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Q & A with Eugenio Olabe

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You have now been company manager of Bata Thailand for over a year. What have been the most interesting developments during this time?

There are two key things that we have done. Completing the move to new warehouse facilities, and the implementation of the Bata Club program. Both have been really challenging. On the other hand, the team has done a great job accomplishing them. When it comes to the Bata Club, we need to move to the second phase, in which we will be continuing to acquire members, and we will start managing the data with a commercial approach in mind.

What is the most rewarding part of your job?

Working with the team here. It does not matter whether we have challenges or different perspectives when it comes to specific points, the team is always proactive in looking for the best solution. This is really one of the key aspects that motivates me personally.

What are the key issues for Bata Thailand at present? What are the biggest challenges?

The market situation is not currently favorable for real estate development, and we have to overcome this challenge by providing our customers with a proper multichannel shopping experience. It is particularly important for us to take into consideration how the digital retail sector will evolve in Thailand, after the acquisition of Lazada by Alibaba and Zalora by the Central Group.

What areas are you planning to focus on in Thailand in 2016 and beyond?

From a retail perspective, we will be developing the whole multichannel experience. In the NRSD, we will be focusing on our top customers, improving the offer and service provided to them, in order to have a much more efficient turnover. When it comes to the merchandising, we will continue developing alternative local sourcing in order to minimise the impact of the import duties, from China, that we still have in Thailand. From a product perspective, we have to gradually move into a more branded approach, with the goal of becoming even more relevant and meaningful to the customers of today.

How are you developing the Bata Club and e-commerce initiatives in your region? What benefits do you think they can bring?

As already mentioned, both Bata Club and e-commerce have to become two of the key pillars of our business, in the sense that will allow us to have a truly customer-centric approach.

Which of the Bata Core Values would you say best describes your management style?

I strongly believe that all of us have, to a certain extent, a part of all five. In my case, if I have to choose one that is most predominant, I would go for “Count on Me.”

What would you say to a young person interested in joining the Bata organisation?

Come and enjoy! You will have a great life experience.

What is the most useful piece of advice you have received during your career so far?

Have integrity, and always listen to your colleagues and ask them questions.

How are you enjoying life in Thailand? Do you have any particular favorite places or activities there?

The whole of Thailand is a great experience itself. One of my favorite places in Bangkok is the river, where you can experience amazing sunrises and sunsets, surrounded by all the beautiful temples.
Download the Bata Retail Run App to Sprint Forward

The 2016 Bata Retail Run is underway, and across the globe teams are racing to get to the front. Already stores all around the world are planning their strategies, and finding exciting new ways to beat the competition. If you need a little extra help though, there is an app for that.

The new Bata Retail Run app has been specially designed to give the whole sales team access to all the most important information about the competition, helping you to work out how to win the race. From the app you can see your weekly results, as well as those of all your competitors.

The app for last year’s Bata Retail Race was downloaded over 5,500 times, providing accurate, up-to-date information on the weekly winners from each store and district, as well as being the first to give notifications of special events within the competition.

Remember, this year there are two chances to win the fantastic prizes on offer. The first competition, already underway, lasts from April to June, while the second will take place from October to December. Full details of competition rules and prizes can be found both on the app, and on the Bata Retail Run website.

To download the app for Android devices, visit the Google Play site, or for iOS, the app can be found on the Apple App Store.

So, download the new app, and send a picture of your whole team with the app on their phones to Bata World News at bwn@bata.com, to show the world that you are involved in the Bata Retail Run, and that you are determined to win!
Welcome to a New Era of Power

Power has changed a lot over the past 35 years, and today it is changing again. Since it was first launched as a football brand in the UK in 1971, Power has evolved and expanded into many product categories and new markets. Now it is proud to announce the launch of the new Power logo. A marriage bet...

The new Power logo signals more than just a branding change. It symbolizes what Power is all about. It aims to inspire everyone to #PlayOn and commit to a fitness-oriented lifestyle. This can be done by providing individuals the tools – authentic products and positive experiences – to achieve their fitness goals. Power is here to empower fitness.

Fast, contemporary and friendly, the redesigned flash represents the movement and strength required to embrace a fit lifestyle. The white filling of the flash has disappeared, and the edges have become rounded for a faster, more dynamic look. The Power word mark is now displayed in lower case with smooth angles that make the new logo look friendlier and up to date.

