

# Corporate Responsibility Principles

## Our Aim



Operated by EDLP Nigeria Limited

for all JARA employees and business partners

<sup>1</sup> JARA is a trademark of EDLP Nigeria Limited.



## FOREWORD

Based on our Mission, Vision & Values, JARA aims to conduct its business according to the principles of corporate responsibility (CR). These CR principles define the overarching commitment to business ethics and values throughout the JARA business. Every business activity undertaken, and every guideline and instruction given, must be consistent with the CR Principles.

This document describes how we strive to apply these principles in all the areas of our business operations specifically relating to:

- our customers;
- people;
- supply chain;
- Nigerian farmers;
- society;
- environment;
- implementation & accountability.

In addition, we define our understanding of integrity in the JARA **Code of Conduct** and our principles of personnel management in the JARA Management Principles (JMP).

Respecting the individual; being open & honest; being transparent; aiming for quality & excellence; accountability and taking ownership; these are our core values regarding people & business.

Our business model is simple: good quality at the best price, basic needs, fair and honest product offers, and efficient business processes.

As a reliable partner, we want to be true to our word; to our customers, to our employees; to our suppliers; to our other business partners, to our shareholders and to the authorities. In all we do, we take responsibility. Our CR principles summarize our commitments and they guide all of us in our day-to-day actions.

The order of our CR principles and other principles, and the relation between these, are illustrated in the diagram below.

We expect our business partners support our commitments and aims, and that they will be inspired to do the same.

**William Snollaerts**  
CEO  
EDLP Nigeria Limited

Lagos, 01.03.2019



## **01. Customers**

Driven by our mission, we promise our customers quality products at the best prices in order to enable them save money on their basic food needs. We aim to operate a low-cost-business-model to ensure low prices for our customers. We try to buy the products in large volumes from the best suppliers, so we can keep the price low and fair. Next to that we intend to pass through the price benefits to the customers when better price conditions has been negotiated with the supplier.

For us, product quality includes consumer safety, health and well-being, in addition to the sustainability of our products and their production. Ensuring, the safety of our products is one of our core commitments to our customers. At JARA, our safety and quality management policies and processes, meet or exceed the expectation. See also at point 05.

Regarding our limited, but balanced assortment, we are guided by our customers' needs and appreciate their feedback and ideas. Our value-for-money assortment should help avoid choice stress and should create no doubts as to quality and competitive market price. It is our responsibility to design our select product range in a way that meets our customers' everyday needs. Therefore, we aim to listen to our customers to maintain the right price - quality balance.

In addition to ensuring high product quality, we aim to offer our customers options for a healthy and sustainable lifestyle. Our buyers and suppliers work to improve the composition and nutritional profiles of the products we offer. We take into consideration the product's lifecycle with the aim of continually reducing resource intensity and environmental impact whilst maintaining compliance with social standards. We want to enable our customers to make informed choices by providing them with accurate and transparent information through clear product labeling and direct customer communications.

Another promise, based on our mission, is that we want to offer our customers a basic, but modern, clean, convenient and friendly store. A friendly store means well-trained employees who serve our customers in a very friendly manner. A genuine smile cannot be missed!

## **02. PEOPLE**

Our employees are key to our success. They define the JARA business day after day and distinguish us from our competitors. Every JARA employee is trained and is aware of our mission, vision & values.

To be successful and to continue this path, we want to be the employer of choice within the food retail sector and to attract talented professionals who work together with us to further develop the Nigerian market. We succeed by providing an appealing, efficient, and supportive work environment and by being honest, fair, and responsible in everything we do. Each employee makes a difference within our business. The commitment of our staff makes it possible for us to deliver the possible value to our customers; in terms of both: quality and price.

We delegate responsibility and give our employees the necessary autonomy they need to make decisions independently. We are committed to ensuring that each employee receives the opportunity for personal growth and further development; irrespective of their place of origin, religion, age, gender or sexual orientation.



Together, we establish a culture of learning and personal development. We strive to maintain long lasting work relationships and support our employees in developing their career. We enable them to partake in the success of our business through training & development programs for each lower and middle position in the organization, attractive remuneration and recognizing exceptional individual performance.

The above requires from each individual leader in the JARA organization an honest and open communication combined with strong leadership, integrity, hardworking and a customer centric attitude. Getting and carrying out responsibility is necessary to create and maintain our effective organization and to make the JARA employees stronger.

