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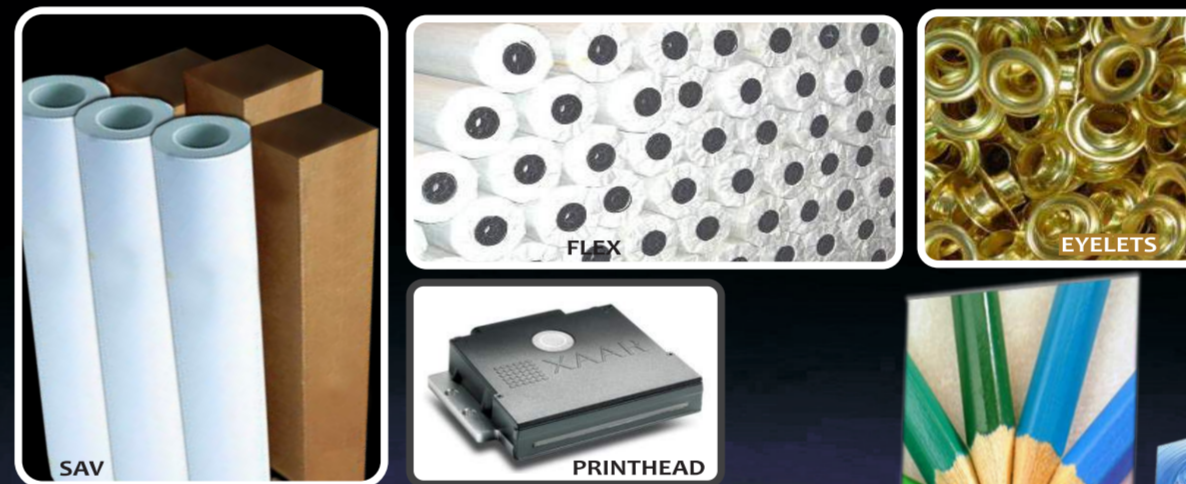
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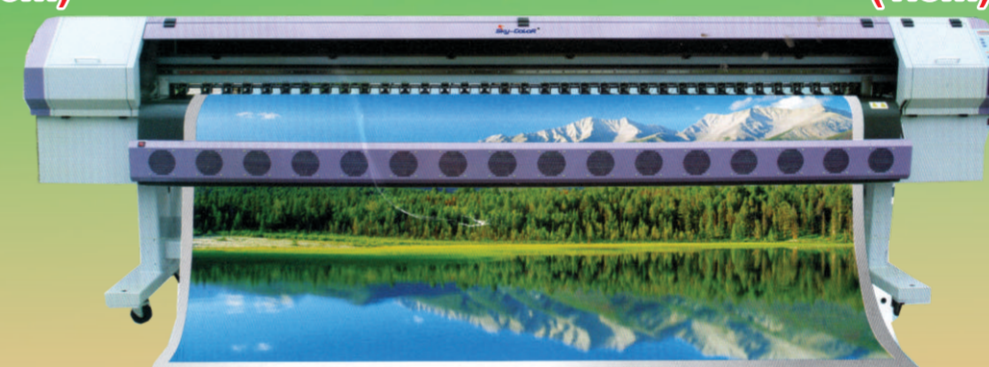
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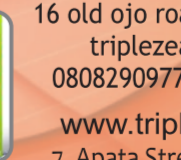
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# THE ESSENCE OF CORPORATE GIFTS



It is that time of the year again when companies would appreciate their clients/customers and all stakeholders in their business operations. And it is always interesting to see the various types of gifts in different shape and sizes that are being exchanged, some are really expected and appreciated and some not so much welcomed depending on the relationship between the giver and the recipient. Some companies give to fulfill all righteousness while others give to really appreciate their business stakeholders. The essence of this write up is to encourage professionalism in giving corporate gifts.

Corporate gifts are internal or external gifts provided by the management of a company to other people. External gifts are gifts the company gives to clients. The gifts could be given to a new client or to reward old clients for the years they have been doing business with the company. Internal gifts are gifts that are given to staff, managers, executives or shareholders. They are exclusive gifts to everyone involved in the operations and decision-making strategies of the company. Reasons for gift giving range from thanking long-standing customers for their business to recognizing a valued employee for exceeding expectation. The basic reason is the same: to affirm relationships and enhance the personal connection between giver and recipient.

Business gifts take advantage of perhaps the most powerful word in the English language: **free**. Offer someone something for free, and you've immediately got their attention. This makes it an excellent way of building relationships and boosting business. At this time of year corporate gift giving is an ideal way to show your employees and top customers how much you value and appreciate them.

## Gifts Vs. Incentives

To recognize what an effective gift strategy is, it helps to understand what it isn't. Start by making the distinction between corporate gift giving and incentive programs. Though gifts and incentive awards often involve similar types of recipients, they differ on both a strategic and practical level. Incentives are awards for achieving defined levels of activity, such as sales quotas, safety improvements, or good attendance. In contrast, gifts are more or less spontaneous, not given as part of any defined arrangement between giver and recipient. The gift recipient doesn't consciously set goals in anticipation of a reward, whereas the incentive recipient does.

