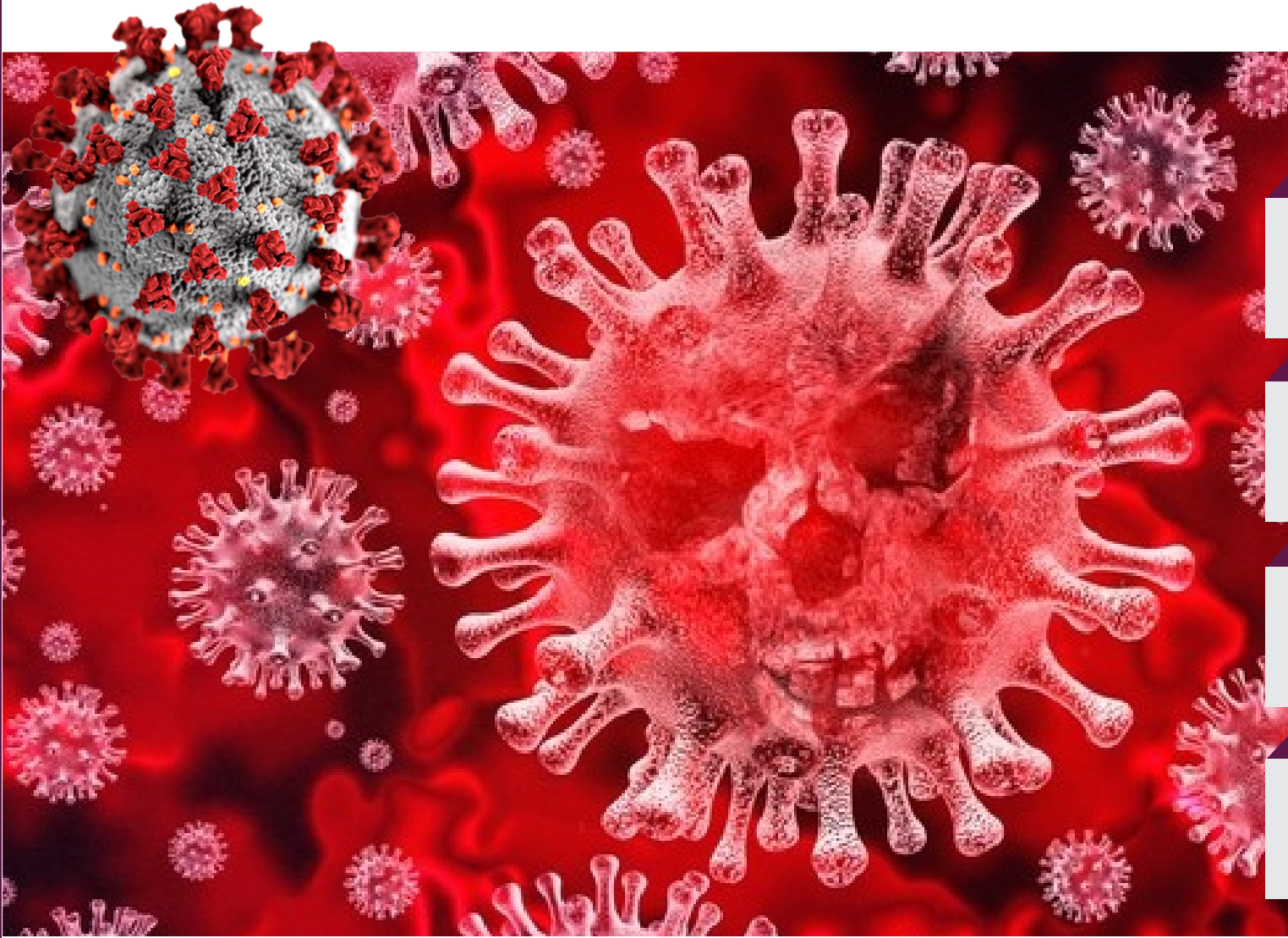




CREM NEWSLETTER

Edition: 02 | August, 2020

BUSINESS NAVIGATION IN COVID -19



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Editorial



Just like a bolt from the blues and without warning, Covid-19 pandemic hit the world. The world suddenly locked down. This affected all segments of business and lifestyle. With the outbreak of the pandemic, many Nigerians

were caught unawares. Most affected were the SMEs who eke their living daily from the streets. Organizations and businesses were shut down, schools were closed, and many people were locked in their homes without food. In order to control the spread of the virus, certain measures were taken by Nigerian authorities.

