

Our Mission is to be the leading organization for power generation, automotive and engine related products in East Africa.

HIGHLIGHTS . . .

GMD's Message

Dealer News

Corporate Chat

Staff Interviews

Corporate Chat Etra

Cargen Extra

Editor

Ndakala R Atanda

The Editorial Team wishes to encourage members of Car & General to send in contributions to Cargen Times. Send your comments, letters, pictures etc to ratanda@cargen.com

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Message from the Group Managing Director

Dear Members,

As predicted, competition is intensifying rapidly in all our markets. We must improve the quality of our organization if we are to succeed and be the No. 1 in all our markets. We therefore foresee much more pressure on our business in the coming months. Notwithstanding, there is room for success if we deal with the following basic issues:

1. Making customers smile on every street, every town remains our core objective. The key to customer retention is ensuring that they are always happy with every interaction. Related to this, we have detailed activity plans for each business and it is vital that these are carried out comprehensively. Intensifying our grassroots activity at the end user level will give us a one on one communication platform with every customer. The closer we are to the customer, the greater the chance of success. Our recently launched countrywide road safety campaigns that train juakali mechanics and riders and our eye clinic programmes across the country will go a long way in giving us differentiation.

2. Have a perfect internal organization - we must have seamless internal processes. We must

perfect administration, registration, communication, enquiry recording and follow ups, accounting etc to eliminate issues that remove our attention from core issues. Effective communication is a key driver in streamlining our organization. We must do TODAY what must be done TODAY effectively use EVERY MINUTE EVERY DAY. This will ensure optimal effectiveness, Making us more focused.

2. Clarity, alignment and performance-driven.

Every individual must be clear on their objectives and must perform. Feedback will be given through sharing performance and strategy scorecards and during appraisals.

The next few months will be critical to our business as pertains sustainability and un-assailability. We have set our strategies namely; achieving financial goals, being the No. 1 choice of customer, being completely regional, being a good place to work and being a great corporate citizen. We must endeavour to achieve them to differentiate ourselves from the competition.

We can do it. Let's go for it!

Thanks,

Vijay G. Daniel

C&G Takes the Cummins Performance Award 2009



The First Line . . .

Welcome to the first issue of Cargen Times of 2010. By the way, I should start by wishing all of you a happy new year! Sounds strange because this is March but you see, we have not met since December 2009!

Cargen Times has taken a new look. Apart from just improving the quality of the newsletter, quality of the stories

has been worked on as well. We have made it more comprehensive, more interactive, more educative, more entertaining, more informative and of course, bigger. Cargen Times is now six pages! We hope you will enjoy it.

The changes were informed by the fact that we want to make Cargen Times an important communication tool for the Car & General fraternity.

You have a role to play as a member of this organization to ensure that Cargen Times is more inclusive. Kindly send in any feedback you may have. You may also contribute letters, comments, questions, stories, jokes, pictures and quotes.

Lastly, enjoy your reading and have a happy Easter holiday!

Raf.

Comment from the Editor

Welcome to Car & General

Cargen Times wishes to welcome the following to Car & General Group:

Kennedy Kyalo Muema (Shared Services), Rachel Maya Cheti (Cummins Aftermarket), Faith Ndunge Muinde (Mombasa), Joseph Musyoki Muia (Cummins Aftermarket), Steven Kipruto Dass Valji (Cummins Aftermarket), Justus Mutinda Mauwi (Cummins Aftermarket), Joseph Makokha Kweyu (Trading), George Chege Kahugu (Trading), Edgar Uluma Liwa (Trading), Jacob Omondi Omollo (Mombasa) and Yohana Lumbasi (Mombasa) and Samuel Obuya (CPG). Karibu sana.

Kwaheri

The following people have left the employment of Car & General:

Gershon Kilambo (Mombasa), Zablon Keana (Mombasa) and Timothy Ogada (Cummins Aftermarket). We wish them well in their future endeavours.

Promotions

The following members have moved up the corporate ladder. This is in line with the company's policy of identifying and developing talent from within.

