

Harley-Davidson Malta participates in Think Once, Think Twice, Think Bike event

Fapi Motors Ltd, local official authorized dealers for KTM and Harley-Davidson joined hundreds of Maltese bikers including HOG (Harley Owners Group) Malta Chapter members in the Think Once, Think Twice, Think Bike safety campaign on Friday 9th August in Bugibba.

The aim of the event was to raise awareness about the dangers faced by motorcyclists on the road. HOG Malta Chapter proudly showcased their treasured and customised Harleys and all proceeds from the event were directed towards the Malta Community Chest Fund.

"This event was also a celebration for Kevin Camilleri and Perry Newton who after their feat of completing the heroes legendary Dakar Rally in 2012, will this year be taking on Turkey in the 4th edition of the Transanatolia Rally Raid from 31st August till 7th September on board their KTM 690.

It was a busy year for Harley-Davidson Malta from the opening of the showroom to organizing an overland trip to Rome last June for the 110th Anniversary since the Bar and Shield brand was born in a shed in Milwaukee, Wisconsin in 1903. During September the first newly launched bike models will be on display at Harley-Davidson Malta showroom.



The new Tri-Glide Ultra



The new Forty Eight with ABS



The new Fat Bob



Highlights from the event in Bugibba.



Keeping in Touch is the monthly newsletter of Famalco Group.



HR UPDATES

Birthdays in September

happy
birthday

- Micallef Robert - 4th
- Mifsud Wayne - 5th
- Galea Josianne - 7th
- Slijepcevic Dragan - 10th
- Bellia Clayton - 10th
- Schembri Antoine - 11th
- Boxman Arend - 14th
- Cutajar Christopher - 15th
- Fenech Graziella - 15th
- Micallef Shawn - 17th
- Falzon Patrick - 21st
- Coleiro Emanuel - 24th
- Borg Joseph - 26th

Recruits in August



Gatt Reuben
Project Manager/
Property
Administrator



Debono Christopher
Junior Property
Administrator



Coppini Luke
Warehouse
Labourer

CUSTOMER FOCUS



Barriers:

- Doesn't think of the customer first
- May think already knows the customer needs
- Acting defensively and showing lack of flexibility
- Poor listening skills
- Unwilling to handle complaints, criticism and specific requests

▶ However, 'customer focus' doesn't mean being overly responsive to customer needs, or being too willing to change established policies and processes to unreasonable requests.

TIPS:

- **Connect with customers**
- Inform the customers about the company's procedures, practices and services offered. Understand and ask for their needs and expectations, deliver as agreed, keep the customer informed, and ask for feedback about the service provided including possible improvements
- **Be prepared for good and bad news; listen and respond to legitimate criticisms**
- Customers will usually complain more than compliment
- **Anticipate customer needs and demonstrate commitment**
- Create a positive relationship with your customers and provide them with positive surprises such as shorter delivery time, added value, unexpected feature etc
- **Put yourself in your customer's shoes**
- Define expectations, what is a reasonable timeframe? What would be the top three things you would complain about? Answer all calls and keep your promises. Inform immediately if problems arise... ..ensure the problem is fixed.
- **The customer is the main component**
- Any considered changes in work practices should position the customer at the centre. Your best will always be determined by your customers, not you. Involve the customer and seek feedback; you will always win following that rule.
- **Experiment and learn**
- Drive for continuous improvement, never be satisfied. Challenge yourself and work practices you've always performed. Are they designed with the customer in mind or for your comfort? Don't be afraid to try and fail.
- **Observe and look for opportunities to see customer service in action.**
- Take advantage of every occasion to observe customer service in different working environments such as private entities, hotels, supermarkets etc. Capture the best-practices and apply those same principles to your own work.

Harley Davidson Malta and KTM Malta facebook pages generating traffic among enthusiasts

Since their launch earlier this year the two facebook pages are proving to be the best and most effective direct promotional tool available to Fapi Motors Ltd. Marketing Department.

Product information, latest news and arrivals together with events are posted on the pages providing immediate feedback and interest from clients from countries as far as Australia, Canada and USA. Both brands have particular worldwide appeal and ultimately it all boils down to the language we choose to communicate with our customers. If you have not yet done so hit the Like button and leave the rest to us!