There is the social distancing, constant washing of hands and maintaining high level of hygiene. Even as the lockdown was gradually eased, it became difficult for many organizations to operate in the usual conventional manner. New customers became difficult to acquire while most small enterprise were forced to adopt digital styles they were not conversant with.

For consumers across the country, priorities are also shifting.

Before Covid-19, customers could easily walk into a market, touch, engage, and experience a product. Now, that is no longer so. Many customers are now relying on online reviews and comparisons to make their purchasing decisions. Where possible, many businesses have invested in infrastructure to facilitate remote working for their staff. We believe that over the next two years there will be a considerable shift in behavior across business and consumer segments underpinned by the current trend.

It is envisaged that as people spend more time at home, online marketing will grow and become a preference for household and grocery shopping. E-commerce will drive a new form of retail engagement across the country; encouraging retailers to reconsider their supply chain, their offerings, and their engagements with customers. Retailers may have no other option than to explore the modern solutions and tools to enable optimization of the online ordering process, of forecasting and planning assortment. However, there would be a shift in culture for more services to go online and stay online after the -COVID-19 era.

We wish all our readers a productive engagement with this new letter.



Our Services

TRAINING CALENDER FROM JUNE 2020 - DECEMBER 2020				
MONTH	COURSES	DATE	DAY	AMOUNT
June	Effective Digital Marketing	23rd - 24th	1	N10,000.00
	Effective Target Setting And Performance Management	26th - 26th	2	N15,000.00
	Positioning Your Business Online	30th	1	N 5,000.00
July	BOP Training (Financial Management Programme) FMP	17th	1	N 5,000.00
	Achieving Business Growth And Sustainability	21st - 22nd	2	N20,000.00
	Positioning Your Business Through Product And Solution Selling	24th	1	N 7,500.00
	Effective Supervisory And Delegating Skills	28th - 29th	2	N15,000.00
	CREM Triangular Business Clinic	31st	1	N 2,000.00
August	Managing Teams Remotely	18th	1	N15,000.00
	Digitizing Customer Service	21st	1	N10,000.00
	Best Practices And Techniques For Knowledge Management, Retention And Transfer	25th	1	N15,000.00
	CREM Triangular Business Clinic	28th	1	N 2,000.00
September	BOP Training (Business Management Programme) BMP	18th	1	N 5,000.00
	Delinquency And Risk Management	22nd - 23rd	2	N15,000.00
	Effective Digital Marketing	25th	1	N10,000.00
	Culture And Change Management	29th	1	N15,000.00
	CREM Triangular Business Clinic	30th	1	N 2,000.00
October	Loan Monitoring And Remedial Strategies Post Covid-19	20th - 21st	2	N15,000.00
	Digitizing Customer Service	27th	1	N10,000.00
	Complaints Management	30th	1	N15,000.00
	CREM Triangular Business Clinic	23rd	1	N 2,000.00
November	Governance Risk And Compliance Management	17th	1	N25,000.00
	Selling In A Challenging Environment	20th	1	N10,000.00
	Techniques For Effective Group Lending	24th	1	N15,000.00
	BOP Training (Sales and Marketing Programme) SMP	26th	1	N 5,000.00
	CREM Triangular Business Clinic	27th	1	N 2,000.00
December	Culture And Change Management	11th	1	N15,000.00
	Managing Teams Remotely	15th	1	N15,000.00
	Target Setting And Performance Management	17th	1	N15,000.00

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CREM NEWS & REPORTS

CREM EQUIPS H.E.L.P INITIATIVE TO DELIVER HEALTH PROGRAMMES

CREM delivered a two days implant training to H.E.L.P INITIATIVE, an NGO that promotes and delivers health empowerment programmes and public health services to different segments of the Nigerian society. The training exposed participants to best practices that would enhance their goal of disseminating health information to women of all ages across Nigeria. The course content of the training included Communication for productivity, Time management, Work ethics, Emotional intelligence and Interpersonal skills.

The training reinforces the fact that performance improvement can be achieved if staff take ownership of their tasks and responsibilities. A post workshop evaluation revealed that participants on the whole were very pleased with the content and delivery of the training

CREM HOLDS BREAKFAST MEETING WITH HR MANAGERS

The Centre held a breakfast meeting with the Human Resources Managers from microfinance organizations, government establishments and manufacturing companies on Tuesday 3rd March 2020 at the Centre's head office in Ejigbo, Lagos.

