

## MMB trains Coca-Cola hawkers

Written by Ts'eliso Tale

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**MASERU-**THE Maluti Mountain Brewing Company held a one day workshop for Coca-Cola hawkers at their training Centre this past Saturday.

The motive of the workshop was to equip hawkers with knowledge about the Marotholi Beverages products. The company plans to sell its products to hawkers at lower prices than those of used by wholesalers.

At least 33 hawkers from Industrial Area and border post attended the workshop. The hawkers were also informed about the company's pricing structures and how to keep proper books of accounts.

The National informal Sales Manager Moeko Maboe did the presentation on the merchandize. He insisted on faithfulness to the correct pricing structure when selling to the public. For instance hawkers add an extra M0.50 for every can of Coca Cola (300ml) thereby making it M3.50.

MMB said they trusted hawkers to be loyal to Coca-Cola Merchandize which is worth M2. 265. It includes Coca-Cola Trolley, Umbrella and Bib. They are expected to return the items if they abandon the business since the items are company products not personal products.

MMB said they knew of some hawkers who sold the Coca-Cola merchandize when they did not use them anymore. When MMB people came to collect their merchandize, if not used properly, some the hawkers are said to have put up a fight.

Maboe told hawkers that they are the image of the company since they were working hand in hand. But he chastised some of them for putting the company's products at the back so that potential customers are not able to see them clearly.

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“Some of you put our products at the back so that people can't even see them” Maboe warned.

The Lesotho Mounted Police were also invited to be part of the event. The motive was to provide them with knowledge to help in the identification and arrest of people who misuse the Cola-Cola products. 'Malijane Mare from Pitso ground police warned hawkers of the importance of being honest and legal in all their dealings.

'Masekhantso Sekhantso, Director of Human Resources who educates hawkers about HIV/ AIDs, promised them that in their next meeting she would bring along with her people trained in testing and counseling. She also told them to be wary of contracting HIV and AIDS.

MMB Occupational Health Intervention is to arrange sponsorship of the community based initiative to deal with the HIV/AID pandemic.

Hawkers were also shown around the company's production facilities. They saw how beer, soft drinks and Ices were produced. The next workshop will be for the Bus stop Area. Hawkerc trading nearby are expected to attend. The company also hopes to increase its number of people hawking their products in areas like Roma, Nazareth and Matsieng.