The new Power logo has been incorporated into next season’s product, and has also been updated in all of its digital and traditional communications. The brand is also encouraging all of its customers to showcase the new branding in all store signage, in-store support materials, and mass and digital communications. The new logo should be fully adopted by everyone on July 1, 2016.

Shiv Chatterjee, Power brand manager, commented: “The quest towards human fitness is a key driver of consumer behavior. Power wants to be at the forefront of this trend. By changing lives, we will achieve our goal of ‘empowering fitness.’ The redesigned logo is a step into the future.”

To obtain the new logo package, and for proper implementation in footwear, apparel or marketing material, please contact marketing manager at Power, Josefa Wearmouth.
Celebration Lunch for Bata Retail Race 2015 Winners in Kenya

On March 27, Bata Kenya held a lunch in honor of its 2015 Bata Retail Race winners. In last year’s race, Kenya scooped awards in four categories, including Best District Manager, and had four stores in the 100 Stores Gold Club.

Alberto Errico, company manager of Bata Kenya; Peter Giathi, human resources manager; James Ngambi, retail manager, and Agnes Murila, merchandising manager, were among those present to join hands in congratulating and recognizing the winners of the 2015 Retail Race.

In addition to congratulating the winners for their exemplary performance in the competition, Ngambi urged all district and store managers present to strive to achieve 100 percent in both pairs and turnover in their yearly targets. He also stressed the importance of proper stock management in today's retail environment, to ensure the availability of adequate sizes, sufficient to meet customer needs at all times.

He advised all shop managers to start practicing good leadership skills by having a succession plan, delegating and empowering sales personnel, helping them reach their sales targets and improve the quality of customer care.

He also took the opportunity to introduce the recently launched Bata Retail Run 2016 challenge, and he encouraged all store managers to work hard to ensure each store achieves its targets in terms of Bata Club registration, in order to emerge victorious.

Speaking during the occasion, after issuing certificates to the winners, Errico commented: “I urge all employees to adopt a winner’s attitude by taking ownership of assigned tasks, and delivering more than 100 percent in order to realize the company’s dream of not only being the number one retailer offline, but also online.” He then encouraged them to be responsible and take the lead, in order to create opportunities and get ahead in the new contest.

Bata Kenya plans to hold regular events for its staff over the course of the year and the new Retail Run competition, as a means of reinforcing team spirit and boosting morale.
Malaysia Hosts Meeting on Maximizing Sales Staff Performance

Bata Malaysia recently held a meeting for retail operations managers from the Asia Pacific region, with the aim of discussing new methods of maximizing the performance of sales staff. The meeting was held over two days, both in Kuala Lumpur and Putrajaya.

The meeting first took place in the Malaysian capital, Kuala Lumpur, where the team from Bata Malaysia shared their knowledge and experience, and also highlighted the tools and training methods that they currently use in their stores.

Following this discussion, the participants visited key stores in Putrajaya, the country’s federal administrative center, to look at the implementation of the methods discussed in the meeting.

After two days of discussion, Paolo Grassi, company manager of Bata Malaysia, and the other participants, decided to use staff productivity per hour as the key performance indicator (KPI) to maximize the productivity of sales staff.

In order to promote this KPI in the region, a package consisting of a common tool to be used, an implementation schedule, training manual, training schedule and an incentive scheme will be rolling out soon across the region.

Grassi commented: “I am very glad that this meeting allowed the retail operations managers from this region to get to know each other better by sharing their best practice and experience, and putting in place one system for the whole region.”
AW Lab recently concluded a training program involving its Sales and HR departments. The aim of the course was to provide staff with new sales techniques, and offer more detailed knowledge of some of the most important sneaker brands and products.

The program began in September 2015, and was concluded at the end of April this year. It involved more than 800 staff from around the Italian peninsula and Spain, including AW Lab stores and all sales staff belonging to the franchising formula.

As well as addressing issues of sales techniques and product knowledge, the course also examined a variety of shoemaking methods, and the values of the AW Lab brand.

The training was prepared and conducted by project leader and district manager Moreno Cavasino, in collaboration with district manager Francesco Ferrante and Fabrizio Gangale, Bata and AW Lab training manager.

