



JUNE 2022 | QUARTERLY - ISSUE 2

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Welcome to our Quarterly Newsletter

Hello and Welcome to our 2nd Issue!

It is hard to believe that its been 3 months since our last issue, Welcome back to the second quarter! We've already accomplished so much in such little time. As always, thank you for your support, We hope that you have had a month of positivity, growth, and happiness.

Treasure Communication is a below The Line (BTL) Marketing Agency that provides marketing solutions for all businesses.

We currently operate within East Africa with various offices established in Kenya, Uganda, Tanzania and Rwanda. Since 2012, We have been on our mission to be the most trusted partner in marketing by offering exemplary growth to clients brands, excellent working conditions to our staff and being a role model to other marketing firms in East Africa and Africa at Large.

The Goal of this newsletter is to connect with all our staff, Partners and Clients. We aim to atleast share Quarterly relevant news and information, as well as a list of important milestones that we achieve as a team.

We welcome all feedback, comments and questions you may have on anything about the information provided and suggestions of topics you'd like to see in future newsletters.

You can also reach us on our Social Media Platforms on:

 [TreasureCommunicationsLtd](#)

 [Treasure_Comms](#)

 [Treasure_Comms](#)

 info@treasurecomms.com

 www.treasurecomms.com



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Message from the Director



Francis Mworja
Managing Director

Marketing is and will continue to be one of the most important art of connecting brands to consumers. As a marketing firm we pride our self to be one of the leading marketing Agency in East Africa currently placing brands of over twenty clients to the hands of target consumers.

As we turn 10 years on 5 th July 2022, we appreciate the over 1,500 employees in our 4 East Africa countries for their resilient, hard work and determination in helping serve our esteemed clients who have believed in our ability to grow their brands market share. This edition comes when many businesses are learning to adjust in the wake of Covid-19 and as marketing experts we have every duty to play our part to ensure brands that we service are protected and continue to be available at the point of choice.

As a business we continue to adjust in the way we operate with the aim of reaching to more retailers and consumers, strive to build a stronger relationship with them and ensure we own premium spaces in all retail outlets. We have dialed up our operations and undertaken various adjustments in our business to serve our customers even better. We have appointed Business Development and Client Service Manager to further strengthen our relationship with staff, clients and other stakeholder to a higher new level. The environment in which we operate will keep changing but we have a duty to ensure brands that we service are protected from the many competitors playing in the same category. We must do this with vibrant, passionate and focused team full of integrity which remains and will continue to be the guiding pillar in our operations.

**Let us strive to always win in our spaces.
Together we can keep soaring higher each passing month.**

A Note from the Human Resource Desk

HOW TO FOCUS YOUR SELF-DEVELOPMENT IN THE WORKPLACE

Self-development in the workplace is a continuous process where individuals improve oneself in various aspects at work and maximize their productivity, efficiently achieve professional goals and improve workplace performance.

WHY FOCUS ON SELF DEVELOPMENT?

We are 'one individual' – when we talk about development in the workplace, a number of us generally think of things like mandatory corporate/company training or professional upskilling. However, we cannot overlook self-development. self-development can and will assist you become better at what you do professionally.

IDENTIFYING AREAS OF SELF-DEVELOPMENT:

Formal Learning: such as taking external training courses and educational qualifications, **Work-based learning,** such as undertaking special projects, shadowing colleague(s) and taking new duties such as relieving different roles

Self-directed learning, such as reading industry text and/or academic text (sales and marketing in line with the Agency)

Professional activities, such as networking with other professionals, being part of a professional body, training or being mentored and coached by others.

BENEFITS OF SELF-DEVELOPMENT:

Better Engagement helps enhance workplace performance and productivity. Cost of being disengaged is high as one fails to achieve what they are destined to do.

Change is inevitable staff who invest time in their self-development are better able to cope with change, and the benefits extent to the organization, helping you emerge stronger and better able to compete as you continuously update your skills.

