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KAIZEN FOUNDER MASAACKI IMAI LAUDS BIDCO'S ACHIEVEMENTS

"PRACTICE OF KAIZEN HAS HELPED BIDCO IN FORGING AHEAD IN ITS BUSINESS"

NAIROBI, JULY 18, 2014: Bidco Oil Refineries Ltd, East Africa's leading FMCG Company with market leadership in cooking oil and detergents with acclaimed brands such as Elianto, Kimbo, Power Boy and many other household names, last Wednesday hosted the legendary Masaaki Imai, father of Kaizen.

The event was held at a local club in Nairobi and attended by the top leadership of the corporate world of Kenya. Masaaki was interviewed informally by Vimal Shah CEO of Bidco and asked questions on the practice of Kaizen and its implications for Kenya.

Masaaki Imai praised Bidco for practicing and championing Kaizen and attributed the success of this organisation to its top notch management practices.

The concept of kaizen is to make simple, common sense improvements and refinements to critical end-to-end business processes in support of the overall continuous improvement strategy of the organization. Today, companies around the world have used kaizen to become recognized as industry leaders and build competitive advantage.

More about Bidco Oil Refineries Ltd

Bidco Oil Refineries Ltd is a market leader in edible oils, fats, soaps, margarine and detergents in East and Central Africa with units in Kenya, Uganda and Tanzania with its products marketed in 16 African countries.

The group's manufacturing hubs in strategic locations as well as well-defined distribution chains in Africa constantly support new market developments helping the organization carve out newer markets with every growing day.

Some the world class Brands from the group include the Superbrands Kimbo & Elianto as well as other leading brands like Golden Fry, SunGold, Olive Gold, Soya Gold, Bahari Fry, Chipsy, Cowboy and Mallo. Bidco's Margarine: Biddy's and Goldband are also very popular in Africa. Laundry Soap Brands include the Star Range, Bidco cream, Tiger, Msafi, and Bull as well as NURU premium multi-purpose soap.

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