It's tempting to view gift and incentive programs in the same light. After all, you want to know that you're getting your money's worth from any business investment, and most givers want to motivate the recipient in one way or another. But be careful: Leaving customers or employees with the impression that they're being bribed can do more harm than good. Instead, look at gift giving as a subtle, long-term process of relationship-building.

## The Ethics of Giving

Before giving any gift, you should know if either the giving or receiving company has policies regarding gifts. Some companies – particularly those in the financial services, insurance, retail and medical fields – bar all gifts. More commonplace are restrictions that are placed on the value of a gift or on situations in which gifts may be given. Ask the potential recipient if his or her company publishes an ethics handbook or has any policy on receiving gifts. If so, then follow it to the letter.

A few more words of advice: Giving gifts during a bidding process is a definite no-no, even if a holiday happens to fall during this time. The same goes for lavish gifts, such as cars and luxury vacations.

*Continue from next edition*

## PROFILE

**Adewale Amusa is a Print management**

professional with more than twelve years cumulative work experience in all aspects of Print production, procurement and marketing communication. He is a professional project manager who constantly seeks more effective techniques to motivate and assist employees by improving productivity, controlling cost and increasing profitability, while adhering to stringent deadlines. A goal oriented leader with strong communication, planning and organizational skills with a proven adaptability to initiate and implement plans on projects. He is passionate, principled, personable and professional.

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**printers BUYERSGUIDE**

*Dear Readers,*

**W**ith admiration and excitement, most of us welcomed 2015 into our arms at the end of last year. It now remains days to complete the year. That is wisdom of time in display with its days and months culminating into years and decades in a more subtle manner.

And entrepreneurs in the world over have different stories to tell about how the year has turned out. In the printing business, the story would be gains for some individuals and organizations and losses for others. Whatever the reality might be, things can be done better next time.

Printers Buyers Guide magazine believes 2016 will come with opportunities many in the sector can all take advantage of. Apart from breaking barriers and making huge profits, we want to see printing equipment manufacturers and distributors, and printers record new level of successes, attracting investments into their businesses, and contributing to a better world.

It is our mandate to inform companies, small business owners, vendors, and clients about innovations, trends and practices in order to harness the potential in the printing sector. The Magazine will not relent in sharing ideas and knowledge that enhance the growth and development of the printing business in Nigeria, Africa and the world.

Meanwhile, it was a tough year for printers in Nigeria because of the economic challenges being faced in the country. Against all odds, many of them are forging ahead, and showing strength and resilience in the face of adversities. Maybe the situation would have been worse for all of us if not for their 'never give up' spirit.

But, as we hope, dream, and aspire in the New Year, things must be done differently. Let us leverage on good thinking, goal setting, concrete plans, and desire for actions to get better results.

At **Printers Buyers Guide**, we are full of gratitude for every individuals and organizations who opened their doors and hearts to us. The reason why we are in business is because of their patronage and loyalty.

We look forward to a more rewarding relationship in the years ahead.

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*Merry Christmas and Happy new year in advance.*

