

Marketing

Sameer Africa Limited pursues the strategy of understanding the consumer needs through research and availing affordable tyre solutions through the widest range of local production at Nairobi plant and supply from Global partnerships such as Bridgestone, Dunlop and Hankook.

We are pursuing innovative strategies that will make us the undisputed tyre solution provider in the region according to our vision. We build brand awareness in the market of the local Yana Brand and induce trial and repeated use (loyalty) via advertising and promotional schemes.

The expansion in the range of the various brands is to enable our customers get what they want and we shall work with them as partners in enhancing their safety through cutting edge technology in products and capacity building.

The dynamic nature of the tyre industry makes it imperative to keep up to date with the emerging trends and leverage these as opportunities for growth and enhance customer satisfaction.



LOCAL PRODUCTION

YANA tyres are manufactured at the Sameer Africa Enterprise Road Nairobi plant.

Yana tyres come in a range of Passenger tyres, 4X4, Light Truck, Medium truck, Truck and Bus, Agricultural, Military and Off the Road Tyres. The plant is able to avail tyres, tubes and flaps at short notice due to local production.

The plant utilizes technology to ensure that every tyre leaving the factory complies with the most stringent international quality standards. The factory itself is ISO 9001:2000 and ISO 14001 Certified, showing impeccable heritage that underpins Yana products leaving the factory.

The production process undergoes strict audit from Kenya Bureau of Standards and all products have received the Diamond mark of quality.

SUMMIT

Summit tyre has been developed to meet the needs of the lower end of the market with effective specifications while ensuring enhanced affordability. The product benefits from our experience in the local tyre market and the technical capability in tyre making that we have built over the years.

BRIDGESTONE

Through partnership, Bridgestone complements the local production of Sameer Africa Ltd by supplying the tyre sizes produced by excellent technology from Bridgestone with examples being: High performance passenger Potenza, MY 01, and SUV 4x4 tyres such as Dueler, Tubeless Truck / Bus tyres and Super singles.

Sameer Africa Limited currently imports and exports Bridgestone tyres into the Kenyan, Uganda and Tanzania, Rwanda and Burundi markets.

The renewed commitment by Sameer Africa Limited and Bridgestone Middle East and Africa (BSMEA) means availability of the Global Brand to discerning customers and exposure of wide Bridgestone range to motorists.

Distribution

Dunlop

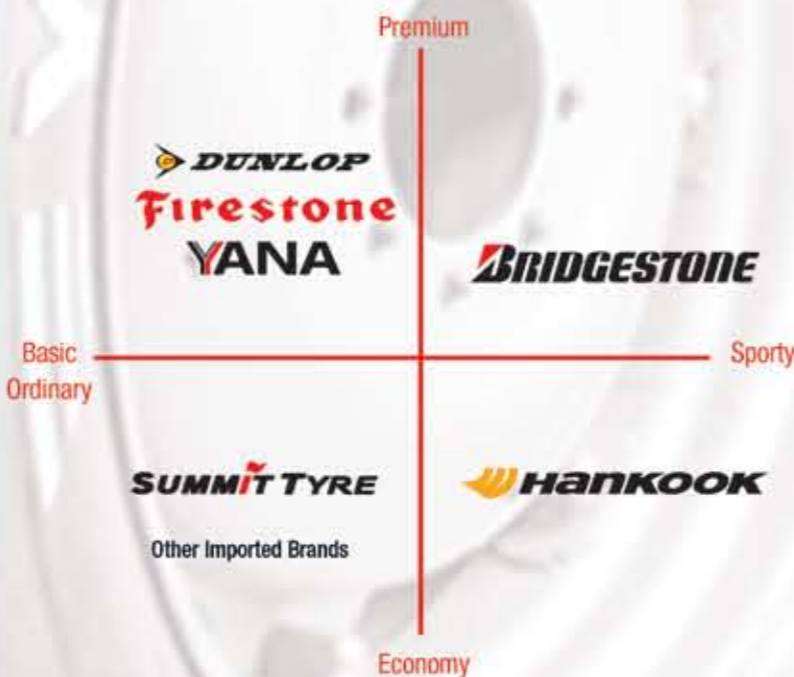
Dunlop tyres are manufactured at Dunlop Tyres International state of the art Ladysmith plant, South Africa. Dunlop tyres are superior quality that have been designed to combine economy and performance across a spectrum of motoring applications encompassing 4x4, light commercial and truck tyres. Dunlop tyres are computer designed and constructed to meet the most exacting European and American standards as the E MARK and DOT ratings indicate.