The aim of the breakfast meeting was to create an opportunity for practitioners to share their experiences on ways to manage resources. It was also an opportunity to identify problems in human capacity development and proffer solutions. Thought leaders in these sectors were brought together to discuss prevailing issues from productivity to employee engagement.

This edition was focused on high staff attrition issues in the Microfinance sector and the challenges of managing outsourced staff in the enterprise space.

Two papers were presented at the event. The first one was on attrition by Mr. Charles Ikoh, Head of Human Resources at Grooming Centre and the second one on Outsourcing was by Mr Olumide Omotoye of CHI Limited.

The presenters noted that one of the major challenges of the Microfinance Institution today is high staff turnover and how to identify ways to address it successfully. It is a great challenge in organizations. Grooming Centre for example has made conscious and continuous effort to ensure that its staff members see the opportunities that abound in the Centre to remain, work and grow with it. The Centre has in this regard put in place several measures / incentives that would enable serious minded staff members remain and make a career with the Institution.

The participants noted that attrition cannot be totally wiped out from organizations. However, some measures can be taken to reduce the level of attrition in organizations. Such measures include introduction of schemes to cushion the challenges of employees such as Pension scheme, Group life insurance and Health insurance, constant conduct of employee satisfaction survey to know their feelings and training and retraining of staff.



Participants at the Breakfast Meeting

CREM VOTES FOR "EACH FOR EQUAL"

CREM has lent its voice in raising awareness on the need to address gender bias in the country. This took place during the 2020 edition of Women's Day with the theme; "Each for Equal." Addressing the women at the event, the Chairman of CREM, Dr. Godwin Nwabunka stated that empowering Nigerian women is empowering the nation. Despite the financial exclusion they suffer, Nigerian women have demonstrated high levels of responsibility towards their families and the society. In view of this, Grooming Centre and CREM have always shown great interest and support towards their empowerment. He encouraged all women to participate in programmes meant to financially and intellectually empower them.

In her presentation, the DPO of Ejigbo Division, CSP (Mrs) Olabisi Okuwobi called on all Nigerian women to rise up to the occasion. Collectively, each one of us can help create a gender equal world,"she concluded.

Other speakers were Mrs. Philomena Okure (Jp) who spoke on Mental Health: Understanding Depression; Causes, Symptoms And Treatment and Princess Iyabode Ogunyemi who spoke on Challenges and opportunities of being a wife, mother and career woman.



L-R: Executive Director, Admin, Grooming Centre, Mrs Isoken Nwabunka (2nd from right) presenting an award to the DPO of Ejigbo, DSP Olabisi Okuwobi (3rd from right) at CREM's Int'l Women's Day in Lagos while CREM Chairman, Dr. Godwin Nwabunka, Executive Director, Operations, Mr. Alex Enyinnah, Chief Operating Officer, CREM, Mr. Martins Ndigwe, and the Head of Learning, Mrs Yemisi Bamishile look on.

The highlight of the event was the cutting of the year's celebration cake by Mrs Isoken Nwabunka and presentation of gifts to different categories of women by the programme anchor Mrs Yemisi Bamishile, Head Learning and Development CREM.

CREM ALUMNI ELECTS PROTEM OFFICERS

Members of CREM Alumni association held a meeting on February 28th, 2020 at the Centre's head office in Lagos. In his welcome address, the Chief Operating Officer of CREM, Mr. Martins Ndigwe commended the members for making out time to come for the inaugural meeting. He explained to them that the purpose of the association is to foster a spirit of loyalty and to promote the general welfare of the members. The association shall also support CREM's goals, and strengthen the ties between Centre and its community.

CREM Alumni consists of those who have participated in CREM's training activities within and outside Lagos. It is also expected that they should be enthusiastic and willing to take on the CREM's initiative and sustain it.

The following officers were elected as liaison officers pending the general election.

Mazi Ibe Ugochukwu	President
Ms. Maureen Nwosu	Secretary
Ms. Ijeoma Amazuihe	Assistant Secretary
Stanley Anokwuru	P.R.O.
Ajayi Ganiyu	Ex-Officio

In his acceptance speech, the President, Mazi Ibe Ugochukwu promised to work with the team towards the goal for which they were elected.