Having a sense of autonomy: Self-development in the workplace helps staff with a sense of autonomy and control over one's destiny. This translates into improved confidence, better communication and improved ability to collaborate with others.

Progress: Self-development can provide staff with a sense of forward achievement that enhances their satisfaction and self-esteem. This also enables staff to be offered with promotions internally rather than having to recruit externally.

The benefits of self-development are undeniable, you become far more valuable to everyone. The important thing is that you pursue it!



Salome Andere
Human Resource & Admin
Manager

**" There is only one corner
of the universe you can be
certain of improving, and
that's your own self."**

Aldous Huxley

April- May 2022 at a glance

Launch of the Treasure Restaurant

In order to provide employees with a convenient and affordable place to eat, the organization launched a staff restaurant. The restaurant offers a variety of healthy and delicious meals, as well as a wide selection of beverages. It is open during the weekdays and is located around the company's premises. Staff can enjoy a meal at the restaurant while they are working or during their lunch break.

Since the launch of the Treasure restaurant, employees have enjoyed a number of benefits that have improved the workplace, including:

- 1. Team building** – by providing a shared space for employees to eat and relax together, the restaurant has helped to foster a greater sense of team spirit and camaraderie amongst our staff.
- 2. Professionalism** – by offering a more formal dining environment, the restaurant has helped to promote a sense of professionalism amongst the staff.
- 3. Time saving** – by providing food and drink on site, the restaurant has saved the staff members valuable time that would otherwise be spent travelling to and from external eateries.

Thanks to the staff restaurant, productivity has also improved, as employees no longer need to leave the office to find food. Overall, the launch of the staff restaurant has been a great success and has had a positive impact on the organization.



Pool table - The pool table has been a great addition to the office, and it's been a lot of fun playing with colleagues. It's a great way to relax and bond with co-workers, and also an incredible way to stay active after a long day of work. We're grateful to the management for introducing this recreational facility, and we hope to see more in the future. Thank you!



New projects onboard



Solio Tuk Tuk Project

Solio tuktuk is a General Trade project dealing with the sale of Solio matchbox and Neptune tissue. The Project consists of a team of 12 members based in Nairobi and Mt Kenya regions.



GSK

GlaxoSmithKline project is a new General Trade, project focusing on Listing and sales for better market penetration. The team aims to ensure retailers get the GSK consumer products on time and also there is brand visibility of the products such as Panado Extra, Panadol advance and aquafresh, in the market.



Our MD. Francis Mworia awarding our GT Manager, Denis Owire with a token of appreciation for the best Improved department during the Monday weekly meeting.



Our MD. Francis Mworia awarding the Best improved MT Project Manager, Emma Kariuki with a token of appreciation during the Monday weekly meeting.

Leadership Conference

This year's Treasure Communications Leadership Conference went down at Bamburi Beach Hotel from 18th to 21st of May. Leaders discussed a wide array of issues pertaining the company strategic plan for the year 2022-2027 that is going to guide the company on both Short and Long term Strategic Goals.



From the top, a group photo of 2022 Leadership team



Country Manager, Treasure Communications, Uganda highlighting on Key Achievements for the first quarter.



Sessions recap by Jared Guto, Treasure Communications, Tanzania for the 2nd Quarter Projections.



Salome Andere - HR Manager. Highlighting the Progress of the first quarter, 2022.



The Team in session during presentations



Sarah Mwangi - Finance manager. Reviewing some of the finance Projections for the second quarter, 2022



Thomas Muoka - Operations Manager, Rwanda. Analysing the 2nd Quarter performance projections.



Group photo after a successful 3 days conference.

Project Highlights

Mini Bakeries Merchandising Project



Mini Bakeries Merchandising project which has been running since 2021 comprising a team of 72 merchandisers and 8 team leaders led by Emma Kariuki as the project lead.

The project focuses on the main Brands: Superloaf; Mibisco and Akyda 2000, and it is widely spread regionally, including; Nairobi, Mountain, Coast, Lake and Rift Region.

