

# STC NEWSLETTER



## HIGHLIGHTS

June 2022

UPDATES | INFO | PROMOS

### YEAR 2022 - GOING THE EXTRA MILE TO PURSUE EXCELLENCE!

*As we navigate a new year, STC reaffirms its commitment to sourcing out greater range of quality products at the best possible prices.*

*This is with the aim to continue to meet the increasing demands and expectations of our customers; delivering the same quality all across Mahe, Praslin and La Digue.*

*STC continues to double all its efforts to improve on our customer's experiences.*

*We remain committed to deliver the finest quality goods and excellent customer services to the people of Seychelles, to ensure 100% customer satisfaction and absolute clientele value.*



IMTIAZ UMARJI  
CHAIRMAN



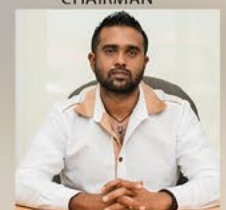
GERARD ADAM  
Director



JAMSHED PARDIWALLA  
Director



ASTRIDE TAMATAVE  
Director



ASHIK HASSAN  
Director



SIANA BISTOQUET  
CHIEF EXECUTIVE OFFICER



DAVID JEAN-BAPTISTE  
DEPUTY C.E.O

### NEW STC CAMPAIGNS ROLL OUT- SUCCESSFUL STORIES!



*Avek STC Ou Benefisyé*



**STC – providing you with an ultimate choice of shopping suiting every consumer's budget!**

Avek STC ou benefisyé' is the name of the brand-new campaign which is no doubt resounding its way through every home across the country.

The successfully driven Recommended Retail Price (RRP) Campaign launched last year, has prompted STC to pitch in its newest campaign idea targeted anew towards the entire population of Seychelles.

In addition to the current selection of category 1 RRP products, an enticing variety of over 60 household commodities (semi essential) are now being sold at a reduced rate; giving the Seychellois people up to 5% discount on these essential goods for their homes.

And the response from the people has been more heartening, now being able to access greater varieties at unbeatable prices!

STC has pledged its support to the Government to continue to look at ways which it can help alleviate the overall cost of living in Seychelles.



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## Editorial

Dear All,

We are happy to re-embark on this journey with you all through the publication of our first newsletter for this year.

sailing through the most challenging times of the COVID 19 era , STC is truly grateful for each and every one of its staff and all front line workers committing their lives in this great battle.

Again THANK YOU everyone for your devotions!

Truly, there have been wonderful moments of togetherness achieved as a team. This kept us together through the rough seasons as well .

As we remain focused and as we press on towards our goal , we are sure to achieve greater heights of success for many years to come.

**HAPPY READING OF THIS LONG AWAITED EDITION!**

## STC GIFT SHOP THE GIFT THAT WAS WORTH THE WAIT!

*A shop with a difference with high quality gifts for all families and for all occasions.*



From the world's leading brands, STC Gift Shop offers a thrilling blend of luxurious accessories, jewelries and perfumes to a wide range of confectionaries and liquor assortment ,all at great competitive prices.

The opening reflects STC's new business initiative to bring about efficiency within its operation by reviving all of its dormant assets.

## STC opens NEW and BIGGER Wholesale Outlet on Eve Island

STC Praslin and La Digue Customers can now access extensive choices of STC products through the recent opening of its new and larger wholesale facility on Eve Island, Praslin.

This is in line with STC's current mandate to avail a variety of basic essential commodities within the reach of every Seychellois household.

This strategic move provides to customers the best wholesale shopping platform on the island and aimed to make a difference in the lives of the inner island residents.



*With this new and modern facility now in its full-fledged operation, it will further permeate STC to continue to build on its current momentum to make available year-round, affordable quality goods for the entire population of Seychelles.*

## SEYCHELLES FIRST FOOD COURT

This fabulous space consists of family style sofas, trendy lounge bar stools and comfortable tables that caters for everyone.

The energetic Boba Republic offers their signature style bubble tea as well as other exciting flavored tea and delicious light food.

Alternatively, the Hot Chilli delights with its Oriental menus ranging from stir fry, chilli beef and a variety of authentic dishes .



*Nestled on the first floor of the Iconic Bois DE Rose Shopping Complex, Food court welcomes you daily from 10h00 to 20h00.*

## STC Delegation on official visit to Dubai in 2022 Dubai Expo.



The visit provided an opportunity to establish new business relationships and to source out new quality products at affordable prices for the Seychellois people.

