



Issue 86 - Uganda Edition



# Leaner, Better and Smarter



StarLeo's IMSM Representative helped staff at the company to better understand the key requirements of the ISO 9001 certificate and how it applied to their company in particular.

IMSM also offered advice on how to best distribute responsibilities, and kept the whole team on-track with the processes, sequences and deadlines.

Star Leo found it easy to agree on terms, and the team found the certification process helpful at revealing some of the short-comings of their existing processes. The company reviewed processes and eliminated unnecessary bureaucracy, merging documents and making the paper trail thinner and leaner. They now have a very different, practical and functional workflow, which is a great basis for growth and improvement, and much easier to understand.

Star Leo is the most well-established advertising agency in Uganda. It began as a small design studio in 1998, and has since grown into a full-service agency with over 25 employees. The company specialises in media planning and buying, graphic design, and print production for both local and international companies.

Star Leo's aim is to further grow its business and to become the country's most profitable ad agency. Managing Director and CEO Nada Anderson put its aims concisely:

**"We want to be the best agency in Uganda with the best service and attracting the best people, both employees and clients."**

Being independent means that the company is open to all international clients, irrespective of global commitments to international agencies.

As the first advertising agency in Uganda to pursue the prestigious ISO 9001 certification, Nada hoped it would give the company an important competitive advantage and a closer

connection with the organisations it serves. Nada believes it is very important that every staff member understands its principles and values, and knows exactly how to apply them from day-to-day.

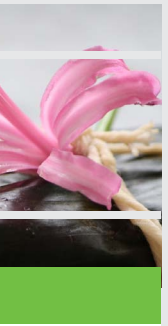
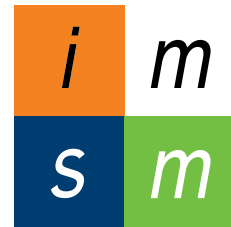
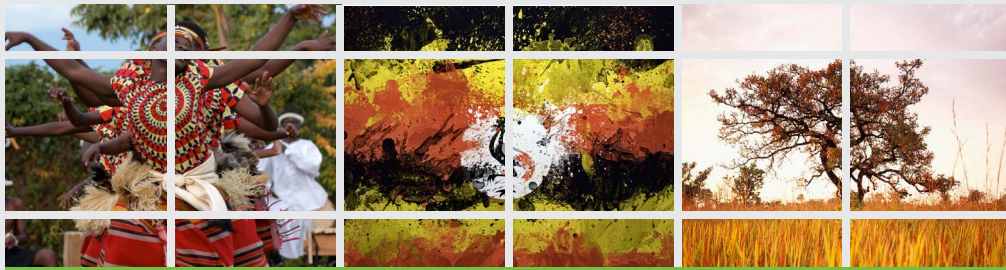
Star Leo found IMSM the perfect partner to help them to accomplish their goals.



**"It is still early but we can already see that we are working better and smarter."**

Star Leo is definitely planning to use its ISO 9001 certificate as a valuable marketing tool in order to attract more business. "We've just been voted into the top 100 medium-sized companies for the second time," says Nada, "which coincides very well with our ISO certification."





## Facilitating Future Expansion

Electro-Maxx is Uganda's first local independent power producer. Chris Macharia, Quality, Health, Safety & Environment Manager says: "We decided to become ISO certified to streamline our processes, achieve a greater consistency in our procedures and to become more systematic in our activities, which we have achieved."

"We wanted to be the best in everything we do and to implement effective system management strategies that would really add value to our operations."



Charles Muhumuza  
(Executive Director,  
Electro-Maxx)

Patrick Bitature  
(Director  
Electro-maxx)

Electro-Maxx chose IMSM because of its good reputation and track record in Uganda. Chris Macharia explains: "IMSM set a timeframe and walked us through the certification process, providing support and information whenever it was needed and checking on progress at regular intervals."

"What was particularly valuable to us was the way they were able to break down the ISO 9001 certification requirements and show their relevance to our power plant operations."

CEO Charles Muhumuza believes the certification provides its customers with invaluable assurance: "Our customers require strict attention to production, supply and the overall control of processing operations." The certification also instils confidence in investors, something that is vital to the company's future expansion.

"The ISO certification shows investors that we have the capacity to do what we do. We frequently invite investors to help us expand. The ISO 9001 certification will serve us well into the future."

## Operate at an International Level

Air Water Earth (AWE) is a civil and environmental consulting practice that provides holistic environmental solutions.

President and CEO Eng. Lammeck Kajubi explains why the company decided to obtain the ISO 9001 certification: "We saw ISO 9001 as a foundation for streamlining our internal processes, hence improving efficiency in delivering services to our clients."



Namanve thermal power plant noise, vibrations, air quality studies.

Mr. Kajubi believes that being ISO certified demonstrates to the public, to partners and investors that the company has attained a level of maturity and reliability.

This is particularly beneficial in light of prevailing globalisation, mergers and acquisitions.

IMSM assisted AWE in the certification process. Mr. Kajubi describes the IMSM staff as being "competent and cost-effective", a great help and support to the company as it sought to fulfill all of the ISO requirements. The certification has been of great benefit to the company, particularly when it comes to tendering for business. Mr. Kajubi says, "now, clients are confident that we are organised and able to deliver services with international-level competence. ISO 9001 has also brought financial savings following the standardisation of our procurement practices."



Life and fire safety auditing for IFC - funded project (Kigali, Rwanda)