



# MUTHOKINJU PAINTS & CEMENT ISO 9001:2015 CERTIFICATION

THURSDAY  
SEPTEMBER 30

## Muthokinju hits the runway for take-off to the next level

Managing director says the firm will use its new quality management system to sustain quality delivery across all customer touch points



**Benjamin Kimani, Muthokinju, Managing Director and CEO**

BY EVANS ONGWAE

**M**uthokinju Paints and Cement is now certified for the ISO 9001:2015. It received its certificate at a colourful ceremony held in Nairobi on Tuesday afternoon, with a host of its clients and well-wishers in attendance.

This achievement raises Muthokinju's profile as a popular distributor of major building materials in the country.

Managing director Benjamin Kimani says attaining ISO 9001:2015 is a major milestone and this will help take the firm to the next level. Largely, the firm will use the quality management system to maintain the quality of its service across all customer touch points.

However, as the MD explains, the certification will do much more than that. It will create a platform for the firm's planned expansion drive – by giving clients the assurance that they will always receive standardised and quality service at all times.

"We assure our customers of a consistent standard of service – wherever they are," the MD vows.

Mr Kimani says in the endeavour to provide any time, any day service, Muthokinju seeks to become a paints supermarket

that customers can access whenever they need to. Additionally, the firm will use ISO as a tool for engendering sustainability in terms of business growth.

In line with this dream, Muthokinju already has interior designers who work with its customers to bring their dreams to life. This fulfils the firm's commitment to build with its customers – a service beyond being a distributor of two key building materials.

Mr Kimani notes that as the firm's core business is distribution of cement and paints in the country, ISO certification strengthens its ties with suppliers and buyers. Both groups are the firm's key customers.

He says the certification enhances the capability of Muthokinju's well-trained staff to delight customers.

ISO, he explains, puts the customer at the centre of Muthokinju's business.

Ultimately, Muthokinju Paints and Cement looks forward to raising the level of its professionalism after attaining the globally recognised certification.

The MD thanks all the firm's customers for their support and promises to continue delighting them with quality products and excellent service.

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### THE MUTHOKINJU EXPANSION AT A GLANCE

**1995** Business is established in the Suburbs of Kasarani, Nairobi

**2004** Gets incorporated as a Ltd Company

**2011** Current MD/CEO joins from school, and soon makes the decision to specialise in paint and cement

**2013** Company opens Second and Third branches

**2014** Opens the Fourth branch

**2015** Opens the Fifth branch

**2016** Opens the Sixth branch

**2019** Opens Seventh and Eighth branches

**2020** Opens four more branches

**2021** Has opened two additional branches so far

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# ISO has helped paints and cement firm to sharpen focus on the customer

BY EVANS ONGWAE

The ISO 9001:2015 certification journey by Muthokinju Paints and Cement was a challenging process. In the end, the firm's Operations Director, Sarafina Njatha, is delighted with this achievement.

She recalls that through the dedication to put in extra hours, the company staff sacrificed to make the journey possible.

"They did their normal daily work and still contributed to the ISO process," says the Muthokinju Operations Director, asserting that the staff "put their best foot forward."

Describing the journey as an amazing experience, Sarafina lauds the teamwork that made the different tasks easy. The process took more than a year and this strengthened the teamwork among staff.

This, she insists, reaffirms the firm's quest to always aim to be better than it was yesterday. "It makes each one of us accountable and responsible for what we do," she says.

The outcome has been a corporate shift to truly

focus on the customer. "We have inverted our corporate organisation so that everyone in the company – including the board of directors – reports to the customer."

Sarafina says Muthokinju has sharpened its focus as an efficient organisation that values excellence and customer satisfaction. "As a brand, ISO has helped us cement our relationship with our customers."

She adds that because now all Muthokinju processes and procedures are documented, things are running effortlessly.

Moreover, ISO has helped the firm to fine-tune its planning and to cut unnecessary costs.

According to her, the best business strategy is one that focuses on customer satisfaction because this helps a firm to deliver on its promise to its customers.

Says the operations manager: "Our people have demonstrated that they are keen to succeed as a team rather than as individuals, and that they want to keep improving."

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Sarafina Njatha, Operations Director

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## MUTHOKINJU PAINTS & CEMENT ISO 9001:2015 CERTIFICATION

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# Why you will be quickly served at Muthokinju

Head of Logistics says the firm does what is necessary to deliver paints from their warehouses to the branches or directly to customers

BY EVANS ONGWAE

Customers want to get their building materials – whether cement or paint – at the right time. Because time is of essence to them, they don't want to wait for these items to arrive at the construction site days or even weeks later.

Muthokinju Paints and Cement keeps this in mind in its sales and logistics processes.

James Kabugi, the firm's Head of Logistics, says they do what is necessary to deliver paints from their warehouses to the branches or directly to customers. Similarly, they move cement from the factories of the firm's business partners to various distribution sites.

"We do this efficiently and our customers are very happy," says Mr Kabugi, asserting that efficient logistics is one of Muthokinju Paints and Cement's major selling points.

With its fleet of trucks, Muthokinju Paints and Cement ensures fast turnaround times.