Ilaria Annunziata, a store manager in Rome, commented: “This training was very interesting, positive and interactive. There was no time to be bored. I learned many different facts about AW Lab. I also expanded my knowledge of sales techniques, and learned how to manage objection. The course had a very positive effect on our mood. Thank you very much for such a great experience!”

As usual, the training was characterized by a lot of active participation from the students, who included sales staff and all store managers. Participants commended the professional way in which the course was run, and also appreciated the course's content and organization.

Ruben Fenix Millan, a store manager in Barcelona, added: “The course was absolutely amazing. I learned so much about different types of shoemaking. We had a really good time there, had very nice conversations and were all in a very good mood.”
INTERVIEWS

PERSON OF THE WEEK: Meet Sebastian Antezana, Bata Awards Winner

Sebastian Antezana is Group product coordinator at China Footwear Services, and was part of the team that won the “Count on Me” category of the Bata Awards 2015, for their Bata Procurement System mobile app. Bata World News spoke to him to learn how he was able to bring his experience and skills...

What is your history with Bata? What is your current role?

I have been with the company for almost six years. I began my career with Bata Chile in November, 2010, as a designer at the Shoe Innovation Centre, specifically for the Weinbrenner and Teener brands. In 2014, I was given the opportunity to work at China Footwear Services as Group product coordinator, where I expanded my knowledge, not only in the design area.

What has been your proudest Bata moment so far?

I have had many good moments that I am proud of. Participating in a brand with such potential as Weinbrenner, and having the opportunity to be a part of the mobile application project Bata Procurement System are certainly some of my best moments at the company.

What was your role in the development of the Bata Award-winning mobile procurement system?

As coordinator for Latam products, my role was to carry out the testing of user applications, and provide information on how buyers benefit. Therefore, to facilitate the successful deployment of this project in the Latin American region, I made sure that all buyers understood the key features of this application, and its relationship to the web version.

What was the most challenging aspect of the project? What was the most rewarding?

A difficult aspect was switching to a new platform for buying, and using the mobile application for all regions at the SRM. Often it is difficult to present a completely different alternative to conventional methods, but we reiterated the benefits of using this application, and received a positive response from buyers.

I think the most rewarding aspect is the buyers' acceptance, and seeing it implemented in all regions is undoubtedly the greatest happiness obtained after a long process.

How does it feel to be one of the five category winners of the Bata Awards 2015?

I am very happy, because it is a source of great pride for each of us. It was a team effort and I congratulate all those who were part of this project.

The possibility of working with a group of people from different countries and different cultures made me learn a lot, and helped us adapt to the new ideologies and needs required for each region.

Why do you think people voted for your project?

First of all, I would like to thank all those who voted for and believed in this project. They saw its potential, and understood that we are moving toward a more advanced stage.

Personally, I think it is due to the efficiency and simplicity of the mobile application. The main idea of the BPS mobile app is to streamline the working environment and facilitate the various stages, from product selection to the receipt of purchase orders. Today we have many communication resources through mobile phones, and it is certainly a great step that we have taken.

What results have you seen from the project? What part of it has given you most satisfaction?

Undoubtedly the most rewarding part is seeing how the application is being implemented in all regions, and feeling that it has been facilitated in part by the process in which we have been involved.

Finally, what would you like to tell the wider Bata community about your work within the organization?

Bata has been a very important professional school for me. I have had the privilege of working with very capable teams, and I've been able to adapt to them while gaining new experience and...
PERSON OF THE WEEK: MEET SEBASTIAN ANTEZANA, BATA AWARDS WINNER

improving my skills as a professional. I firmly believe that teamwork and feedback, within the different areas of work, are the key to effective results.
Bata Bangladesh recently opened an exclusive City store in Mirpur, in the heart of the country’s capital, Dhaka. Chitpan Kanhasiri, company manager of Bata Bangladesh, officially inaugurated the store, and the grand opening was also attended by senior managers from Bata Bangladesh and a host of dist...

The new store has an area of 2,000 square feet, and the internal design is customized to showcase both the in-house and international brands. These include Bata Premium, Power, North Star, Weinbrenner, Marie Claire, Bata Comfit and Bubblegummers.

