

# **KENYA BUS SERVICE MANAGEMENT LTD**

## **COMPANY PROFILE**

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## **WHO WE ARE**

Kenya Bus Service Management Ltd (KBSM) is a Top 100 Mid-Sized Transport Management Company established ten (10) years ago in Kenya from the ashes of the now defunct Kenya Bus Services Ltd (KBS). We offer public transport services through a bus franchising operator model and offer commercialized support services to our franchisees and the general public. We operate within Nairobi Metropolitan Area and are guided by a 5 year Strategic Plan (2016-2020).

## **WHAT WE DO**

### **Bus Transport Services**

We franchise buses from companies, institutions, cooperatives, schools and individual investors. Through the franchising model, we bring para transit operators together to form a homogeneous group called KBSM to offer:-

- Commuter services to the residents of Nairobi Metropolitan Area.
- Private Hire services to all destinations in Kenya at very competitive rates.
- Staff transport services to various organizations in Nairobi.
- School Transport services to institutions of learning within Nairobi Metropolitan Area
- Airport transfer services, wedding party hires and excursions for tourists.
- Transit Advertising Sites to blue chip companies in Kenya.

### **Franchising**

KBSM is a professional Public Service Vehicle (PSV) management company. We operate a franchising model where we assist Franchisees (bus owners) operate and manage their public transport service businesses.

We have 150 Investors (Bus Owners) who operate about 300 buses whose asset value is in excess of 900 million. We carry over 45 million passengers per year and generate a franchisee annual gross turnover of \$12 million. The franchise employs in excess of excess of 1,200 staff.

With this model we have positioned our self to revolutionize and re-define the future operation of road based public transport provision in Kenya.

## **Commercialized Services**

We operate from a fully-fledged, purpose-built bus depot that sits on a 5 acre plot at Riruta from where we offers a range of commercialized services to our franchisees and the general public as listed below.

Workshop services - vehicle servicing, tyre repair, vehicle painting, accidents repairs, vehicle seats repair and electrical repair

Sell of vehicle spare Parts – We stores stock and sell spare parts at competitive prices.

Sell of Fuel - In partnership with Oilibya sell clean diesel fuel, iol and lubricants at very competitive prices.

Vehicle Cleaning - We have a washing bay that is backed up by a borehole for vehicle cleaning services.

Vehicle Parking – We have ample and secure parking space fitted with CCTV cameras to park over 300 buses, matatus or trucks.

Our workshop offers services that measure up to Kenya Motor Repairers Association (KEMRA) standards.

Capacity Building - KBSM Training School, a subsidiary Company of KBSM, is the only training school that is equipped with modern facilities and has experienced Instructors to train staff in the passenger transport industry.

Franchisee Staff Management – Msafiri Staffing Agency links workers and employers. The agency assist franchisees manage their Staff.

Insurance Support Services – Abiria Insurance Agency assist investigate, procure insurance services and investigate accidents on behalf of franchisees and the general public.

## **OUR MISSION AND VISION STATEMENT**

### **Vision**

Be the most professional Transport services provider in the jurisdiction we operate.

## **Mission**

Develop, promote and provide professional, equitable and sustainable transport services.

## **Corporate Goals**

Health & Safety Standards	To provide highest standards of Health and Safety.
Service and Value	To provide dignified, affordable, efficient and reliable services
Customer Driven	To excel in anticipating and responding to customer needs.
Market Leadership	To maintain a leading market share in all segments in the region.
Financial Strength	To deliver sustainable profitability in acceptable method.
Human Resources	To attract, maintain, retain competent and committed staff who share the ideals of the company.
Community & Environment	To continuously develop strategies that recognize the need to sustain a clean and safe environment.

## **Corporate Values**

Customer Focus	Exceed customer expectations in line with international best practice.
Integrity	Be open, honest and sincere. Uphold good corporate governance.
Initiative And Innovation	Be business unusual, proactive, drive change and quantifiable strategic performance that consistently create convenience.
Teamwork	Work with and support franchisees and customers, colleagues at work and in the industry.
People Development	Realize staff potential through training, development and motivation.
Mutual Trust & Commitment	Treat each other with respect and dignity. Earn trust; be responsible and accountable to our conditions of carriage (customer charter), code of business conduct and ethics, human resource manual and rule book.

## **DIRECTORS**

### **Mr. S K Gichuru– Chairman**

He was the CEO of Kenya Power Lighting Company Ltd for 19 years (1984 to 2003) when he left on retirement. He is an accomplished businessman and is currently Chairman and Director in several companies and other organizations.

Mr. Gichuru is a CPS (K) holder and has received two state commendations – EBS and MBS.

### **Mr. K. Karanja – Director**

Mr. Karanja is the Group Chairman of Pacific Insurance Brokers (EA) Ltd and First Reinsurance Brokers Ltd.

He is a former National Chairman of the Federation of Kenya Employers (FKE), the Kenya Business Council (KBC) and Kenya Private Sector Alliance (KEPSA) respectively.

Mr. Kabage holds a BSc. and MBA degrees from USIU, Bachelor of Laws (LLB) and Master of Laws (LLM) degrees from University of Nairobi. He is a qualified Member of the Chartered Institute of Arbitrators (MCI Arb) and a Patent Agent under the Kenya Industrial Property Institute.

### **Mr. Murimi Murage – Director**

Mr. Murage started his career in 2003 as a Legal & Claims Officer in KBSM Ltd before joining Prime Investments Limited as the Manager – Corporate Affairs. He is currently serving as the County Executive Committee Member & Head of County Treasury in the County Government of Kirinyaga.

