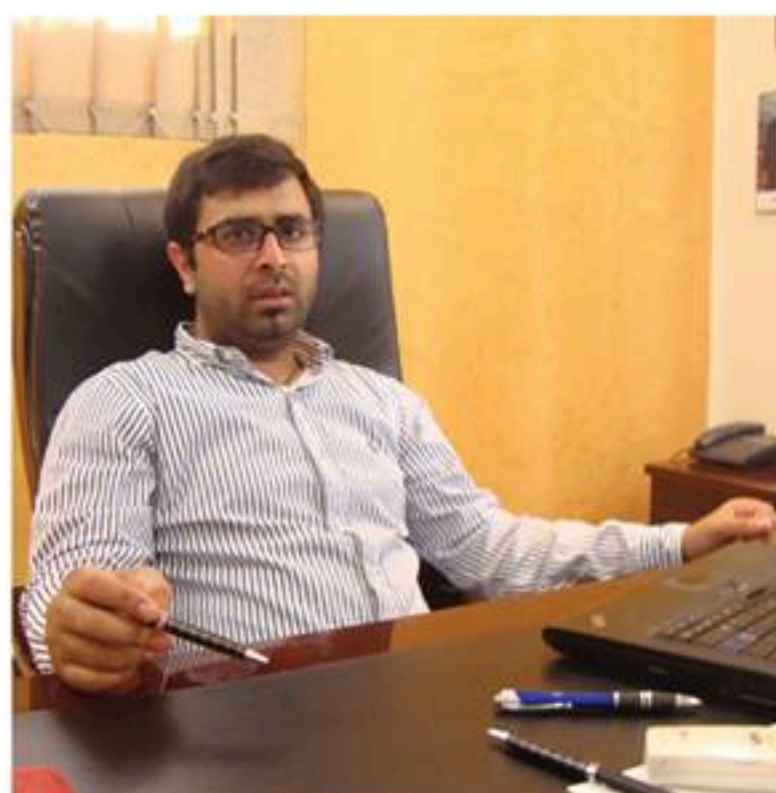
This is a familiar story across the country, as the past decade has seen substantial growth in Midcom activities as the leading telecom distributor in Africa and the Middle-East Region.

The consumers' needs are priority at Midcom. Fake phones may be cheaper to buy initially, but cost the consumer more in the long run, with repairs," says Kotecha.

"Over the years, we have won



Ravi Kumar Sumit, general manager, Midland Group



Shyam Kotecha, the head of business development, Midland Group

and excellence" he adds.

Midcom is the Telecommunication division of Midland Group, a multinational conglomerate with operations in over 17 countries in Middle-East and Africa.

It employs over 1,200 employees across the Middle-East, Africa and South Asian markets. With diverse industries such as real estate, financial services, agro-business, dairy, education, commodities, consumer electronics, logistics and telecommunication.

The telecommunication division was established over a decade ago to cater for an under-served market within the African region.

By partnering with Nokia, Midcom's primary objective was to bring original products and exceptional service to the masses.

Over the next 10 years, it delivered on this promise and is the exclusive distributor of Nokia

in 17 African markets.

Ravi Kumar Sumit, general manager, Midland Group of companies also explains, "We have not kept ourselves in Kampala city. We connect ourselves with the local communities and go all over the country"

Sumit says, they have priority dealers, whole sellers, retailers in all parts of Uganda. "Our pricing of phones sold is uniform, hence we have managed to create harmony in all the different channels and because of this many local agents, priority dealers are growing because of Midcom," he explains.

Various factors are attributed to the success of Midcom, but most importantly, its reliability, agility and putting customer above everyone else.

"Next time you are walking down the road and see every single person using his/her phone, remember that at least 1 of every 2 phones were sold by Midcom," says Sumit.

He says, the company is also involved in co-operate social responsibility.

"In the recent past, Midcom partnered with Standard Chartered Bank, Uganda, to sponsor eye operations for hundreds of children from families who could not afford the procedure," says Sumit.

Apart from this, Midcom has donated to schools, sponsored local athletes, in a bid to give back to the local communities across the African region.

Midcom, having been awarded Super Brands status for East Africa, is a prime example of how a dedicated team with a clear vision can impact a society.

We hope it continues to do so in the years to come," says Sumit.