QUOTE
OF THE
MONTH

The golden rule for every business man is this: 'Put yourself in your customer's place'
Orison Swett Marden

Fritz Energy Ltd completes installation of canopy at Pit Stop Service Station in Attard

Fritz Energy Ltd. has completed the refurbishment of the canopy of one of the busiest service stations on the island, Pit Stop Service Station in Attard. Fritz Energy Ltd was commissioned with this job and together with its foreign suppliers, it re-designed the whole canopy and carried out the job without any disruptions to the normal station operations. The canopy features alucobond cladding with integrated LED and energy saving lighting keeping energy consumption levels to the lowest possible.



Faceworks Ltd Hot Summer

Faceworks Ltd's summer schedule was jam-packed with work progressing at a steady pace on all sites. The unique features of the 3m-arm trencher ensured an efficient and effective deployment on the sites much to the satisfaction of the development owners.



Fulani strengthens its human resources

During the past months, an aggressive recruitment campaign was launched targeting to set-up a new organisation structure which bolsters the implementation of Fulani's strategic plan. The company has currently two major property development projects in the pipeline: the Wardija residence and three residence sites in Zebbug. In addition, the relocation of the Group's Head Office to Focus Building above Fapi Motors showroom remains another central project to implement, whilst maintenance on the existing buildings (Guatemala Mansions and Ecuador Mansions) remain an on-going activity.

HR planning is crucial to successfully and holistically complete capital projects of such calibre from a financial, quality and timeframe standpoint; skills knowledge and professionals are needed to guarantee a desirable accomplishment. To enforce the property development division, two new recruits joined us lately: Reuben Vella, an architect by profession who holds the role of Project Manager/Property Administrator. He will be coordinating all the required works, ensuring that the objectives are met as planned and compliant as per internal and legal regulations. Acting as his right hand, Christopher Debono a freshly graduated student from MCAST in Construction Engineering will be assisting Reuben according to exigencies. The last but definitely not least, Mathieu Cilia who has been assigned by the Board of Directors to take the ownership of the start-up phase of Fulani properties.

Mathieu will be playing a crucial role in ensuring that these projects and other capital investments achieve the objectives set by the Group.

Completing property development projects according to the expected standards, within budget and within the stipulated timeframe is extremely important; but having a well-designed marketing campaign with a concrete-focused return on investment strategy is equally critical. Hence, the Group is currently evaluating candidates for the role of Commercial & Business Development Manager to undertake this responsibility. In addition, the health and safety aspect is another key performance indicator which the company will be measuring, and to ascertain that all the practices are followed and observed a Quality Assurance - Health, Safety & Environment Manager will be joining the Group in October.

Fulani Properties is gearing up to enrol in this exciting journey full of initiatives and opportunities. Whilst wishing all the best to the 'Fulani team', we need to remember that we all make part of the same Group and therefore let's give a helping hand to our colleagues because as Phil Jackson a former basketball coach once said 'The strength of the team is each individual member. The strength of each member is the team'.

It's a Wild, Rock 'n Roll ride...

Most of you have met William Attard McCarthy (il-Willie) at the FAPI Motors Showroom, where he is mostly busy acting as Malta's ambassador for Harley Davidson. Being a Harley owner himself, he does this with passion and considers the time spent in our showroom more as a fulfillment rather than a "job".

However, when the showroom lights go down he fills up his spare time with a variety of other things.

William has loved photography since a very young age, and has been a freelance award-winning professional photographer for the last eight years.

His assignments include, but are not limited to weddings, glamour and

fashion shoots as well as commercial photography. His portfolio (www.mccarthysphotoworks.com) includes assigned works for big names such as AirMalta, and has also carried out cinematographic work in recent productions such as Red Electric's Live Unplugged Sessions. When shooting for the fun of it, he loves shooting astrophotography, landscapes and architecture.

Apart from photography, William has a love for rock music and spends quite a lot of time dishing out riffs on his lead guitar (favourite bands include Metallica, Helloween and other classics such as Led Zeppelin, Pink Floyd and Deep Purple).

Later on in the night you may find William somewhere in the great outdoors, either camped out somewhere in his Defender 110 or cruising on his Harley-Davidson Sportster. If it's none of both of these, then he's most probably enjoying a bottle of Jack.



William Attard McCarthy



Guess Who Competition ?

Can you guess who the child in the photo is?

Would you like to **WIN** an exclusive Corvette t-shirt ?

Send your replies to:
kevin@focusedknowledge.com.mt
by September 25th for a chance to win!

Last month's winner was **Christine Zarb**, who correctly identified **Roberta Mamo** as the child in the photo.