Hankook (Korea)

Based in Korea, is a reputed World Class tyre manufacturer and rated highly globally.

Hankook has a heritage of 60 years in tyre building with attention to detail, precision craftsmanship. Its one of the top 8 tyre producing companies in the world and product range complements Sameer Africa Limited with SUV and 4x4 tyres. Tubeless TBR.

Hankook has a rich pipeline of new innovations based on advanced and dependable tyre technology in passenger, 4X4, SUV tyres, High performance tyres, Light truck, Truck and Bus (Ultra Mileage & Safety).



Products

SALES AND CUSTOMER SERVICE

Continuous training in customer service underpins the company's commitment towards enhanced customer satisfaction and loyalty. Skilled engineers make after sales follow ups to enable the customer understand better use of tyre products.

Various training sessions are conducted for dealers and fleet customers staff, tyre clinic for motorists and other pre-arranged training sessions at scheduled venues regionally.

SUPPORT

Sameer Africa offers warranty against manufacturing defects and back up technical support to all customers.

DISTRIBUTION CHANNELS

Sameer Africa Limited boasts of an elaborate distributor network in the region with the spatial reach to almost all customers in locations strategically suitable to the customers.

There are 6 depots around the country and two country offices in Tanzania (Dar es Salaam and Arusha) and Uganda (Kampala).

The objective is customer satisfaction through excellent service to customers in a cost effective way.

Distribution channels

- Yana Tyre Centres as Model shops
- Trade Channels/Trade
- Fleets
- Original Equipment Manufacturers
- Government and Parastatals
- Oil Companies

YANA TYRE CENTRES

We have 6 Yana tyre centres with 4 being in Nairobi, one at Mombasa Island and the other in Kisumu.

The tyre centres serve as examples of tyre care centres equipped with modern machines and equipment to serve the discerning customers satisfactorily.

They are open for longer hours, conveniently located and offer superior tyre changing experience with a wide range of reputable brands to choose from both local and international.

The Yana Tyre Centres act as centres of excellence which can be emulated and adapted by our channel partners in order to offer superior service and image.

Services offered by the Yana Tyre centres include:

Tyre sales, Rim sales and Change, Wheel balancing and Alignment using bluetooth technology, Truck and Bus Tyre change and Tyre care/maintenance advice.

In Nairobi, Yana Tyre centers are located at ABC Place (Westlands), Koinange Street (City Centre), Langata Road Opposite the Carnivore Rd, Embakasi (Airport North Road) near the expansive Industrial Area.

