

Coast & Country Sales Newsletter

The start of the year has been bustling with activity at Coast & Country Sales, and we've hit the ground running! Our team has not only reached impressive milestones but has also been involved in thrilling initiatives that showcase our commitment to excellence and community.

Join us as we dive into the standout moments from the first few months of 2024 at Coast & Country Sales!

Merchandiser Awards

In today's fast-paced and competitive work environment, recognizing and rewarding top performers is crucial to boost morale, motivation, and productivity.

At Coast & Country Sales, twelve merchandisers are awarded monthly for their exceptional contributions to our company. This is called the "Merchandiser of the Month Award".

By acknowledging and celebrating the achievements of our merchandisers, we are encouraging healthy competition among them, fostering a sense of accomplishment and pride, and motivating others to strive for excellence.

Well done to all our incredible merchandisers for your continuous effort and hard work - Coast & Country Sales wouldn't be the same without you!



Long-Service Awards

Well done to the following team members for their long-service achievements with Coast & Country Sales!

We are so proud to have you as part of our work family, and we hope that you will keep up the good work for many years to come! We know that you have worked hard for this accomplishment, and we truly appreciate your dedication.

5 Years

Khet Sheza Masebeni
Steven Adams
Bradley Petrus
Frank Wilson
Hadley Olivier
Tasreeq Taliep
Frans Maritz
Christian Galant
Peter Ford
Alphonzo Gordon
Vuyiseka Ntwaku
Anele Mkumazi
Elizabeth Koopman
Demaine Cornelius
Moenifah Adams

10 Years

Lwandile Didi
Lindsay Anne Bremner
Hombakazi Dyan
Firdows Allie

15 Years

Ricardo Davids

Monica None

Pumza Pongomile

Nopasika Mgandela



The Joy of Giving Back: Volunteering at Bridges

Volunteering at the Bridges Outdoor Education Camp Program for children from under-resourced communities, is a rewarding and life-changing experience that allows individuals to give back to their community while making a positive impact on young lives.

For one day every month, Coast & Country Sales team members have the privilege of volunteering at Bridges, and it is always an experience they will never forget. From the moment you arrive, you are struck by the energy and enthusiasm of the children. They are eager to learn, play, and make new friends.

As a volunteer, we have the opportunity to lead games, arts and crafts, and team-building activities that bring the children together and help them build confidence and self-esteem.

One of the most rewarding aspects of volunteering at the camp is seeing the children's faces light up when they accomplish something new or make a new friend. Whether it's helping a shy child overcome their fears, or watching a group of children work together to solve a problem, every moment is a reminder of the power of volunteering.

But volunteering at the camp isn't just about giving back; it's also a lot of fun! We have the chance to play games, sing songs, and make new friends alongside the children. We laughed, we played, and we made memories that will last a lifetime.



Valentine's Day Celebration

This leap year, Coast & Country Sales decided to celebrate Valentine's Day in a unique and heartwarming way, by spoiling the guys!

In line with our strong community values and commitment to fostering a family-like atmosphere, we wanted to show our appreciation for the hard work and dedication of our male team members.



CCS Training Program

Having the right skills can make all the difference in securing employment and building a successful career. However, many young people lack the skills and training needed to thrive in the workforce. To address this gap, Coast & Country Sales has launched a comprehensive training program designed to equip young individuals with the skills and confidence they need to succeed in the merchandising field.

Our Merchandiser training program is specifically tailored for young people who are eager to learn and grow but lack the necessary skills to enter the job market. Our trainers provide personalised guidance and support, helping participants to develop a strong work ethic and a positive attitude towards learning. The program includes mentorship opportunities with experienced professionals, hands-on experience in the field, and ongoing support and coaching to ensure long-term success.

By empowering young people with the skills and knowledge they need to succeed, we aim to create a brighter future for our communities and the next generation of leaders.