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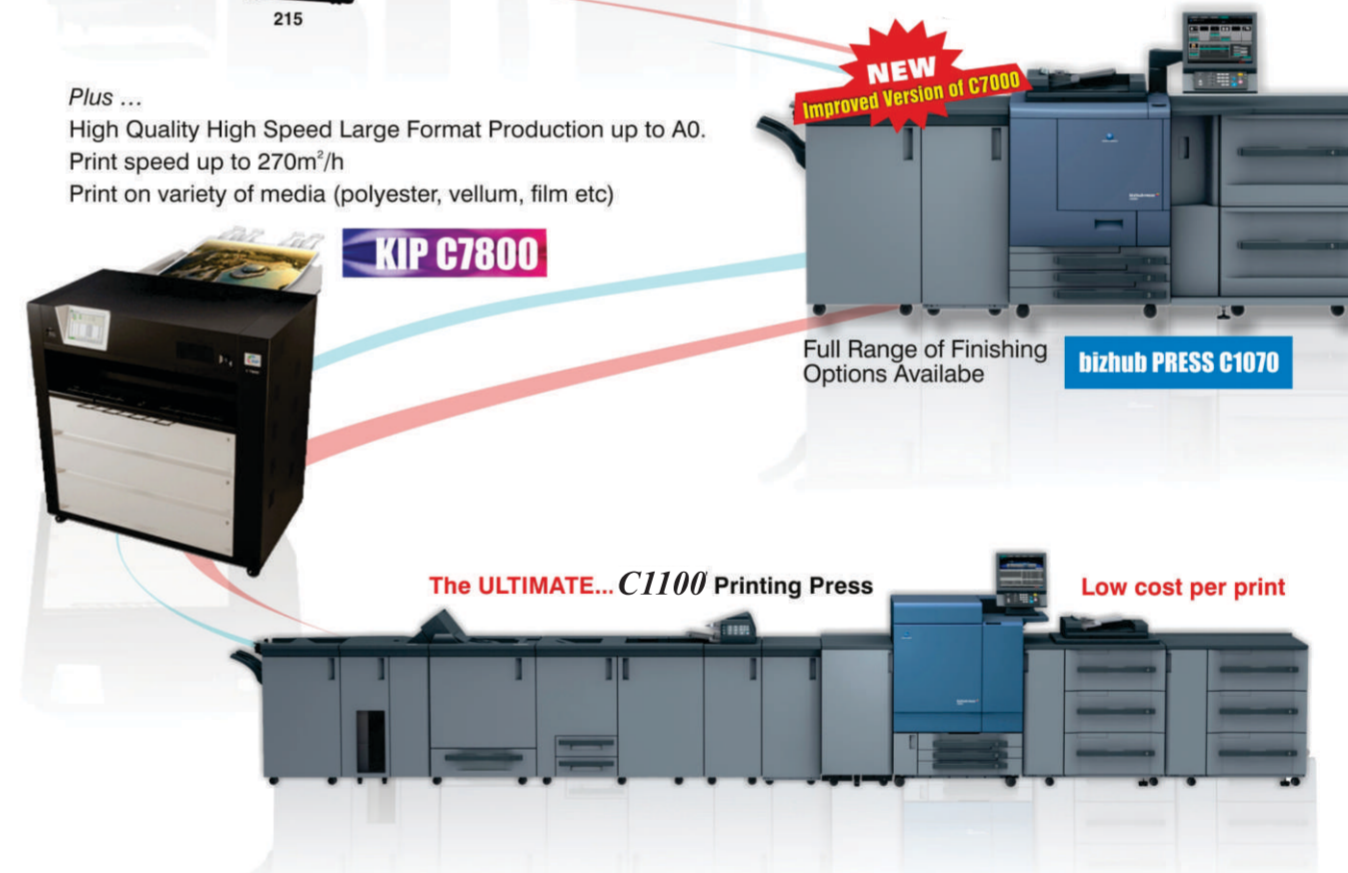
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### Excerpts:

#### Heidelberg came to Nigeria 17 years ago. How has the journey been?

The journey has not been smooth. We had some ups and downs in the onset because the company was inherited from EAC, under Briscoe Graphics. Many things were not in place until Heidelberg came in 1998 to correct such. Since Heidelberg took over, things have been okay.

#### What did Heidelberg do differently?

First, the structure of the company changed as new faces were brought into the system. Also, there were support and funding from the parent company. That changed a lot of things. We are segmented into different units. We have the Pre-press that deals with computer to plate machines. There is also the Press, and the Post-press. We also have the sales unit that sells all the equipment.

#### What do you think has encouraged customer loyalty to your company?

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#### Despite these high quality equipment that can be bought from your company, some printers still take their jobs abroad?

Before now, printing in Nigeria was at its lowest ebb. We were not competitive enough because of the equipment that we had on ground. But when Heidelberg came and

rate at which printers or print customers go abroad to print has reduced. We also do a lot of workshop and seminar to intimate people about the trends in the industry. Before now, we used to have chord 64 or subsea machines as the highest. This was like 1998 or 1999. Now, we have bigger A1 machine that can do any job. For instance, if you look at This Day newspaper on a weekend, the magazine inside is produced with Heidelberg machine. The same with Vanguard's *Allure* and the Guardian's *Life*. Those who are taking their jobs out know why they do so. It is not because the equipment is not on ground.

#### What are the benefits of Heidelberg Nigeria with its parent company in Germany?

Apart from the 24 hours back-up service I mentioned earlier, trainings are organized for the staffers of Heidelberg worldwide. What else can you ask for? When you are updated with the current trends in the industry, you don't ask for anything more.

#### The economy is biting hard in the country. What will be your advice to printers?

They should do things with the right perspective. To be competitive in the industry, you need to buy new equipment. They may have to talk to the banks to get money. What we have done was to introduce some of our clients to banks and they have been funded.

#### What value does Heidelberg usually bring to the table for their clients?

It is the support we give them. No matter the equipment you buy, we support you. Even those that don't buy from us, we support them with genuine spare parts. And it can be gotten within the 24 hours from Europe. When I order spare parts, it will be arraigned few minutes in the aircraft coming to Lagos. You don't need to start to get somebody abroad, you already have a link. Also, as way of saving the customers future problem we do up-grade for equipment when they are necessary.



#### Are you saying everything is just rosy in your company?

There is no company that is 100 percent okay. There must have one or two things they are faced with. The only challenge we have is the way the economy has turned because it is affecting most of our customers. In term of the job, we have none because we have up to date. For instance, I don't lend to get anybody from anywhere to get prices. I just set my laptop and hook up. We have four hubs in the world. If I don't get spare part in Germany, I can hook up with Japan or China and United States.

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