



Welcome to the Home of VSR's and MSR's

OCTOBER 2022 | QUARTERY - ISSUE 3

In this issue

Hello and Welcome to our 3rd Issue!

We are bidding the 3rd quarter bye! Full of activities as always, thank you for your support, We hope that you have had a month of positivity, growth, and happiness

At Treasure Communication, We are 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:



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Message from the Director

We are excited that Quarter 3, 2022 proved to be resilient despite the elections fever in Kenya. We appreciate clients' confidence in us, to carrying their brands through-out the disruptive period.

Contemporaneously, we were able to realize great progress within the business, by signing up new clients, executing our Half year Reviews in full, as well as hosting Uganda projects supervisors for benchmarking in Kenya.

Q3 also marked an incredible start in actualizing our 2022- 2026 strategic plans. We continued with Wednesdays' online staff trainings as well as dialing up the Men's Conference to new heights. We continue to live true to our primary values which guides each staff member every day.

On 10th July 2022, Treasure Communications Limited turned 10 years in business, this was a monumental milestone to our organization.

As a business, we are committed to giving each staff an ideal environment to grow their careers through structured support systems. I am happy to note that in the past 3 months I have worked directly with more than 300 staff at their work stations across East Africa, and I was impressed by the level of growth most of them have made at their work. My commitment is to engage at least 400 more staff within their territories in Q4. This will ensure I also participate in the mentorship programs our team leaders do in trade, as well as engage fully with our trade partners.

Treasure will continue to live true to its vision of being a leading BTL marketing firm in East Africa, by ensuring each of our clients drive value in our engagements. I call upon each staff member individually, to put what we do at heart as we endeavor to deliver the very best to our clients across all the countries. The trust they have installed in us must NEVER be taken for granted.

Overall it is my pleasure to wish each and every member of our great company success in Q4.

Francis Mworira
Managing Director





Message from the HR Department

Salome Andere
Human Resources Manager

Personal Accountability Why It Matters In The Workplace

Personal Accountability is when you own your actions and their results, both positive and negative with little or no supervision. This involves taking responsibilities of your performance in order to fulfil or further the goals of the organization. If the tasks are not completed or performed as required, then the employee will also be responsible for the repercussions.

Accountability can be external or internal motivator. Internal because you want to meet your own standards that you set, or external because you have been held accountable by your Line Manager, Team Lead, friend or even a family member. Accountability can also be reactive or proactive. Proactive when you are responsible of your own actions and reactive when you take responsibility when someone points out mistakes (constructive feedback). Accountability is key to your performance.

When you are accountable, you will do the following:

- . Following through on your commitments
- . Achieving set goals as well as your goals
- . Constantly doing the right thing in all aspects pertaining to your job
- . Working together towards a common goal for the business
- . Completing any task that has been designated
- . Collaborating with peers
- . Communicating with management about updates or challenges
- . Persevere in the face of setbacks
- . Taking responsibility for your mistakes
- . Learning from your failures

Accountability is important because individuals and team who feel responsible for their actions are will be more likely to perform their task well and efficiently. Work environment that values accountability may also foster greater commitment and increased employee accountability and autonomy, help develop productive and healthy team with understanding the impact of their work has on their colleagues. For leaders, accountability involves success of their teams. Leaders can create an environment of accountability by asking their team members to share their goals and performance updates.

Take accountability. Blame is the water in which many dreams and relationships drown – Steve Maroboli.

Nairobi Region H1 Performance review

This year's Treasure Communications Nairobi Region performance review went down at the Treasure Communications offices on 26th September. The Nairobi teams got an opportunity to interact with each other from the various projects represented, while also The Best Performers receiving appreciation from the Management team present during the event.



From top, the treasure Communications Project management team during the Nairobi Region H1 Performance review



The Guest Speaker of the day giving a Motivational Speech to the team during the day.



Members of the Office Admin Team being introduced by the MD during the event.



Best Selling Salesrep From GSK Urban Reps takes a photo with the MD, The GT Manager, Ruth Kirika and Project manager, Elizabeth Kibugi during the event.