He has 12 years' of professional experience in both Public and Private Sectors.

He is also a Member of the Inter-Governmental Budget Economic Council (IBEC) and a Member of the Legal Committee established by Section 187 of the Public Finance Management Act 2012.

Mr. Murage holds a Bachelor of Law (LLB - UK) degree and is an Associate Member of the Chartered Institute of Arbitrators (Kenya Branch) ACI Arb (K).

## **OUR MANAGEMENT TEAM**

### **Mr. Edwins Massimba Mukabanah - Managing Director**

Mr. Mukabanah is the Managing Director of Kenya Bus Service Group of Companies and the Vice President (representing East Africa) at the African Association of Public Transport (UATP/UITP). He is also the Chairman of the Association of Bus Operators of Kenya (ABOK).

He is a former non-executive director of National Transport and Safety Authority (NTSA) and also past Governor and Chairman of the Transport Sector Board at the Kenya Private Sector Alliance (KEPSA).

He has 33 years professional hands-on experience in Public Bus Transport Planning, Operation and Management gained both locally and abroad, having previously worked with United Transport Overseas Services in Kenya and Stagecoach in UK.

Mr. Mukabanah studied Political Science at University of Nairobi and Transport Planning and Management at University of Westminster in UK. He is a member of the Kenya Institute of Directors and a UITP Ambassador.

### **Mr. Joseph Wangalwa - Finance and Administration Manager**

Mr. Wangalwa heads the Finance and Administration department, in charge of Accounts and Information Technology Department.

He has over 23 years of experience in the field of Financial Management having worked in the Banking and Hospitality Industry.

Mr. Wangalwa holds a Bachelor's degree in Business Administration from Methodist University of Kenya, is a CPA (K) and CPS (K) holder and a member of ICPAK.

### **Mr. Elias Omondi Alando - Operations Manager**

Mr. Alando heads the largest department. It consists of management of traffic operations functions. His department is credited with maintaining and enforcing bus operation standards,

revenue generation and depot management. He also ensures proper utilization of both crew and buses.

Mr. Alando is a seasoned hands-on operator and a disciplinarian with over 37 years of experience in the field of Public Bus Transport operations having risen through the ranks in KBS as an Inspector, a Chief Shop Steward and an Area Operations Officer before joining KBSM as Operations Manager.

### **Mr. James Kogi - Fleet Manager**

James Kogi is our Fleet Manager in charge of workshop repairs, procurement, sales and stores, motor vehicle inspection and fuel stations.

He has worked for over 20 years in the automotive sector as workshop manager in Toyota Kenya, Concorde Motors and Ace Auto Centre among others and as a licensed Motor Assessor for the Insurance sector

He is the Vice Chairman of the Kenya Motor Repairers Association (KEMRA) which is the umbrella body for all garages in Kenya. He is a certified Bus Construction Inspector as well as a certified ISO 9001: 2015 QMS Implementer.

Mr. Kogi holds a Bachelor's Degree in Automotive Engineering from Moi University and a Post Graduate Diploma in Business Management.

### **Mrs. Phyllis Barasa – Sales and Services Manager**

Mrs. Barasa heads the sales and Service department responsible for Franchising and Leasing, Hires, Transit-Advertising, Market Surveys, Marketing and Corporate Affairs. She is the PA to the Managing Director, a Trustee/Secretary of KBSM Pension Scheme and Chairperson of Abiria Sacco Ltd.

Mrs. Phyllis Barasa has over 20 year experience in Management having worked in the Civil Service for several years before joining the Private Sector.

Mrs. Barasa holds a National Diploma in Business Management from the Kenya Institute of Management. She studied Secretarial studies at Nairobi Government Secretarial College, Senior Management Course at Government Training Institute Mombasa and Management Course at the London School of Management in UK.

### **Mr. Edward Mwaro- Human Resource Manager**

Mr. Edward Mwaro heads Human Resource department. In addition he manages KBSM Training School and Msafiri Staffing Agency.

He has over 20 years of experience in the field of Human Resources, having worked as Personnel & Administration Manager in Premier Oil Mills, Rockwell Engineers Ltd and as Human Resource Manager at Jaydees Knitting Factory Ltd. He has a track record in managing industrial relations function in organizations he has worked for.

Mr. Mwaro holds a Bachelor's degree in Economics and a Higher Diploma in Human Resources Management.

### **Mr. Samuel Wainaina - Business Development Manager**

Mr. Wainaina heads the Business Development Department responsible for Mobile Money, Automatic Fare Collection System, Abiria Insurance, Transport Consultancy Services, Trans-Research and Strategic Plan Implementation.

He has over 8 years' experience in automotive sector having previously worked as Parts Sales Manager in Scania – Uganda, Honda Motors Kenya and as Business Development Manager at Husky East Africa before joining KBSM.

Mr. Wainaina holds a Bachelor's Degree in Commerce Marketing from Kabarak University and a Post Graduate Diploma in Logistics and Transport. He is a Member of Marketing Society of Kenya.

### **OUR SERVICE PROVIDERS**

**Bankers:** Equity Corporate Bank, Kenya Commercial Bank, Sidian Bank

**Auditors:** Deloitte

**Company Secretary:** Ramesh Vora

## **PARTNERS**

**Memberships:** African Association of Public Transport (UATP/UITP),  
Kenya Private Sector Alliance (Kepsa), Kenya Motor Repairers  
Association (KEMRA) and Federation of Kenya Employers (FKE)

**Main Suppliers:** General Motors East Africa Ltd, Toyota Hino, Cooper Motors  
Cooperation (CMC) and Oilibya Ltd.

## **CONTACTS**

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