The main objective of the project is to push sales, promote brand awareness, reduce returns and enhance stock penetration in all major outlets.

Mini Bakeries was incorporated in 1983, with its roots in Mombasa, the company behind the successful Supa Loaf brand. The company was established with the key objective of manufacturing and distributing various ranges of bread and has become a market leader over the last three decades in the baking and distribution of bread and confectionery throughout Kenya and more recently Tanzania and Uganda

Supa Loaf has become a leading brand and was nominated as a Super Brand in 2006, 2008, 2010 and 2011.



Get to know your **Colleague**

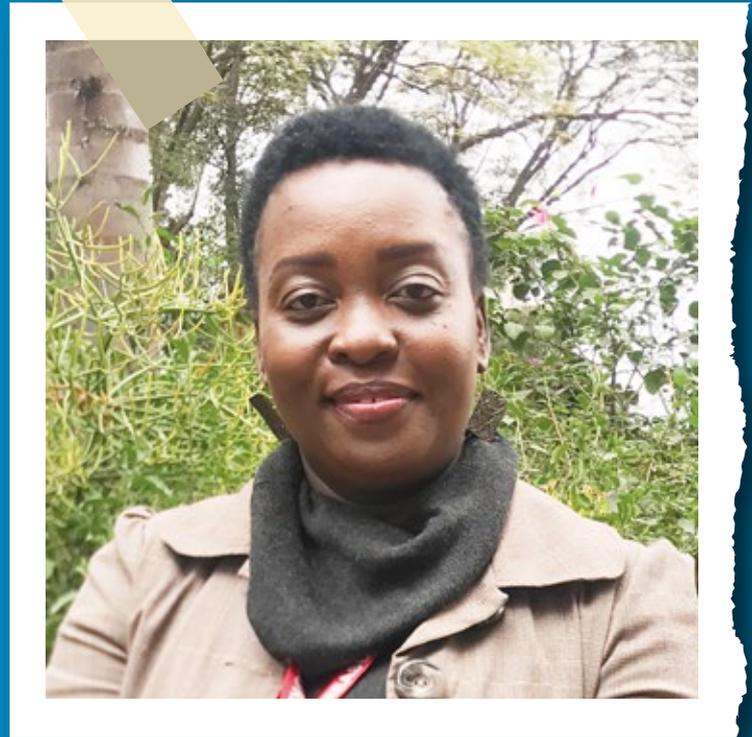
Salome Andere

Human Resource & Admin Manager
Treasure Communications, Kenya

Salome is a dedicated HR and Admin professional with ten years of experience in managing a full range of human resource programmes, services and functions. She has responsible and progressive experience in human resource management as well as admin management. She has worked at Treasure Communications for the past five years.

Her work requires leading and managing the human resource with a portfolio of over 25 projects with cross functional participation and collaboration in Kenya, Uganda, Rwanda and Tanzania.

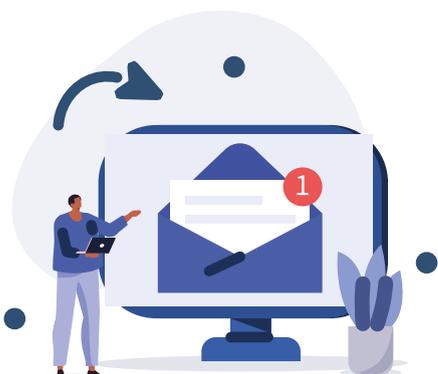
She provides counsel and support to the company to help them achieve strategic and operational goals through recruitment, retention, compensation, labor relations, payroll management, policy interpretation, training and communication that has resulted in strong relationship at Treasure.



