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 to 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.

The 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

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 adds saying 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.” Paka saw 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 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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Thank you 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. Part 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 go where 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 branches at Bukoto and Bugolobi. Since then, we have opened the doors to Nakumatt Kisenyi, 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 the 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 staff, have retained more than 620 active suppliers, 570 local suppliers and 30 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, explains 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 2017, we have been actively pursuing ISO certification across East Africa,” Shah explains.
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 Fenton 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 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 event, 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, Matia Kasaija 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 Kasaija.

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 stern 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 69% 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 fussy 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. Brand 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 result. UK retailer Marks and Spencer measured output performance over a four-year period. They found that stores where the staff had a better understanding of brand promise contributed on average 62% more 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 they refer to as the 6 ‘As’.

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 employees. 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.
Migaa promises to be the investors’ dream

Migaa, whose development is ongoing, sits in the lush vegetation of Kiambu County, a 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 VII of Britain. The Findlay family and Brooke Bond (X) 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.

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, rived 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.

www.migaa.com
Established 20 years ago, Roofings Limited wants to take East Africa

By Brian Musejeja

E

tablished 20 years ago, Roofings Group Limited is engaged in the production of metal and plastic products, including roofing sheets, metal sections, and building solutions like panels, roof trusses, steel columns, and doors. The company has a strong presence in the East African market, with offices in Uganda, Kenya, Tanzania, and Rwanda.

“Roofings Limited is a leading supplier of metal and plastic roofing products in the East African region. We have been in the market for 20 years and have established ourselves as a trusted brand in the industry,” says Brian Musejeja, the Business Development Manager at Roofings Group Limited.

Musejeja explains that the company focuses on high-quality products and excellent customer service, which have helped it to grow and expand its reach in the region.

For better insurance cover try Britam Insurance Company Uganda Limited

By Vivian Reporter

B
cut Insurance Company Uganda Limited offers a wide range of insurance products and services to its clients. The company is a subsidiary of Britam, a leading financial services group based in Kenya. Britam is a Kenyan-based insurance company with operations in several African countries.

“Britam Insurance Company Uganda Limited is a leading insurance company in the country and in the region. We provide a wide range of insurance products to our clients, including life insurance, health insurance, and motor insurance,” says Vivian Reporter, the Executive Officer at Britam Insurance Company Uganda Limited.

Reporter explains that the company is committed to providing excellent customer service and always putting the needs of its clients first. The company has a strong focus on innovation and has introduced several new products in recent years to meet the changing needs of its customers.

“Through our commitment to our clients and innovation, we have become a leading insurance company in Uganda and in the region. We are always looking for ways to improve our services and provide our clients with the best possible insurance solutions,” says Reporter.

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Uganda’s star brands recognised

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' Jawad (next to Sekandi) and Airtel Uganda's Arindam Chakraborty (left) to launch the Superbrands book.

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.
Nokia is Midcom’s leading brand

By Brian Mayanja

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

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

Nahubwama 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 Nahubwama 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 Nahubwama.

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 numerous awards from Nokia for being the best distributor, globally. Hence this accolade of Super Brand is extremely pleasing as we have made a conscious effort to always be associated with quality 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 any 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-operative 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 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.

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Our Customers Trust Our Products & Now Even Experts Agree
The powerful brands in Uganda

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

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A mark of excellence

32 Branding from the inside out
An expert's view

49 Recognised brands on camera
A pictorial
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 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.

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

www.darlingkenya.biz
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