

# News

## DIRECTORS TOUR 2018



**Briefing at the Ging branch**



**Coastals board and management team**

The annual Coastals Board of Directors and management tour of the branches was undertaken on the 6<sup>th</sup> and 7<sup>th</sup> of March 2018, with the seven, "northern most" branches being visited this time around. The tour provides an excellent opportunity for the board to view the branches, meet the staff at the forefront of our operations and to strategize on future developments that would help improve our branch network.

Our first port of call was Ging branch where we were welcomed by Dean Pillay and his bubbly and effervescent staff. Although the showroom was revamped in 2015 which coincided with directors' tour, three years on, and the branch still looked in pristine condition. We then continued up the hills to Eshowe, where Rashika Reddy showcased her team and branch, the focus here being on the new veterinary counter that has proved to be winner amongst our customer base. Next up was the beautiful Nkwaleni citrus valley in its full splendour, here Goman Shange and his team eagerly awaited our visit and gave us a tour of his branch.

The tour then readied itself for a long three hour scenic drive to Pongola, our northern most branch. Anna-Marie Badenhorst and her team always keep things neat and tidy and the branch did not disappoint. After a short walkabout of the branch and a chat with staff members, we headed for our overnight camp in Hluhluwe and an afternoon debriefing session. Each branch was analysed

and areas of attention and improvements discussed. The overall impression by the Directors was upbeat with many commenting on the positive performance of the branches and the loyalty and dedication of the staff.

After a refreshing nights rest, Monzi was next on the horizon, were Elijah Masilela, who always keeps the branch on an even keel, introduced us to his staff and gave us a brief tour of the branch. Mtuba with Kogiren Naidoo at the helm was up next and he and his team left an indelible impression on the touring party with their great all round branch performance. The final visit was to Empangeni where Deena and his team presented their well-maintained branch with the highlight being the clean lines of their bulk storerooms.

This was once again an invaluable two days where directors were allowed to view the branch networks, highlight future projects and help make crucial decisions on future investments and rationalizations in the business in order to remain in the forefront of the industry we serve.

Coastals Directors and management are committed to a sustainable model that keeps up with the modern retail experience, yet remaining uncompromising in delivering old fashioned values of price, quality and service to our members and customers alike.

**Chris Reddy**  
Regional Manager - North

# NOTICEBOARD

The Farmers' Noticeboard is a FREE service to all COASTALS MEMBERS. Advertisements must be submitted by the 15th of the month to Yuveka Moonsamy - Email: yuveka@coastals.co.za or fax 086 624 2854

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Dewalt radial arm saw  
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2 x 5kw electric motors, 3 phase, brand new  
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15 000lt JoJo tank R15,000  
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0726729802

**Advertise here:**  
**Contact: Yuveka Moonsamy**  
**yuveka@coastals.co.za**  
**031 508 8008**



## Welcome

We wish to welcome the following new Accounts to Coastal Farmers' Co-operative Limited:-

### NEW ACCOUNT

Jennifer Gopal Moodley  
t/a Siyathuthuka Carriers Umhlali

### NEW MEMBER

Suveer Rabicheron Hanuman Stanger

## service@coastals.co.za

Coastals' ongoing commitment is to provide our customers with the most efficient service and high quality products. To ensure that your experience with us exceeds your expectations we have introduced a direct email address for all service related queries. This mail will go directly to both the General Manager, Lindsay Smith and Trading Manager, Russell Govender for their urgent attention. So for any service related aspect, please feel free to drop them an email.

#### ADVERTISEMENT RATE:

(For approved suppliers). Obtainable from Yuveka

#### CANCELLATIONS

Adverts cancelled after the booking deadline (10th of each month) will be subject to a penalty of 50% of the value of the advert.

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Opinions expressed in any article do not necessarily reflect the views of the publishers. While every effort has been made to ensure the accuracy of the content, the publisher cannot be held responsible for any errors or omissions that may arise.