In addition, international brands such as Hush Puppies, Scholl, Ben 10 and Power Puff are exclusively available in this Bata store. The store has a shop-in-shop concept for different types, ages and segments of customers, creating a pleasant shopping experience for every customer group.

The new store is part of Bata Bangladesh’s expansion program, which aims to serve the target customer groups in Mirpur area. Bata Bangladesh also plans to introduce more new retail outlets nationwide, in order to expand its reach throughout the country.

Kanhasiri commented, “This is obviously a part of our aggressive expansion plan. The store location is perfect for the target customer group, and I am very optimistic that this new store will perform positively in the future.”

Several journalists of both print and electronic media were also present at the opening, to cover the event, providing the company with extensive media coverage, which can be viewed here.
Bata Singapore Contest Offers Free Shoes for a Year

From April 25 to May 2, Bata Singapore ran a promotion giving customers the chance to take part in a lucky draw, with some exciting prizes up for grabs, including the opportunity to win free Bata shoes for a year.

Over the period in question, customers were given a rebate of five Singapore dollars, printed on their receipt, when they spent more than 30 dollars in a Bata Singapore store. Customers were then encouraged by staff to redeem their rebate voucher against another purchase of 30 dollars or more, in order to be in with a chance to win free shoes for a year in the grand prize draw.

The prizes for the competition take the form of Bata vouchers that can be redeemed in any Bata Singapore store. First prize is one thousand Singapore dollars in Bata vouchers, with second and third prizes offering 500 and 250 dollars in Bata vouchers respectively.

The competition winners will be randomly drawn after all the lucky draw boxes have been collected from the stores. Winners will be able to use their vouchers on Bata in-house brands in all stores across the island.

Performance of the promotion has been encouraging, with a 15 percent voucher redemption rate in only the first week.

Pierluigi Pontecorvo, company manager of Bata Singapore, commented: “As the retail scene gets really competitive and customers are holding out for the Great Singapore Sale happening at the end of May, we see the need to offer them an irresistible reason to come and shop at Bata. What better way than to give them a chance to win free shoes for a year! This promotion mechanic has been tested and proven successful when the company ran the “Instagram Selfie Contest” back in 2014. We are confident that we will be able to achieve the target results that we have set for this promotion.”
BCP Pakistan Offers Free Eye Checkups for Underprivileged Children

On April 2, the Bata Children’s Program (BCP) Pakistan, in association with the Al-Ehsan Welfare Eye Hospital, arranged a free eye check up clinic at the Falah Home school, in the village of Dograi Kalan near Lahore, which provides education to orphans and children from disadvantaged families.

The eye is an important organ, and it needs to be checked periodically in order to keep it in good condition. In case of any problems, early detection can help prevent further damage to the eyes. With this in mind, BCP Pakistan decided to conduct the clinic in a village school, in order to reach those people who live in remote areas and do not have access to eye care services.

The clinic was arranged for the benefit of the children, as well as their parents and the local community. A team of three experienced doctors, seven paramedics and 20 BCP volunteers offered their services, providing a large number of patients with a free assessment on their doorstep.

Over the course of the day, 56 children were examined out of a total of 201 patients. Most of these children were suffering from eye allergies, but two had a more severe condition, Amblyopia (lazy eye), which can result in vision loss if left untreated. Thankfully, the clinic provided the opportunity for these children to be diagnosed and treated, and all the children were provided with the eye drops, medicines or glasses they needed, as prescribed by the doctors.

The volunteers worked hard to publicize the fact that the free eye exams were going to be taking place, by distributing pamphlets and banners in the community on a large scale. They also contributed to the organization of the screening process, and helped with the coordination of the clinic, in order to ensure the smooth functioning of the event.

The people from the local community greatly appreciated the efforts of the BCP volunteers for providing eye care facilities to the children and people living in remote areas, who do not have the resources to visit qualified doctors for the latest forms of treatment.

Abdul Ghaffar, one of the volunteers from BCP Pakistan, commented on the day: “I have been involved in numerous BCP initiatives but today was very special to me. We screened two children who had a severe problem with their eyes, but they will recover soon after the treatment provided here today. I am proud to be a part of the BCP team, helping children to become healthy for the rest of their lives.”