

Layoffs.

Kenyan agri-tech company Twiga Foods fires 130 sales agents

Bonface Otieno

Agri-tech firm Twiga Foods has fired 130 sales agents in the last one-and-a-half months, citing poor performance amid rising competition in the food delivery business.

Chief executive Peter Njonjo told the *Business Daily* yesterday the in-

dependent sales agents were let go in early May in a plan by the firm to only engage agents whose sales are looking up.

The independent sales representatives were contracted with Twiga last October in a new business plan that saw employees' contracts with Twiga terminated effective November 2022.

"We had a total of 440 agent territories, of which 50 were inactive. Making a net of 390, of these 130 were performing below expectation and were rationalised," said Mr Njonjo.

"The 130 left in the last 45 days... from the start of May. They were inactive. We had to part ways with them."

The independent sales agents

model seeks to reward the effort and enterprise based on higher earnings.

This model, Twiga says, has worked with other businesses like insurance and banking that have transitioned fully into independent agents in Kenya. The firm says active sales agents take home as high as Sh30,000 per week while inactive ones can earn

as little as Sh2,000 in commission.

Twiga had told the *Business Daily* in the past that 117 of its former employees took up its offer to partner with them as sales agents after the company laid off 221 workers as part of a cost-cutting and business transformation strategy last year.

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Britam

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PUBLIC ANNOUNCEMENT

APPOINTMENT OF BRITAM ASSET MANAGERS (KENYA) CEO



Mr. Barack Obatsa

The Board of Directors of Britam Holdings Plc is pleased to announce the appointment of Mr. Barack Obatsa as the Britam Asset Managers (Kenya) Chief Executive Officer having received approval from the Capital Markets Authority (CMA).

Mr. Obatsa has over 18 years of experience in the investment industry and has served in various capacities including as Chief Investment Officer, ICEA LION Asset Management Limited, where he worked for 7 years. Prior to joining ICEA LION, Barack worked at Africa Alliance Bank Limited for 11 years, rising from Analyst to Regional Chief Investment Officer.

Barack holds a Bachelor of Science Degree in Financial Services from the University of Manchester Institute of Science & Technology, a Master of Science in Finance (Economic Policy) from the University of London, and a Master of Science in Real Estate (Investment and Finance) from the University of Reading.

His professional designations include Chartered Banker, Certified Internal Auditor (CIA), and Chartered Financial Analyst (CFA). He is a member of the Institute of Certified Investments & Financial Analysts - Kenya, the Institute of Internal Auditors - Kenya, the CFA Institute, and the Royal Institution of Chartered Surveyors (RICS). Additionally, he is a Certified Engagement and Productivity Coach (CEPC), having successfully completed a globally accredited coaching program with CDI - Africa Coaching.

On behalf of the Board of Directors,

Kuria Muchiru

Chairman

13 June 2023

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BD

Travel.

KQ to access 23 destinations in Emirates deal

Bonface Otieno

Kenya Airways has signed an interline deal with Emirates to grow its reach across South Asia, the Far East, the Indian Ocean and Middle East.

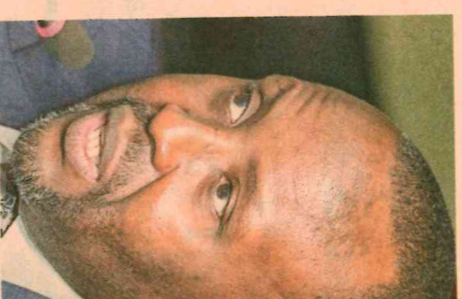
The deal, which takes effect immediately, allows Emirates customers to fly to 28 destinations on the KQ network using Nairobi as the gateway.

The destinations include Nampula, Bangui, Bujumbura, Kigali, Dzaoudzi, Lubumbashi, Kinshasa, Kilimanjaro, Juba, and Zanzibar, among many other regional points across Africa.

The deal also allows Emirates passengers travelling via Dubai to book a single ticket itinerary from or to Mombasa, one of Kenya's most popular leisure destinations.

Similarly, KQ passengers travelling from Nairobi and Mombasa will now be able to access the Emirates' network and seamlessly connect through Dubai to 23 destinations across West and South Asia, the Far East, the Indian Ocean and Middle East, such as Singapore, Tokyo, Bangkok, Ahmedabad, Beirut, Hong Kong, Jakarta and Seoul, among others.

"This partnership will provide the ideal gateway for our customers as we seek to increase our connectivity between Africa and the Middle East through Emirates' hub in Dubai. Partnerships like



Kenya Airways CEO Allan Kiavuka. DENNIS ONSONGO

these are key in aviation as they take advantage of mutual scale and efficiencies to provide customers with more seamless travel options," Julius Thairu, chief commercial and customer officer at KQ, said in a statement yesterday.

Emirates began operations in Kenya after the launch of flights between Nairobi and Dubai in 1995. Since then, it has steadily grown the route to 14 weekly flights, having flown more than five million passengers.

The Dubai-based carrier is also the only airline serving Kenya with private, enclosed first-class cabins, offering premium customers a superior experience across every touch point of their journey.

KQ recently launched direct flights between Mombasa and Dubai, offering customers four weekly flights. → botieno@ke.nationmedia.com