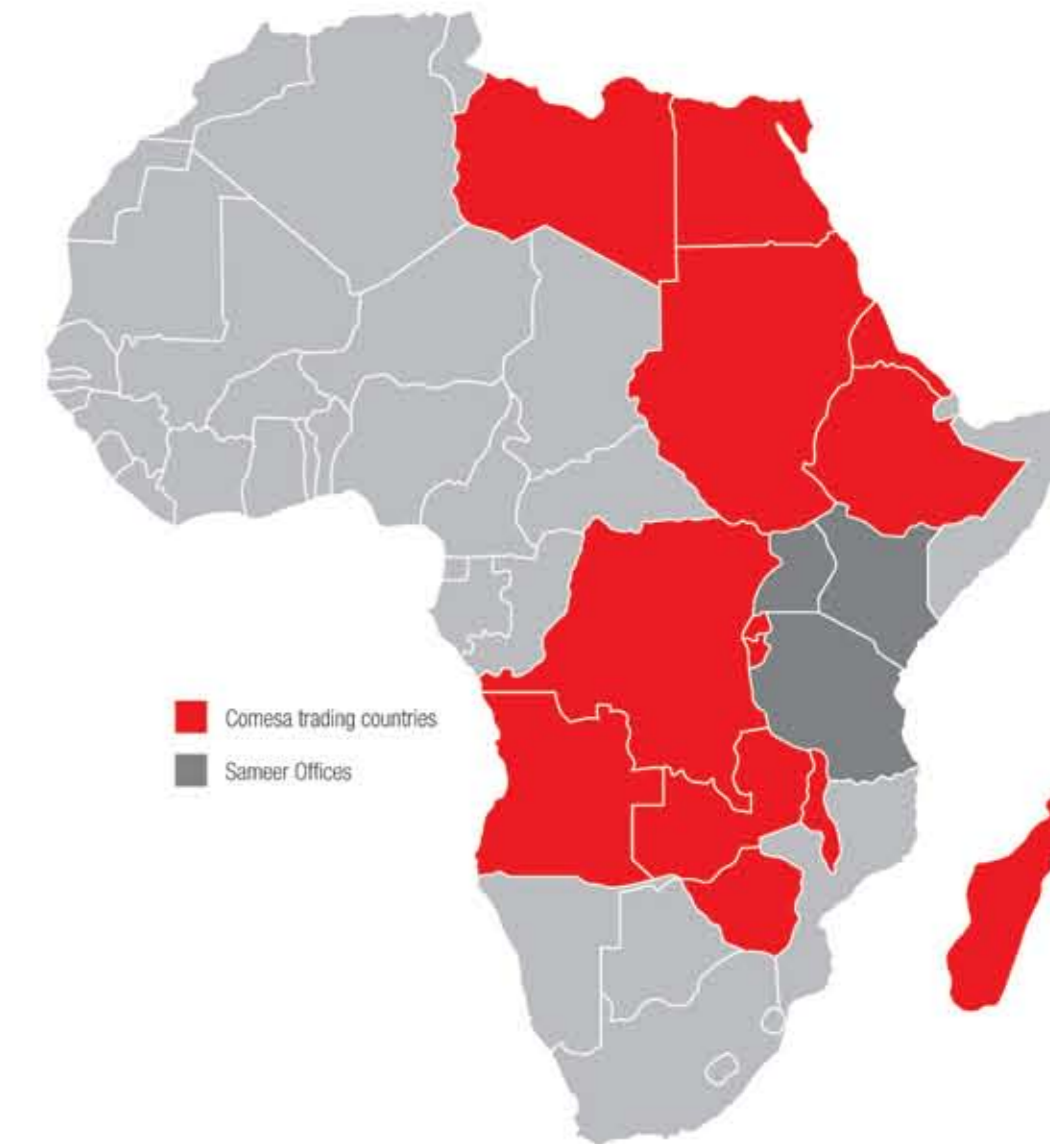
In Mombasa, the Yana Tyre Centre is located in Mombasa Island.

We are planning to open more Yana Tyre Centres in the major towns of Kenya, Dar Es Salaam and Kampala.

Export Marketing

Export to COMESA is gaining significance to Sameer Africa's growth strategy. The COMESA region covers Kenya, Uganda, Tanzania, Rwanda, Burundi, DRC Congo, Sudan, Malawi, Zambia and Somalia. Sameer Africa's vision is to dominate the distribution footprint in the regions as far as tyre solutions are concerned.

Penetration to more regional markets is ongoing to enable customers in these countries find relevant tyre solutions to the African terrain.



■ Comesa trading countries
■ Sameer Offices