Ezekiel Muthui (Shared Services) becomes the Internal Auditor while Erick Cheruiyot Kirui now is Assistant Sales Manager (Kisumu). Ndakala Atanda (Shared Services) has been promoted to the Communications and Marketing Manager post while Augustine Munguti also of Shared Services is the IT Manager. Paul Ambuche is the Cummins AMC Administrator while Steve Kilambyo becomes the Cummins AMC Marketing Executive. Jerry Midiwo (Trading Nairobi) has been promoted to Assistant Sales Manager. In Uganda, Stephen Katawera is the Branch Manager for the newly incorporated Car & General Rwanda based in Kigali. Meanwhile, Victor Mailu has been Transferred to Nairobi (CEI) from Mombasa.

Sales Managers for TVS

Car & General has created the TVS Sales Manager posts across all branches. The following people have been promoted to fill the positions: James Mugo (Nairobi), George Rubiri (Kisumu), Cleon Kombwayo (Nakuru) and Douglas Mwashu (Mombasa). Our sincere congratulations!

Eye Camp for Siaya

Car & General in conjunction with the Lions Club takes its free eye clinic to Siaya. Our corporate social responsibility is to provide free eye care to deserving citizens. We have been to Kakamega, Kisumu, Nakuru and Kilifi. Eyesight is vital for all activities and the programme provides medication, glasses and cataract operations according to the patients' specific requirements. In 2009, the programme assisted 2,500 patients and sponsored over 100 cataract operations. The Siaya camp will take place on April 25, 2010.

Sky is the Limit for Like Enterprises



What is your association with C&G?

Lawrence: Car & General are my suppliers for TVS motorbikes since November 2007. They sold the idea to me and I began selling 2 or 3 bikes from my bookshop. I used to come with my pick-up to the showroom and pick them. Through their support (marketing activities and even financial) I opened a showroom and service center dedicated to TVS bikes in June 2008 in Maua.

So how many bikes do you sell now?

Lawrence: Without going to actual numbers, sales are quite positive. My new branch in Meru which opened its doors in February 2010 has sold 9 units already. This branch could be the next big thing for my business.

Have you considered selling other models, I mean, in the wake of the growing competition from Chinese bikes and other models?

Lawrence: Not once have I done that. I believe in quality products and loyalty and again, its only business sense to stock the preferred products by the customers. TVS bikes are exactly that! Car & General have offered a lot of support to my business; the marketing activities and financial support I have received have gone a long way in growing my business. As a result I have always opted to remain with TVS. I have in fact received numerous and tempting offers from other suppliers but I prefer to deal with Car & General.

Anything you would like Car & General to do differently?

Lawrence: Not really. Im happy with the marketing. Just wish you would step it up especially in Meru. I also suggest that you do radio advertising in our local stations. The Chinese brands are really making use of this. We could share the cost in some way.

We are certainly looking into intensifying our marketing. We shall consider that as well. Any parting comments?

Lawrence: I have trust and confidence in Car & General as a key partner for growing my business. I shall therefore continue to be loyal. In fact, I now stock other products like water pumps and generators.

Thank you so much for your time and feedback Lawrence.



As interviewed by John Nasaye

C&G Wins the Cummins Most Improved Distributor

Car & General has won the award for the Most Improved Cummins Distributor for 2009. This recognizes the level of customer care and service, sales of generators and engines and the quality of repair work.

Since the commencement of the business relationship with Cummins, Car & General has worked hard to increase sales of Cummins generators and engines and to provide customers with quality service.

The Cummins High Horsepower Engine Repair Centre backed by stocks of Cummins genuine parts has given Car & General the capacity to help users of Cummins equipment in the

How is business my friend? Well, uhm...

That sort of response is one you are not likely to get from Lawrence, proprietor of Like Enterprises. With over two decades in business including a fast-growing transport company (Blessing Parcels) and a major bookshop (Like) right in the heart of the Eastern Province towns of Meru and Maua, this seasoned businessman is packed with a lot of optimism for growth. One great source of this optimism? His recent venture into TVS motorbikes sales, service and parts. He speaks to me about this venture:

Tell me about your business. What you do and for how long have you been doing it?