Newly elected officers of CREM Alumni. L-R Ajani Ganiyu (Ex-Officio), Stanley Anokwuru (PRO), Ibe Ugochukwu (President), Maureen Nwosu (Secretary) and Ijeoma Amazuihe (Asst. Secretary)

"WHAT WAS YOUR GREATEST BUSINESS CHALLENGE DURING THE COVID-19 LOCKDOWN?"

Mazi Ibeh Ugochukwu
(Business man)

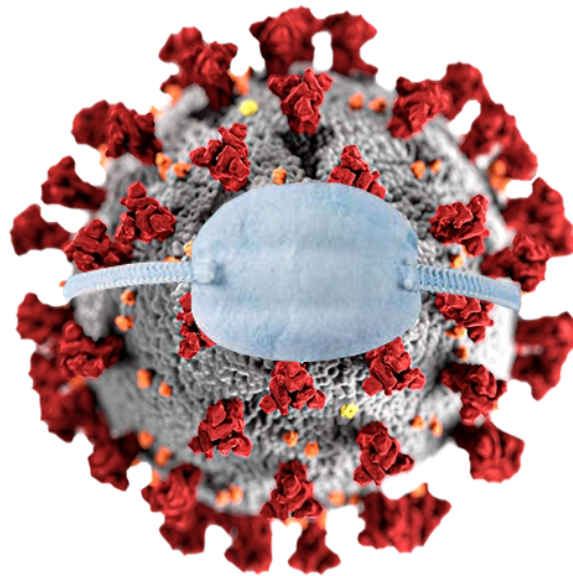


"COVID-19 limited the level and speed of business transactions. It really created fears and panic among less informed group of people in the SME sector even in the corporate enterprise. The pandemic affected the cash flow transaction, restricted and downsized labour force. It equally hyped the unimaginable inflation rate within the economy and forces the cost of goods, services and standard of living to go up.

William Esekody
(Photographer)



"My greatest challenge was my inability to cover events. This is because the lockdown affected all areas of entertainment. This is more so if one has no shop where clients would be coming to take photos.



Thelma Mbah
(CEO of Graymustard)



"My textile/fashion business faced a huge set back. This was as a result of cancellation of weddings where fabrics were ordered from my company. No one needs to buy new fabrics for asoebi because there were no celebrations. I was mostly affected by the initial supply chain due to Covid-19 in areas of export across country borders, communication and availability of goods. I turned down order due to uncertainty. at a point I was considering closing down or diversification. I couldn't control the chain of supply from my manufacturers down to my customers who were the end users. Of course, no income was coming from my business and Covid-19 generally had adverse effect on the economy.

Dr. Mfon-ete Michael
(Creative Director, Didi's Selektnz)



"The greatest challenge in my major source of income, was the increase in cost of production. But the challenge became a PUSH. Making me to channel my creativity to my other sources of income. This in turn got me thinking and helped me add value to my major business. I achieved much more than I never thought I would this lockdown.

Olumide Martins
(CEO, Meeday Confectionaries)



"One of the greatest challenges we faced during the covid-19 lockdown was high price of raw materials for confectionaries. The prices of all ingredients almost doubled. For instance, the price of sugar rose from N14,500 to N24, 000 while that of rice rose from N15,000 to N25,000. Some of the materials we use were also scarce and this delayed the rate of production.

PHOTO DOCUMENTARY



Some members of CREM Alumni with CREM team



CREM COO, Mr. Martins Ndigwe addressing members of CREM alumni during their inaugural meeting

PHOTO DOCUMENTARY



Participants Interacting During CREM Breakfast Meeting



CREM Team with some HR Managers

PHOTO DOCUMENTARY



The Dean of CREM, Dr. Noel Ihebuzor Addressing The HR Managers During CREM Breakfast Meeting



CREM's COO, Mr. Martins Ndigwe addressing participants at CREM's Breakfast Meeting.

PHOTO DOCUMENTARY



Participants at the Int'l Women's Day 2020



Participants at Int'l Women's Day

PHOTO DOCUMENTARY



Cross section of participants at the 2020 Int'l Women's Day celebration.



CREM team with Mrs. Isoken Nwabunka cutting the Int'l Women's Day cake.

PHOTO DOCUMENTARY



Members of CREM Board & Management

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