Trolley Dash

In April, Coast & Country Sales hosted our much-anticipated Trolley Dash - an employee incentive based on attendance.

The criteria was that any staff member, who is at work everyday and completes their daily schedule for the stipulated period, would qualify. Out of all the staff members that qualified, a live draw was done to determine the final winners. All winners and sponsors received personal invites and were congratulated at our

monthly cluster meetings.

So what did they win? The opportunity to shop for ONLY 2 minutes, filling their trolleys with as many products as possible - as long as the products fell under the Coast & Country Sales and ASAP World umbrella.

We understand that over the December period, people have additional expenditure, and we wanted to give back when it's really needed. We do not know what each person is going through, and you never know what a loaf of bread could mean to them. Giving them the opportunity to shop for even 2 minutes could mean the world.

Giving back is at the heart of who Coast & Country Sales is; treating every team member as if it is your own son, daughter, brother or sister. Well done to all our winners, we appreciate your contribution to our company's success!

Thank you to our incredible sponsors: Monster Energy, Coca-Cola Peninsula Beverages (Pty) Ltd, Libstar, Rialto, Chet Chemicals, Bennett Brothers cc, BOTSELO MILLS, Quantum Foods, M2Bio and Model Products Ltd.

And thank you to the regional and branch managers from the following Checkers stores who happily welcomed this incentive experience: Checkers Sitari, Checkers Hyper Brackenfell, Checkers Canal Walk and Checkers Kenilworth.



Company Socials

Company socials are an essential aspect of any organisation's culture and play a vital role in fostering a sense of community and teamwork among employees. These events provide a platform for colleagues to connect with each other on a personal level, beyond their daily work routines.

Year-End Function

Social events, like our much-anticipated year end function, offer a much-needed break from work-related stress and promote a healthy work-life balance. It also boosts morale and engagement as socials show employees that their employer values their well-being and happiness, leading to increased job satisfaction. Regular social events help shape a positive and inclusive company culture, which is what Coast & Country Sales aims to do.

Salsa Dancing Class

Social events, like the Salsa dancing workshop the company organised in March, help break down departmental silos and encourage cross-functional interactions, leading to enhanced teamwork and problem-solving.

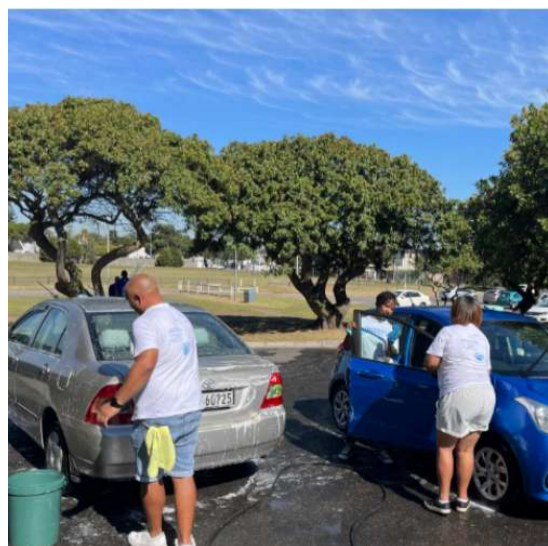
At Coast & Country Sales we believe that company socials are a vital investment in employee happiness and company success. By prioritising these events, we can build a more cohesive, motivated, and productive workforce, ultimately driving business growth and success.



Fundraisers

Our recent fundraisers, featuring a delicious Boerewors roll sale and a lively car wash event, were an absolute hit! These fundraisers play a crucial role in supporting the impactful charity work and projects we spearhead year-round as part of our HRT Pact team.

The funds raised not only help us celebrate and support our amazing staff but also allow us to extend a helping hand to those in need. Through donations to schools in underprivileged areas and contributions to local soup kitchens, we are committed to giving back and fostering a spirit of compassion and unity. Thank you to everyone who participated and made these fundraisers a resounding success!



COAST & COUNTRY
SALES



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