Promotions

Treasure Communications, Tanzania

Jared Guto	from Project Manager, Kenya to Senior Project Manager, Tanzania
Idah Ncema	from Modern Trade Manager, Kenya to Operations Manager, Kenya
Jackline Obonyo	From Project Manager to Modern Trade Manager, Kenya
Maria Mbithe	From team Lead, PZ Promotions to Project Manager, KWAL Merchandising
Valentine Atieno	From Team Leader, Kapa to Project Lead Kapa Foot Soldiers, Mama Fua
Tarssy Mwenda	From Team Leader, Kapa to Project Lead Kapa Solio Tuk Tuks
Ven Jones	From Team Leader, Pernod Ricard to Assist. Project Manager, Uganda
Nabulo Fragy	From FMR, Pepsi Uganda to Team Leader, Jesa Uganda
Janice Kawira	From Merchandiser, Kapa to Supervisor, Kapa, Mama Fua



New Staff Alert



CAREN AMOIT | PROJECT MANAGER

We are delighted to announce that Caren Amoit has been appointed as a Project Manager, She is result oriented with a demonstrated track record in Project Management,

She comes to us with a wealth of experience in managing a portfolio of accounts in FMCG by strengthening client relationship as well as coordinating with internal teams to meet client needs. We are confident that she will be a valuable asset to our team and we look forward to working with her and benefiting from her expertise.

Welcome onboard Caren, we wish you all the best in your new role.



ERIC NTHEU | PROJECT MANAGER

We are excited to announce that Eric has been appointed as a Project Manager. With over 9 years of experience in marketing and project management, he is well-equipped with good Field supervision and team management skills.

We are confident that under Eric's leadership, we will be able to achieve and surpass client's expectations.

Welcome on board to the Treasure Family Eric. we wish you all the best in your new role.



QUEEN NGINA BUSINESS DEVELOPMENT AND CLIENT SERVICE

We are delighted to announce that Queen Ngina has been appointed as the Business Development and Client Service Manager at Treasure Communications

Queen is a top performing, multi-skilled professional with excellent leadership and managerial skills. She has over 12 years' experience in Project management, Account management both in Kenya and within East Africa. We look forward to utilizing her existing skills to champion Treasure Communication's vision of having an effective Business Development and Client Service Department.

Welcome onboard Queen, we wish you all the best in your new role.



GEOFFREY MWIJAGE | ASSIST. PROJECT MANAGER

We are excited to announce that Goffrey has been appointed as an Assist. Project Manager for Treasure Communications, Tanzania.

He is well rounded, equipped with good team and field supervision skills. We are confident that his existing skills will help champion Treasure Communication's Tanzania Office .

Welcome on board to the Treasure Family Geoffrey. we wish you all the best in your new role.

How-To Guide

Merchandising is the presentation and promotion of goods that are available for purchase for both wholesale and retail sales. This includes marketing strategies, display design, and competitive pricing, including discounting. Merchandising is important for retailers looking to cultivate their brand, improve the experience of customers, compete with others in the sector, and ultimately, drive sales.

Below is the step by step How to use the Merchandising function on Efisales Platform:

HOW TO MERCHANDISE USING EFISALES

Availability Tracker.

With this, you submit a report about the trend of some products in the field /outlet within a specified period of time.

Availability Report

How to submit Availability Report

- step 1. Click on merchandising icon
- step 2. Click on Availability Tracker
- step 3. Select the specific outlet you are currently
- step 4. select the current state for every product
- step 5. Submit your report

NB we submit availability report for every outlet we attend on daily basis.

Share of Shelf Tracker.

In this option you set the total coverage of a given product in meters or centimeters in a selected outlet then you submit the coverage of specific variety of a given product. For example, detergents(bar soaps,toss etc). From the home page, select merchandising. Once you click on merchandising, it opens up a page from where you see various options. Select on share of shelf Tracker

How to submit share of shelf

how to submit share of shelf report

- step 1. Click on merchandising icon
- step 2. Click on share of shelf Tracker
- step 3. Select the specific outlet you are currently
- step 4. select a Product category and click on it
- step 5. Update the total shelf size for this category then key in the individual occupancy for our brand and each of the competitor as a % estimate.
- step 6, submit the report

NB:If you set the share of shelf in meters you have to stick to that.

