

Bridgestone announces TCP Award winner for the month

Healthy competition is essential in today's world to improve efficiency and sharpen the skill sets of the workforce. In recognition of this, Bridgestone in Oman has created the *Tyre Care Plus Awards*, a competition held every month that recognizes the efforts and outstanding performance of the best Tyre Care Plus team.

Bridgestone recently announced the Best Tyre Care Plus Award for the month of April. The superb performance of the Bausher TCP outlet team got them winning. "It's a lot of fun and hard work competing with 14 other Tyre Care Plus outlets and it's nice to see each member of the team eager to do better. This award also motivates them to work towards better customer satisfaction, which is always a top priority at Bridgestone," said Mr. Rony Richard- Deputy Manager Retail in Muscat.

Bridgestone in Oman is said to have the largest network of outlets when compared to other distributors in the GCC. Presently with 14 outlets across the country and increasing this count further in the next couple of months, they are reaching out to many spots in the interiors of the Sultanate.

To qualify for this award, each Tyre Care Plus unit has set criteria to achieve. These criteria remain standard for all the TCP outlets and on the bases of this, they are rated every month. The last few months were pact with stiff competition among the various outlets. Grabbing the award in January was the Nizwa TCP team. In February Rusayl won, and the following month the Karsha TCP team did a brilliant job.

"This practice has been in action at the 14 different Tyre Care Plus outlets since January 2007. The idea of forming such a competition arose from the need to bring in a sense of competition among the rising number of TCP outlets. The best part of the TCP Awards is that it gets everyone's involvement. Each member becomes responsible for the team to win, so they all want to do their part well," said Raj Nair, Brand Manager TLB.

All TCP outlets are treated as separate profit centres. Exciting cash awards are rewarded to winners of every month and at the end of the year the overall performances are again evaluated and an annual prize is given to best team with a much more attractive prize pool. For this year it will be 3 nights and 4 days stay at Bangkok for each member of the annual winning team.

Raj further states, "Motivation has been a very important aspect for effective functioning of any organizational structure. Top level to the lowest grades, all employees are in need of time-to-time motivation. It becomes the responsibility of the Management to respond to such a need and put into practice different methods for motivation. We feel the TCP award is an excellent way to bring out the best in each employee. This healthy competition leads to a greater output and an overall increase in quality services."

Towell Auto Centre is the sole representative for Bridgestone in Oman. In keeping in line with Bridgestone's concept of "Closer to Customers", Towell Auto Centre has set up 14 state of the art specialized Bridgestone 'Tyre Care Plus' outlets in different parts of Oman to provide excellent sales and service to their valuable customers. The 14 Tyre Care Plus outlets are located at Wadi Kabir, Bausher, Ghala, Goubra, Rusayl, Barkha, Saham, Sohar, Karsha, Nizwa, Ibri, Sur, Salalah and Buali. Bridgestone has also set up two Truck Centres located in Nimr and now in Ghala.