Lawrence: I have been in business for over 20 years now. I started in Maua and now also in Meru. I have a bookshop and a transport company which I am now expanding countrywide.

entire East Africa region. Car & General has also established a regional training centre in Nairobi to carry out the task of training and developing staff of the company and dealers as well.

At the same time, Car & General was also recognised for its 5-plus years' association with Cummins. This was during a ceremony held in Accra, Ghana early February. The meeting, attended by Vijay Gidoomal, Group Managing Director of Car & General was graced by Tom Linebarger (President and Chief Operating Officer, Cummins Inc), Xavier Borel (Managing Director, Cummins Africa Distribution, Tim Solso (Chairman and CEO, Cummins In) and Amy Adams (Managing Director, Europe, Middle east and Asia)

Car & General Strategy

In a recent Group strategy meeting held on February 6, 2010 at the Fairview Hotel, five core strategies were formulated for Car & General.

- Achieving financial goals over time
- Being the No. 1 choice of customer
- Being a completely regional organization
- Being a great place to work
- Being a great corporate citizen

As predicted, competition in all our markets is intensifying and our success will only depend on the quality of our organization. We will need to improve significantly if we are to be No. 1 in our markets.

Clarity, alignment and being performance-driven will be our key drivers. Every individual must be clear on their objectives and must indeed perform.

Making customers smile on every street, every town remains our key objective. Also, we have detailed activity plans in each business and it is vital that these are carried out comprehensively. We must use our time effectively to do today whatever must be done today. This will ensure optimal effectiveness.

To improve the sustainability and unassailability of our business, we must religiously follow up with the activities that will make our strategies a success.

The Juakali Training is On!

Under our recently launched countrywide road safety campaign, over 300 juakali mechanics have been treated to the free TVS motorcycle training countrywide so far. The training has been conducted in Nairobi, Nakuru, Maragua, Kisumu, Kakamega, Kitale, Bungoma, Mumias, Kisii, Kitui and Mwingi.

Mr Vijay Gidoomal, the Managing Director explained, "As TVS motorcycles are popular with boda boda operators, Car & General has decided to embark on an extensive countrywide training programme for juakali mechanics and motorcycle riders."

Car & General technicians travel around the country ensuring that each area where boda boda riders operate TVS motorcycles has trained mechanics to service the motorcycles. The riders are also made aware of the importance of road safety for themselves and their passengers. Proper servicing and repairs ensure a longer lifespan to give the owners of these machines the best value from their investment.



Car & General Posts 45% Growth

Car and General (Kenya) Limited has announced financial results for the year ending September 2009. Turnover closed at 4.35 billion shillings, 45 per cent over 2008. The company's core lines grew strongly.

The company generated profit before tax of 280 million shillings down from 322 million shillings last year. The adverse impact on profitability is largely attributed to the significant forex volatility in Kenya and Uganda which resulted in exchange losses.

In addition, a decline in performance of Uganda operations and additional interest on working capital impacted performance. The company remains optimistic of future prospects.

"The Company's niche engine products offer significant scope for further growth," said Mr Vijay Gidoomal, the Car and General Group Managing Director. "We will continue to focus on our regional growth initiatives in the expectation of developing a balanced regional business. In October last year, we expanded into Rwanda and Burundi to effectively cover the entire East African region".

Cargen Premier League Table

As agreed last year, all companies were measured according to the specific performance scorecard criteria beginning Quarter 1 of 2009/10 financial year. As it is evident, there is plenty of room for improvement. We must however ensure that business leaders and departmental heads share these scorecards with all employees to ensure clarity on key improvement areas. Let us raise the scores!

| Company | % | Code |
|--------------------------|----|------|
| C&G Engineering - CEI | 66 | |
| C&G Trading - KSM | 59 | |
| C&G Trading - NRK | 48 | |
| C&G Shared Services | 44 | |
| C&G Trading - Nairobi | 39 | |
| C&G Trading - MSA | 34 | |
| C&G Engineering - CPG/IR | 28 | |
| C&G Tanzania | 25 | |
| C&G Uganda | 23 | |

Pole Amos

Amos Gitema has lost his dear father through illness. On behalf of *Cargen Times* and the entire Car & General fraternity, we send our sincere condolences to Amos and his family during this period of mourning. May the Almighty God grant them strength to bear the loss and courage to move on. May his soul rest in peace. Amos is the Branch Accountant for Nakuru Branch.