# WAVERLEY STORE TRANSFORMS



*The old Waverley Store*

The story of how the old Waverley Store premises in Eston transformed from an ugly duckling to the Cinderella of Coastals is an interesting one, with twists and turns along the way.

The site was identified as the ideal location for the new Eston branch, with it being positioned on the main R624 between Eston and Richmond. Originally a wagon-stop on the old wagon trail between Marianhill and Richmond, the buildings had in the past housed a hotel and trading store to name a few.

Along the way there were many hurdles, from complying with AMAFA restrictions due to the historical importance of the building, to labour strikes, inclement weather patterns and the associated problems of renovating instead

of building new, not to mention the collapsing of the roof structure due to exceedingly high winds. However, through it all the "ship sailed", and after approximately 12 months of bashing, crashing and building, the end result is a striking new landmark in Eston. Coastals have produced a building that embraces the old year charm, but houses all the modern facilities required to trade in the 21st century.

From humble beginnings at Eston House in 2002 to the modern Waverley premises, the journey continues, and the future of Coastals in Eston looks very promising!

*Barry Lloyd  
Regional Manager - South*



*Eston's new showroom*



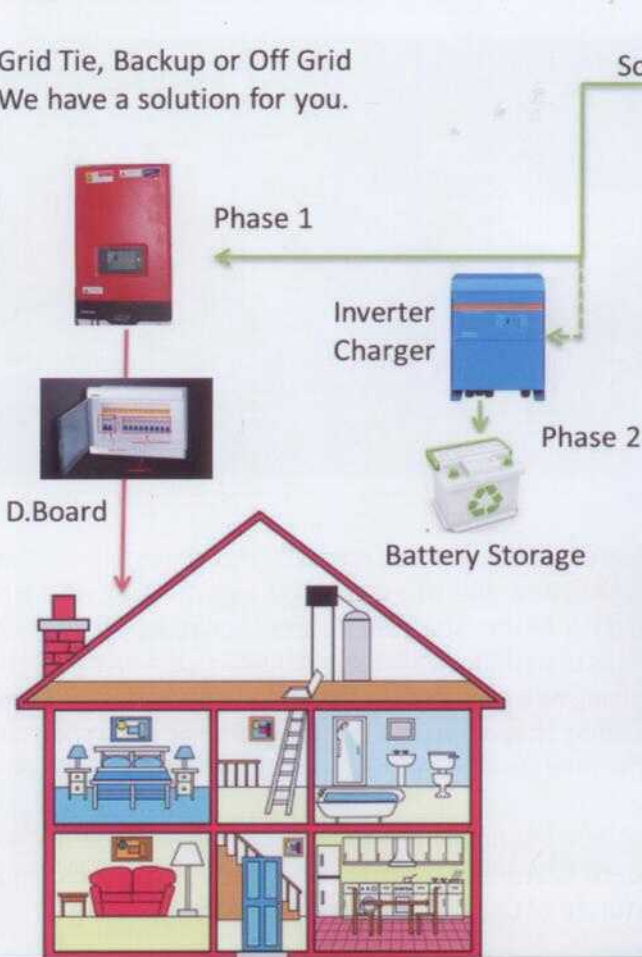
*Revamped Waverley store*



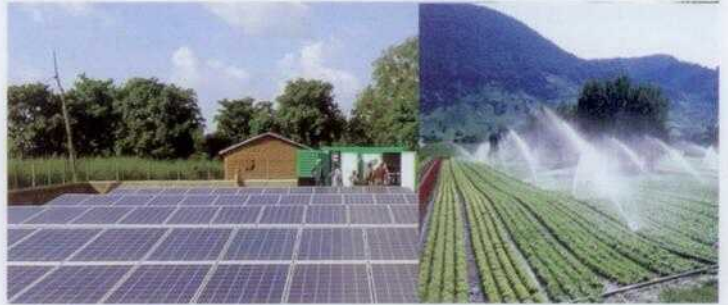
*First customer at the new premises,  
Anthony Stainbank with Branch  
Manager Una Wood*

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