No. 1 and 2 Best Projects Overall, Kapa and PZ Cussons merchandising team leaders during the event



Members of the Admin and Management Team during the event



Operations Manager, Idah Ncema Presenting the H1 Performance to the team during the event

Nairobi Region Supervisors from various projects present doing introductions during the event.



September, October - November at a glance

The Month of October and November has been busy with a lot of roadshows and activations happening across Kenya Uganda and Tanzania, the key Highlight was the BIC Shavers Roadshows Happening in Uganda and Tanzania where we got to introduce BIC Metal and BIC 1 Lady Shavers to the market.



A visit by the team to Nyumba la Wazee Home by the team as a way to reach out to the needy community as we celebrate our achievements together.



Morning Fresh Kitchen Makeover promotions Kickoff



Team Ramtons Merchandising takes a pose during the H1 Nairobi Region performance Review



Bic Shavers Roadshow in Uganda ongoing with the Project Manager Ruth Nambuye briefing the team

Below: Merchandisers interacting with Shop owners while Placing POSM and Giveaways.



Bic Shavers Roadshow team briefing in Tanzania





Project Highlights

GSK Urban Reps

Haleon Urban reps program is a project that started in 2022, with over 30 Motorbike sales representatives and 21 field sales representatives under Treasure Communications Limited, Managed by Elizabeth Kibugi as the Project manager and five team leaders. The project is active in the general trade, targeting the retail market in Kenya.

The main objective of the project is retail penetration and enhance visibility and list new outlets within the areas of operations. (done to introduce the products to new outlets). The projects focuses on the 6 brands which include:

1. Panadol

Panadol is an over the counter painkiller. This is in two variant, Panadol Extra and Panadol Advance. They are available in packs containing 100 tablets each.

2. ENO

ENO is an over the counter antacid. ENO is in two variants, ENO lemon and ENO tablets. ENO lemon is in packs of 24 sachets and 48 sachets. ENO tablets is in packs of 100 tablets.

3. Sensodyne

Sensodyne is a toothpaste, it reduces toothaches caused by teeth sensitivity. Sensodyne has many different variants among them Multicare, Gentle whitening, Deep Clean, Repair and protect, Rapid relief and Herbal.

4. Aquafresh

Aquafresh is a fresh fluoride toothpaste. Aquafresh has many different variants among them

5. Scotts Emulsion

6. Calpol



Get to know your Colleague

Kennedy Kamau

IT Manager

Treasure Communications Limited

Kennedy is the IT manager, Treasure Communications. He is an accomplished IT Professional with over 8 years' experience in various capacities in both IT Systems and Creative industry. He is well versed in IT Systems Support, Art Direction and Agile Web Application Development.

Kennedy Believes Talent wins games, but teamwork and intelligence win championships. Collaboration is important to ensure high Impact systems are running at optimum conditions.



Promotions

KAPA Foot Soldier GT Project

Henry Amollo - KWAL

From Foot Soldier to Team Leader

Beatrice Mbicho Wanderi

From FMR to Team Leader

(Grain Industries Limited MT Project)



New Staff Alert



NAKIETE MSHANA

Business Development & Client Service Executive

We are delighted to announce that Nakieta Mshana has been appointed as the Business Development and Client Service Executive at Treasure Communications Tanzania.

Nakieta Mshana is an accomplished advertising and marketing professional with a proven record of success in enabling strong sales through well-coordinated and targeted promotions. Delivers above-average results using data-driven approaches and multi-channel marketing expertise. Organizes strategies for maximum impact with optimum timing, collateral, and placements.



CHERRY KAREN

Receptionist & Personal Assistant to the MD

We are delighted to announce that Cherry Karen has been appointed as the Receptionist and Personal Assistant to the Managing Director at Treasure Communications Limited.

The name cherry symbolizes new beginnings and good fortune which describes best what she is bringing to the table. she has over 5 years' experience in the front office department with excellent interpersonal, verbal, and written communication skills.



FELIX MWENDA

Fleet and Logistics Officer

We are delighted to announce that Felix Mwenda has been appointed as the Fleet & Logistics Officer at Treasure Communications Limited, Kenya Office.

Felix is a seasoned First Aid, Fire and Defensive Driving expert with over 3 years experience in corrective and preventive maintenance of work - site equipments.