New Borns

The congratulate the following Car & General members on their new borns!

Ziphorah Nyamai - Cummins Aftermarket (girl), Emma Otieno - Kisumu (girl), Joseph Musyoki - Shared Services (boy), John Mwanzighe - Mombasa (boy) and Dennis Kaluku - Nakuru (boy). We join in your joy.

Car & General for COYA

It is now official - Car & General will have a go at the coveted Company of the Year Awards organized by the Kenya Institute of Management.

We aspire to learn from the best practice and become the best organization and the COYA process will enable us understand where we stand.

From a professional standpoint, the individual, rather than the employer, should be the architects of their own personal development efforts, as this would benefit them more in the long-run for future career development

Dr Sherrif Alabi, MD, Savanna Enterprise Development Limited

At Car & General, we have a policy of employing management trainees - young, fresh graduates who join the firm and are trained on the job as they grow with the organization.

We also promote from within, meaning people can grow through the ranks of the organization. Many examples of people who have grown to positions of responsibility due to these policies are abound across the group.

Training is also given enough emphasis here - the company has a quarterly plan of in-house courses and also sponsors employees for professional training.

But as Dr Alabi just said, we have to work to be the person we aspire to be ourselves. We must learn to work hard, encourage continuous improvement and have the ability to unlearn bad habits and pick up good values as we move along. Car & General as an employer encourages personal development and actually support people to achieve their dreams.

In conclusion, individuals need to learn as the business evolves. The environment is always changing - new technology, changing needs of the organization, business environment - all these require relevant skills. Sustained personal development plan will enable you position well for these positions.

Personal Finance



By Esca Juma

Kyosaki in his book *Rich Dad, Poor Dad* addresses the issue of wage dependence. He says there are those of us who have become 'wage slaves' that is to say that without our salaries our world would come down. Salaries and wages give one a sense of security because we have an assured income every end of the month or week to enable us pay for our expenses like rent, food and transport. However we should not entirely depend on our salaries because salaries depend on the company policies and its ability to pay. Salaries are only leverage to your expenses but may not be sufficient enough to meet your financial objectives. The rate of growth to higher salaries may not be limited to your efforts but also the company policies that determine your increment.

It is imperative that everyone in employment looks for supplementary income and save accordingly. The most conventional way is to start a small business on the side to supplement one's income. Examples include butchery, barbershop, stationery supplies, boutiques among others. The capital required to start some of these businesses is very minimal but the monthly returns surely exceed the average salary. If you have a muscle for business give it a thought, provided that you are not taking away the employers time and there is no conflict of interest between what you do on the side on one hand and your job on the other hand.

Think, be SMART and get rich.

Is Image Really Everything?

They say image is everything and that people sub-consciously form an opinion about others they meet for the first time within 30 seconds. This is based on how they not only look but also talk and behave. This means that we need to be conscious of our clothing, grooming, tone of voice, vocabulary, facial expressions, eye contact, gestures and etiquette.

Susan Maina, an image and etiquette consultant at Image Limited in an article written for the Management magazine (March 2010 issue) put it this way: 'Someone maybe perceived confident because they have a firm handshake, are trustworthy because they make eye contact, capable, professional, successful, wealthy or even intelligent because they are well-dressed.

Appearance strongly influences other people's view of someone, so does personal presentation (visual, non-verbal and verbal communication).

Your goal to dressing to work is to project a professional, competent appearance. One should be concerned with looking professional, taking into consideration your industry and corporate culture.'

Note: C&G endeavors to discuss etiquette issues with all employees.

Car & General at Kitui Show

Car & General was among 50 exhibitors who Participated in the third Kitui Agricultural Training Field Day on January 28, 2010. The show was officially opened by the Minister of Agriculture Hon. William Ruto.

Held at the Kitui Agricultural Training Centre, featured agricultural and horticultural machinery, chemical, seeds and livestock. Car & General exhibited Briggs & Stratton weeders, tillers and water pumps.

STAFF INTERVIEWS



Tom Kimeu: Office Assistant

What's your name?

