



Vajas Manufacturers Ltd  
Kenya.  
[www.vajas.com](http://www.vajas.com)

**Industry**  
Corporate Gifts and Apparel

**Products and Services**  
Manufacture branded merchandise and apparel.

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**VAJA'S MANUFACTURERS LTD**  
- Creating a Branded World -

## Vaja's Manufacturers Ltd makes its mark on branded apparel with Seidor Africa and SAP Business One

Vaja's is the largest manufacturer of promotional merchandise and branded apparel in Kenya. The company needed to track sales opportunities, gain visibility into inventory and ensure timely delivery of orders, and chose to deploy SAP Business One through SAP partner, Seidor Africa. Now, having increased productivity and process efficiency, the company is able to pursue ISO 9000 accreditation, while improved conversion of opportunities to orders has driven revenue growth of 30%.

### Before: Challenges and Opportunities

- Tracking sales opportunities
- Stock visibility
- Timely delivery of the orders
- 360° degree view of the entire organisation

### Why SAP and Partner

- Reliability
- International quality image
- Seidor Africa is a local partner who knows our needs
- Partnership
- Previous successful implementations
- Confidence with the Seidor Africa Team
- Support availability

### After: Value-Driven Results

- Growth of 30%
- Much better productivity and efficiency in the processes
- Better conversion ratio from opportunities to real orders



*"If we want to be successful, we have to have SAP Business One."*

Saurabh Jain. CEO. Vajas Manufacturing Ltd.