### **03. SUPPLY CHAIN**

Based on our mission & vision statement, we strive for long-term relationships with our suppliers by considering them our partners to achieve our mission, as we are aware sustainable buying practices are essential for the long-term success of our business. We expect from each supplier that they contribute to our mission.

Mutual trust is the driver for long-term relationships. This means the supplier is aware that we control the quality of the supplied goods, especially perishable products, strictly. Deliveries, which don't comply the quality descriptions and/or the ingredient specifications, are not accepted and are discussed with the supplier promptly in order to avoid such in the future. We want to avoid selling goods of inferior quality to our customers.

We also assume responsibility across our supply chains, and for the resources used in the production of our goods. While we are aware that not all production processes in Africa are updated nor up to the international standards, our aspiration is that all our products be made in a sustainable way. In this frame, we consider environmental and social impact, including animal welfare, throughout our product supply chains; from raw materials to final production. Raw materials include agricultural products and forestry, livestock and fishery, and other natural resources used for production and packaging.

We submit our aims with our suppliers and business partners to create awareness on improving living and working conditions throughout the supply chain. For that, we approach our suppliers with an open mind, as we want to be a reliable and critical business partner.

In general, we want to work together with our suppliers towards increased transparency and continuous improvement within the supply chain. We strive to increase the share of sustainable resources used in our products and to minimize the negative environmental and social impacts of production.

### **04. NIGERIAN FARMERS**

Further to the above, we aim for vertical integration of Nigerian agricultural products to involve local farmers in our supply chain and to give them the opportunity to distribute their products via our channel. This strategy will ensure a high quality of products at our stores and allow us partner with local farmers. Our partnership with local farmers will result in a reduction in post-harvest losses for the farmers and also benefit both sides by helping to better profits. The profits can be reinvested in production and efficiency improvements.



## 05. FOOD SAFETY

Following our Mission, Vision & Values (MVV), we state that JARA stands for high quality products. Quality, safety and sustainability are key drivers in the whole food chain.

Our customers expect that products on the shelf are safe to eat and drink. They rely on us to offer products that they can trust. Whenever we need to remove a product from the sales floor or to recall a product, we take the greatest care to ensure our procedures are followed correctly to protect our customers.

In addition, we state that hygiene and cleanliness are a part of work health, safety and a part of our operational excellence. We also understand the customer demands a clean and hygienic shopping environment, and of course, we are aware that this should be a part of our customer orientation.

Based on these principles, we want to follow the so-called HACCP procedures. HACCP stands for **Hazard Analysis and Critical Control Points**, which is a systematic and preventive approach to food safety from biological, chemical, and physical hazards in production processes. In this manner, HACCP attempts to avoid hazards rather than attempting to inspect finished products for the effects of those hazards.

## 06. SOCIETY

As a food retail business, JARA is at the heart of society. JARA deals with dozens of manufacturers, importers, distributors, farmers and other business partners, thousands of customers, hundreds of employees and various authorities on different levels, all of which are a part of our society.

To us, responsibility means making a positive contribution to the community by following the tenets of mission & vision very closely. This means offering Nigerians in the lower and middle-income classes a modern and convenient store with high quality goods for low prices. For this we accept lower trade margins.

We reinvest our profits into expanding the store network across the country which means a significant contribution to the country's employment and social development.

We involve local farmers as partners to help them to avoid post harvest losses and to get their products on the market via our distribution channels. This results in better profits for the farmers to make.

We pay all due taxes to the authorities which means a significant financial contribution to the society.

The objective of our business activities is to deliver a sustainable societal impact for the future. In the future we plan to apply our organization and resources beyond our core business.

## 07. ENVIRONMENT

Our business activities have an impact on the climate and the environment. This is a result not only of the products we sell, but of our entire operations, from the construction and operational running of our buildings to the transportation of goods. We aim to minimize the ecological footprint of our entire business.



We try to avoid or to minimize the use of industrial refrigerators and freezers with energy consuming condensers. We work daily on improving the logistic efficiency and we are guided by the principle to reduce, reuse and recycle.

#### **08. IMPLEMENTATION AND ACCOUNTABILITY**

The CR principles apply to all employees. JARA ensures adherence to these principles by setting specific goals and implementing adequate measures.

Legal notice Published by: EDLP Nigeria Limited, 999a Danmole Street, Victoria Island, Lagos, Nigeria.

JARA EDLP management,  
Lagos, 03.2019