WHITEDENT'S AGILITY MAKES IT SHINE

By Samuel Sanya

Whitedent is a brand with an aura of quality, consistency and consumer trust. Very few toothpaste brands are as frequently used in Ugandan homes and in East Africa like Whitedent.

Whitedent has been awarded Superbrand status for the year 2014 for the fourth consecutive time.

Whitedent is manufactured by Chemicotex Tanzania and distributed by Translink in Uganda.

"We are proud to be recognised for a fourth straight time. The Superbrand survey is carried out every two years so this is a momentous achievement for Chemicotex," Sourav Ganguly, the Chemicotex head of sales says.

"Whitedent has captured 79% of the total toothpaste market share in Tanzania and is now widely available in supermarkets, wholesale shops in towns and upcountry areas around Uganda," he added.

Tushar Patel, the Translink Country Manager noted that the Superbrands award for Whitedent is a mark of quality for both Chemicotex and Translink.

In addition to the Superbrand award, Chemicotex has won the Presidents Manufacturer of the Year Award for the past four straight years in Tanzania.

Translink Uganda Limited Mukesh Thakrar - Managing Director and Raj Thakrar - Sales Director noted that Translink is a reputable Fast Moving Consumer Goods (FMCG) company with ISO certification in Uganda.

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Our Customers Trust Our Products & Now Even Experts Agree

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SUPER BRAND STATUS IS A MARK OF QUALITY AND RELEVANCE TO THE PUBLIC

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A mark of excellence

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A pictorial



Super Quality, Super Durability, Super Trends and Finally, a "Superbrand!"

We are a company that prides in the production of the highest quality hair additions, designed to satisfy the desire, taste and aspirations for beauty in every woman. Darling has been in the African market for over 26 years and currently exports to the USA, Israel, Dubai, Abu Dhabi, Australia, Finland, Denmark, UK, Italy Sweden and Lebanon. Darling Hair Additions are manufactured from the highest quality Japanese Synthetic fibres. Darling Hot water braids are made from Kanekalon's Tiara II fibres to give soft, strong and light braiding styles.

The weaves and wigs are made from Japan's best blend of fibres. This ensures Darling weaves and wigs are soft, smooth and tangle free with long lasting curls; moreover the colours are of Natural Lustre resembling your natural hair. In the last year we have introduced two new brand collections to the market that have added to the quality of our products; Classic collection which uses Eclat fibre; and VIP collection which uses Futura fibre. The Classic & VIP collection have gone a step further in improving the experience of our customers with weaves.

These new introductions have been in line with our mission which is to be a consistent world leader in manufacturing of the highest quality hair additions, with great care being put into each look in regard to creative and innovative designs that meet the needs and style of the everyday woman of African origin; while providing an exciting, competitive, safe and friendly environment for our employees. We achieve this by carefully studying, assessing and screening of raw materials hence making sure that only quality products are released to the market. By giving equal

employment opportunities to all, we make sure our team of carefully trained experts' works round the clock to ensure that our standards are maintained and production needs are addressed to the full satisfaction of the clients.

It is this great effort in giving the best to our customers consistently, that has revolutionised the hair industry in Kenya and created a demand for our unrivalled High Quality Hair Additions worldwide.

This supreme quality and great customer satisfaction has earned **Darling Hair the ranking of the Top Hair Manufacturing Company by Superbrand here**

in East Africa.

This means our brand is the best in Durability, Quality and leading in Fashion Trends.

Without the continued support of our customers we would not be where we are today.

We understand that you have many options in the marketplace and are pleased that you have made Darling Hair Additions the premier choice for all your hair style needs.

Thank you for giving us the opportunity to serve you, Asante Sana.

www.darlingkenya.biz



Superbrands Rank **DARLING**[®] No.1 Hair Company In East Africa

Darling has been selected **the strongest, most valuable** and **trusted brand** in the women's hair industry in East Africa.



...Soft Touch,
Extra Tangle Free



...Just Like Human Hair.



...Enhance Your Beauty



...Build Your
Confidence

Voted
Superbrands
for 4 years
Consecutively

Cti

Confederation of Tanzania Industries

and Union of Manufacturers

The President's Manufacturer of the Year Awards 2014



SIMBA



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