Felix objective is to render high quality services to enable him actualize skills and abilities in shaping and implementation of institution's objectives and goals

How-To Guide

How to use the Sales management and Reporting tool in Efsales

HOW TO MAKE A SALES ORDER.

From the home page, select clients. When this is clicked, it opens up a page from where you can see all the clients that you either lead logged or you are assigned to. Click on the client to make the sales order. This opens up different client options, then click on sales order. This opens a page where you can make a sales order. As described below; Client Category, Client Type, Country and size). When the above is filled, you can save your typed details by clicking save. Once saved, it should give a message that "client saved successfully."

HOW TO DO SALES ORDERS

1. select the specific client on your list of clients
2. click on the client and select sales orders
3. click on the add button at the top to add a new sales order (the plus sign)
4. Select the product, key in the required quantity and add to cart
5. Pick any other product for the order add to cart then click on View cart
6. Confirm that the order has the right products and click check out. (NB: you can click on a product to edit or remove at this level)
7. Fill in the final order details (sales mode, customer ref and any additional notes)
8. click on Place Order. It should successfully upload your order

This is how to fill current stock on Efsales

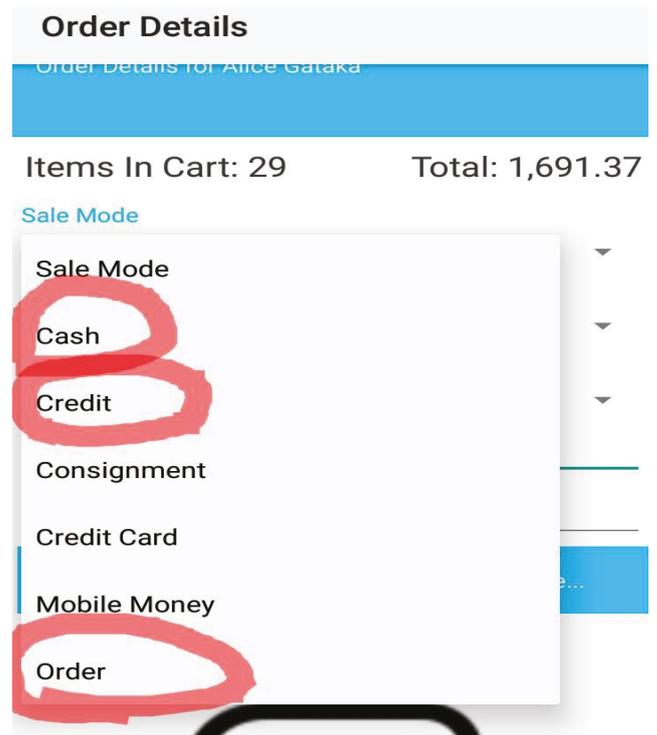
1. Go to Clients then my clients
2. Select an outlet and click on it
3. under client options click on predictive order
4. Select a product to fill current stock
5. Under the field current stock fill the quantity
6. Click on place stock analytic
It give a message of successfully posted



ORDER MANAGEMENT

Order Management This is an Order Tracker for all orders we will do through Efsales Note the following: The order will go through three stages (Order Taking, Delivery and Payment) This will be done in three steps:

1. Place an order through Efsales
2. Confirm Order Delivery



3. Confirm Order Payment Step 1: This how to Place Orders on Efsales

1. Go to Clients and select the specific client for the order
2. Click on the client and select sales orders
3. Click on the add button at the top to add a new sales order (the plus sign)
4. Select the product, key in the required quantity and add to cart
5. Pick any other product for the order add to cart then click on View cart
6. Confirm that the order has the right products and click check out.
7. Fill in the final order details (sales mode, customer ref and any additional notes)
NB: Before Choosing a sales mode note

Cash	Delivered and Paid
Credit	Delivered and Not Paid
Order	Not delivered and not paid

8. Click on Place Order. It should successfully upload your order

Season's Greetings



May your days be merry & bright.
And may your spirit always be light.
Enjoy the wonder that surrounds
you this time of year.

Happy Holidays!

Happy Birthday to our December 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
December Babies !



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Nurturing your brands



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