Gerald Macharia, the head of sales and business development, concurs that customers are happy with the efficiency and timely delivery that Muthokinju Paints and Cement is known for.

"We have a robust logistics team that ensures customers receive their consignments at the agreed time," says Mr Macharia. He adds that because the branches are located in strategic places, customers don't have to move from Nyeri to Nairobi or Kitengela to get their paint.

Mr Macharia says the promise is to get even much closer to where customers are in coming years.

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The founders and the management team.

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## Business tweak that created and propelled hardware enterprise to speedy growth

BY EVANS ONGWAE

It is now 26 years since Muthokinju Paints and Cement was established. That is more than a quarter a century of diligently serving customers, who have in turn spurred the firm's growth.

The story began way back in 1995 in the Kasarani suburb, Nairobi. That year, an enterprising Kenyan couple, Susan Muthoni Kimani and Barnabas Njuguna, closed a restaurant they were operating at Kenyat-

ta Market in Nairobi's Ngumo Estate. The couple desired to engage in business that did not involve sale of perishable goods. Hardware – mostly paint and cement – was their choice.

They opened hardware stores and named them by combining some portions of their names.

In 2004, Muthokinju was incorporated as a Limited Company. Seven years later – in 2011 – the current managing director and chief executive Benjamin Kimani, son of the



Barnabas Njuguna and Susan Muthoni Kimani, the founders.



founders, joined from school and soon made the decision that the firm henceforth, specialises in paint and cement.

Beginning 2013, the company embarked on an expansion drive. That year, it opened its second and third branches. From 2014 and up to 2016, the

firm opened a branch every year. Then in 2019, it opened two more branches. Last year, it opened four branches. This year, it has so far opened two.

The success that the firm has witnessed confirms that customers are always willing to embrace any firm that comes with

innovative ways of addressing their problems.

Customers want quality products at affordable prices and conveniently accessible. Muthokinju Paints and Cement continues to deliver that, winning over new customers in the process.

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Muthokinju Paints and Cement

on this well-deserved achievement of ISO 9001:2015 Certification. We Cygnus Safety Consulting Ltd are very grateful for trusting us in this journey of ISO 9001:2015 implementation up to certification.

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## The fruits Muthokinju is reaping for being ISO certified

BY EVANS ONGWAE

ISO 9001:2015 certification has brought many benefits to Muthokinju Paints and Cement, and to the firm's staff. This is according to Agnes Njeru, the Head of Human Resources.

She notes that ISO helps in knowledge transfer so that a position at the firm remains just that, irrespective of who is holding it a particular time.

Agnes says this is essential because knowledge can be shared so that there is no gap in operations and service delivery. It also enables proper succession planning.

Additionally, ISO has made work easier and led to a reduction in working hours without the business being affected.

"ISO stamps the performance framework in you so that you know your key performance indicators and will meet your deliverables," says the HR head.

For this reason, she says: "I am having the best time of my work life at Muthokinju Paints

and Cement."

She explains that the fruits of ISO certification include improved performance, better results and happy customers.

"Our well-trained staff now have clear procedures and standards with which to consistently deliver quality service," says Agnes.

She adds that the firm takes good care of its staff through training and development, as well as varied support.

For example, when the Covid-19 pandemic hit the country, Muthokinju Paints and Cement did not lay off any staff. Instead, it shopped for them every month so that they could pull through the difficult period. In addition, it gives them end-of-year gifts, celebrates their birthdays and buys them cakes on Valentine's Day.

Muthokinju Paints and Cement provides lunch and snacks for staff. It recently introduced a darts board for staff to enjoy game time during work breaks.

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From left: Susan Muthoni Kimani and Barnabas Njuguna, the founders, Sarafina Njatha, operations director and Benjamin Kimani, the Managing Director and CEO.

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**MUTHOKINJU  
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ISO 9001:2015 CERTIFICATION

# How time-sensitive finance department elevates company's image

BY EVANS ONGWAE

Both business partners and buyers hold a special place in Muthokinju Paint and Cement, with their interests taken care of by the finance department.

To the business partners who supply paint and cement, timely settlement of their accounts matters. To buyers of these commodities, fair prices and convenient payment modes are critical.

Hatim Shiraz, the Chief Finance Officer at Muthokinju, says the department endeavours to serve both clients well.

He stresses that the department tries as much as possible to reduce costs so as to save customers some cash. It also has sys-



**Hatim Shiraz, Chief Finance Officer**

tems in place to serve customers better and ensure timely delivery of bought goods.

The department continuously trains staff, especially on digital

payments, so as to serve customers conveniently. This is particularly useful to Kenyans in the Diaspora who buy cement and paint for their housing projects back home. All the same, customers have different channels through which they can pay for their services.

Mr Shiraz adds that the department keeps proper records of their customers and business partners' transactions at all times for easy reference and settlement.

Furthermore, the finance department always makes efforts to maintain good ties with the company's business partners and its customers.

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## MUTHOKINJU PAINT AND CEMENT JUST ADDED ANOTHER CROWN!

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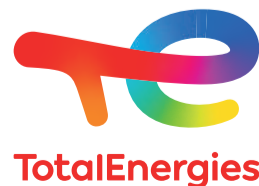
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