## STC DONATION WITH MINISTRY OF HEALTH



As part of its social mandate and further to the President's announcement to bring support to the vulnerable groups in the community, The Seychelles Trading Company (STC) has committed to make available monthly, special adult diapers to assist the domiciliary care program for the elderly.

## STC welcomes on board its new Quality Assurance Manager

Quality assurance is a crucial function for STC, it being the main and the largest importer of both dry goods and perishables in the country.

Ms. Brigitte Zelia communicates continuous improvements so as to establish effective quality control procedures at STC.

This in return will ensure that customers are provided with quality and wholesome products and services.

Ms. Zelia has 15 years of experience in this field.

We wish her all the best in her new venture.



STC's participation in Economic Watch Programme on SBC Television was aired on Tuesday 5<sup>th</sup> April 2022 and saw the participation of STC Chairman, Mr. Imtiaz Umarji and the STC CEO, Mrs. Siana Bitouquet who enlightened the public on the impacts of the evolving events between Ukraine and Russia, and how it affects the cost of commodities worldwide.



## ERP-OUR FUTURE PRIDE

The ERP is a system that the Company has chosen to adopt to facilitate the daily procedures of our business – which are mainly imports and sales.

The ongoing trainings for each module started on 6<sup>th</sup> January 2022 with average frequency of training sessions at 4 to 5 sessions per day.



The aim is to ensure that the Company has a system that will enable it to 'Meet and exceed consumer expectations' as part of our vision states.

STC Duty Free Airport Shops shares in the milestone of 50<sup>th</sup> anniversary of Seychelles International Airport (March 2022).

Ms. Cecile Chetty, being with the duty free retail sector for over 15 years now, shared her former experience working at the airport through a special SBC radio Programme.



## Women's Day 08<sup>th</sup> March 2022

Management presented a chocolate pack/bar as a token of appreciation to each of our STC female colleagues, honoring the important role they play in the advancement of STC.



Happy Women's Day ladies! You are a true inspiration!!

Celebrating the women and their wonderful contribution at STC!

## Game Corner

?? **QUIZ** ??  
CHANCES TO WIN WITH STC!

STC  
Values your trust  
Here's a fabulous chance to win an STC Gift Voucher with STC!

What is the name of STC's two main educational campaigns which have grown popular in Seychelles?

- A RP and 'STC ou benefisyé'
- B RPP and 'STC ou vremen benefisyé'
- C RRP and 'Avek STC ou benefisyé'
- D RRP and 'ou benefisyé avek STC'

Submit your answer on our facebook page

# Meeting our consumer's needs by offering a wide range of products at affordable prices



## Lino Oats

It is said to be grown and harvested in Australia the world cleanest environment. This flavorful oats is packaged in a resalable pouch to maintain the quality of the oats. *A bowl in the morning is a great way to start your day.*



## Shinex

Introducing best of the house cleaning Products. Its great formula to give powerful cleaning, eliminate dirt and brighten your clothes. *Experience Shinex your cleaning partner.*



## KODOMO

A great range of Baby Care products from Bathing, Fabric Care to Hygiene. KODOMO offers the tender loving care for your precious little ones. *For happy babies and loving mummies.*

## Bulk Shopping Made Easy at STC Hypermarket!

STC hypermarket recently set up a bulk shopping corner where all your favorite goods are now displayed in cartons. Products which include water, juice, lemonade amongst several others can now be easily located next to the hypermarket cafe.



## Good, Better, Best - an option for everyone!

With customers' demands and expectations constantly changing, STC has had to broaden its portfolio of products. Despite the rise in cost of food items notably in the food category, the market of customers who prefers premium quality is ever growing.

STC recently adopted a new approach to sourcing and marketing of the essential goods, wherein not only does it bring the low cost, good quality option in keeping with its food security at an affordable price mandate, but also imports the premium quality product targeting consumers with higher purchasing ability. For majority of its products such as sunflower oil, powdered milk, potatoes, apples etc... STC is aiming to have the good, the better and the best options available so that customers can have a choice.



## OUR TEAM WOULD LOVE TO HEAR FROM YOU!

For any doubt in quality, contact our customer care Agents during business hours: Our Direct customer Line: **4285100** / Our Head Office: **4285000** / STC Hypermarket Customer line **4285471/2817505** Our Sales and Marketing Team: **4285091** / Or you may alternatively contact us through our Facebook Page or email us on [mail@stcl.sc](mailto:mail@stcl.sc)