T.K: Major General Tom Kimeu.

Why Major General?

T.K: It's a nickname given to me by my colleagues because I am swift, self-disciplined, and precise and have stamina just like a Major General in the army.

Does this mean you have no affiliation to the army?

T.K: (Flexing his biceps) No! It must be my physique; I always thought I could make the army!

Is it true you hold the record for climbing the stairs fastest?

TK: Of course! That's why the call me Major.

Tell us about your typical work day?

T.K: I report to work at 6.30am, survey the premises to confirm that everything is in order. I then start my usual duties which include dispatching newspapers, attending to the managers' offices after which I move to the second floor. At around 8.30 am I frank and distribute letters, parcels memos and attend to other tasks on a need-be-basis e.g. meetings, trainings etc. My day ends at 5.30 pm...usually.

Do you say hi to the M.D. when you visit his office?

T.K: At times; mostly he's first to say hi.

So, what do you like best about your job?

T.K: Hmm... interacting with different people on all levels.

What keeps you coming to work besides the paycheck?

T.K: (Laughing) I love my job!

They say that single people work more. Are you single?

T.K: Who is "they"? Can "they" prove it?...

Meet Alice Wangui



In this issue we feature Alice Wangui; an Assistant accountant at the head office. With 14 years of experience at Car and General, Alice also known as Gatunda (Oops!) has a lot to say about her life and pretty much everything about accounting.

Having worked as a volunteer teacher with Provide International in the Korogochi slums, Gatunda packed her bags and decided to try a hand in Accounting: which she studied at Kenyatta University.

She joined Car and General Kenya as a management trainee in 1995 and worked in the accounts department for 8 years before being transferred to Kibo Poultry the Tanzanian subsidiary, as an accountant. She was later posted back to the head office last year in the same capacity after working in Tanzania for 6 years.

Alice's favorite book of all time is Robert Kyosaki's *Rich Dad, Poor Dad*, "I have learnt great lessons about money which I have put into practice" she reveals. The avid book reader also loves singing in the church choir, chatting, dancing to loud music (at parties of course) and wants to be a women's leader in the future. Sadly we will not be privy to this as she will soon be leaving.

So what is she taking with her? "Virtues like patience, respect and loads, yes, loads of people skills!" She will miss the friendly work environment and the growth opportunities offered here. "My best years are ahead of me... I am getting married for starters!" she retorts with a wry smile. All the best Alice!



Interviews by Faith Mumo

Annual Employee Survey

As a tradition, we carry out annual employee surveys that are meant to provide candid opinion that may improve our organization. Your information will help Car & General achieve our objective of moving from good to great and thus becoming a sustainable and unassailable organization. As we normally say, your opinion means a lot - let your voice be heard. The Management shall be analyzing the responses and shall give a comprehensive feedback thereafter.



Training a Key Issue at C&G

Car and General has a strong policy on staff training and development. Apart from sponsoring students for training externally, a number of courses are administered locally. Already, sales executives, supervisors and middle level managers have been trained on effective communication by Synergenic Solutions. Mike Holtham Consultants of South Africa trained some members of staff on sales, negotiating skills and customer care.

Middle level managers have also been trained on communication for enhanced performance. Senior managers were trained on the same on March 19 and 20.

Left: One of the interactive moments during a training session.

Rwanda Set to Officially Open Mid-April

The newly incorporated Car & General Rwanda is set to open officially in mid-April 2010. The company was registered as a C&G subsidiary in October 2010 and will, for a start deal in Cummins, Ingersoll-Rand, Briggs & Stratton and TAFE. Situated in Kigali, Muhima Road, and is run by Stephen Katawera.

Baraton Business Students Visit Car & General

Business students from Baraton University - Eldoret paid a visit to Car & General on February 11, 2010. They were taken through the company's sales and marketing process by Joseph Ng'anga, Sales Manager for Piaggio and Tafe and Ndakala Atanda,

A Briggs & Stratton Engine for Machakos Technical

As part of support to technical training institutions, Car & General has donated an 8 HP Briggs & Stratton engine to the Machakos Technical Training Institute's Engineering Department. The engine will be used for training purpose for engineering students.