Prices Tracker.

How to Fill Price Tracker report

- step 1. Click on merchandising icon
- step 2. Click on price Tracker
- step 3. Select the specific outlet you are currently
- step 4. select a product and click on it
- step 5. Fill in the prices for both product & competitors
- step 6. Under notes ,type in any related informaion.
- step 7: submit the report

POSM.

How to Submit POSM Report

- step 1. Click on merchandising icon
- step 2. Click on POSM
- step 3. Select the specific POSM category to fill
- step 4. select the specific outlet you are currently
- step 5. Fill in the quantity of POSM material placed,
- step 6: Submit the report.

Short Expiries Tracker

how to Submit short expiry Report

- step 1. Click on merchandising icon
- step 2. Click on Short Expires Report and click on it
- step 3. Click on the plus sign to add a new expiry
- step 4. select the specific outlet you are currently
- step 5: select a specific product due to expire
- step 6. Fill in the Batch no, quantity,expiry date
- step 7: Submit the report. The next visit to the outlet you should update on the quantity. Simply click on the previous submission and update on the quantity.

Competitor Activity Tracker

How to submit Competitor activities

1. Click on competitor activity Tracker
2. Select a Client with ongoing competitor Activities
3. Select a product category with on going competitor activities eg(a category flavored tea)
4. Select the competitor brand with the ongoing competitor activities eg ketepa flavored tea
5. Select the promotion (mechanism used by the competitor) eg price reduction
6. Select the effect on sales, for a decrease or increase indicate the quantity increase or decrease in pieces
7. Select the start and end date of the competition
8. Explain on the mechanic used under notes
9. Take a photo of the competition then submit your report.

Price Compliance Tracker

- step 1. Click on merchandising icon
- step 2. Click on Price Compliance Tracker
- step 3. Select the specific outlet you are currently
- step 4. Fill in the different prices for all the product in all the categories
- step 5. submit the report

New Department Alerts



Procurement and Logistics

The new Procurement and Logistics department is responsible for ensuring that the company has the necessary materials and supplies to operate effectively. This includes sourcing, purchasing, and managing inventory. The department also oversees transportation and shipping, the department will be working closely with the Finance Department to ensure the company is running smoothly.



Business Development & Client Service.

In any company, the Business Development and Client Services Management department is responsible for creating and maintaining relationships with clients. This team is often seen as the face of the company, as they are the ones who interact with clients on a daily basis. At treasure, the department works to compliment the Projects managers to ensure that client needs are met and that they are satisfied with services that Treasure provides. The members also work to develop new business opportunities and to expand the company's client base in all areas of operations.

Happy Birthday to our June Babies

Today is your day. Wishing you a day, week, month, and year of endless possibilities and infinite happiness. Here's to all the moments yet to come. Happy Birthday to all our June Babies !



NAIROBI | HEAD OFFICE

Kingdom Gardens, Opp. Oilibya Plaza, Muthaiga.

P. O. Box 21802 - 00100 Nairobi, Kenya.

T:+254 020 600 8678 / 020 528 5468

+254 708 777 787 / +254 786 894 958

E: info@treasurecomms.com

TANZANIA | BRANCH

The Office Park- Amani Place,

Opposite Serena Hotel, Ohio Street.

7th Floor, Rm702

T: +255 22 2196813 | +255 22 2196813

E: info@treasurecomms.com

UGANDA | BRANCH

Kampala Office Located at: Plot 2244 Kigowa Rd.

Opp. St. Francis Day & Boarding Pri. School, Kampala.

T: +256 786 176 791 | +256 786 176 791

E: info@treasurecomms.com

RWANDA | BRANCH

Kigali City, Kacyiru – Gasabo District

Street No. KG 684, Plot No. 21A

+250 784 070 983

E: info@treasurecomms.com

W: www.treasurecomms.com



Nurturing your brands



 TreasureCommunicationsLtd

 Treasure_Comms

 Treasure_Comms

 info@treasurecomms.com