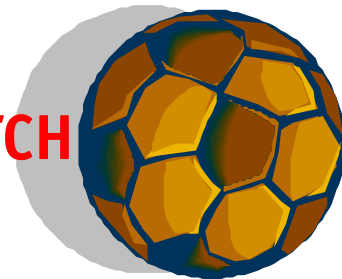


Lamu County Council Goes TAFE!

Lamu County Council has acquired a TAFE tractor from Car & General. The 45 HP tractor will be used for cabbage collection.



The PITCH



This is not about the EPL and the Man-U, the Gunners or the Blues intrigues. It is not about the revived KPL of AFC Ingwe, Gor Kogelo or Sofapaka either. Imagine this . Not an imagination any more, but the World Cup, in the next two months will be staged in Africa when South Africa holds the most loved and watched sport in the world. Africa's representatives are Ghana, Ivory Coast, Nigeria, Algeria, Cameroon and South Africa. Go Africa, Go!

Erick's Farmer Story

Erick Sangoro, the Assistant Regional Manager for Cummins might not be a farmer, but while talking to staff the other time asked them to use the farmer's experience: doing the right thing at the right time, watching the weather closely, using the right seeds, fertilizers and other inputs. The result: bumper harvest! For Car & General - good profitability which will lead to being sustainable, did I forget, and un-assailable!

Sports A Good Thing!

Sports Day is a very important event in our calendar. Apart from being a day full of fun, sports bring employees together, encourages healthy lifestyles, builds teamwork and make employees mingle freely.

Nairobi held their event at the Railways Club on March 6, 2010. Nakuru had their sports on March 20, Mombasa on March 27 and Kisumu March

New Look for Head Office

Have you been at the Head Office lately. It was given a new coat of paint and touches of red made a very significant change.

With a fountain at the reception and plants spread around, it has given the offices a relaxing mood. Talk of a good environment to work in!



1. Tug-of-war - a thrilling event at Car & General sports day.
2. The Zangalewa comedians at one of our TVS road shows in Nakuru
3. Hon. Eng. Nelson Gagawala, Uganda's minister for Trade and Industry when he C&G offices in Kampala.
4. The Nairobi Accounts Team - Led by Harun Wakanene (left), comprises Alex Kahura, Carol Omanjo, MaryAnne Njeri, George Kahindi, Sam Njenga, Angela mogusu and Dinah Awuondo.

The Last Line . . .

How shall we improve the quality of Car & General as an organization given the current competitive business environment?

The answer is simple - back to our basics: making customers smile on every interaction, keeping them happy will ensure the are retained.

Two; intensifying activity on every street, every town. The closer we communicate the greater the chance of success.

Three; perfect internal organization - we must run a seamless organization, we must be internally focused.

To paraphrase Vijay Gidoomal, the Group Managing Director, 'we have a lot of work ahead of us but as an organization, we have established the necessary basics. It is time to make the final leap to the next level. Let us make it happen fast!'

Raf.

DON'T QUOTE ME!

“The more you know about your customers, the better you are able to customize your services and create memorable experiences for them. The top reason your customers stop doing business with you is because they think you don't care about them.”

Vincent Oduor, in an article entitled Customer relationship the high cost of complacency published by Marketing Africa magazine.

HUMOUR

Getting married is very much like going to a restaurant with friends. You order what you want, then when you see what the other person has, you wish you had ordered that.

A lady inserted an 'ad' in the classifieds: "Husband wanted". Next day she received a hundred letters. They all said the same thing: "You can have mine."

A little boy asked his father, "Daddy, how much does it cost to get married?" And the father replied, "I don't know son, I'm still paying."

At the cocktail party, one woman said to another, "Aren't you wearing your wedding ring on the wrong finger?" The other replied, "Yes, I am, I married the wrong man."

After a quarrel, a husband said to his wife, "You know, I was a fool when I married you." She replied, "Yes, dear, but I was in love and didn't notice."

FROM YOU . . .

The Meaning of Guest

G - Greet the customer

U - Use customer's name

E - Establish eye contact and smile

S - Suggest a product or service

T - Thank the customer

As spotted by Arvind Dharmaraj of Car & General Tanzania in a magazine.