



# AYM SHAFa CULTURE GUIDE

## Brief History Of AYM Shafa

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AYM Shafa is a limited liability company. Established in 1996 and authorized by the Department of Petroleum Resources (DPR) in 1998 to engage in the trading of Petroleum and Allied Products. Our founder and CEO Alhaji Yakubu A. Maishanu OON, steered the company towards sustained growth since it was founded.

The first AYM Shafa station was opened at Yankari Road, Tudun Gokaru, Bauchi State in 1998, with Mr. Ahmed Umar (now retired) as the pioneer MD/COO. Since then, the company has transformed into a key player in the downstream energy sector, operating a fleet of over 800 trucks and more than 150 stations around the country. On February 1, 2024, the company appointed Ali Ibrahim Abiodun as the new MD/COO, having previously held the position of CFO.

# VISION AND MISSION



## Vision

To be the leader in chosen markets, providing innovative solutions and creating value for stakeholders



## Mission

We create sustainable value for our stakeholders by providing exceptional products and services through the deployment of appropriate resources

## Our Core Values

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TRICE



Teamwork



Respect



Integrity



Customer Focus



Excellence

## Teamwork

- ❑ Across teams and different task, we encourage collaboration in problem solving.
- ❑ Every opinion acts as a brick to building the AYM Shafa empire.
- ❑ With all hands-on deck, we do the work better and faster exceeding customer expectations
- ❑ For us teamwork means getting more, by involving more



## Respect

- We acknowledge every employee's value, role and contribution to our organizational goal.
- All employees are treated with fairness and dignity; we provide equal opportunities and ethical conduct.
- We encourage open communication and inclusive decision making with our internal and external customers.
- We value employee's time, values and beliefs.



## Integrity

- ❑ We employ ethical conduct in all our interactions avoiding misconduct, favoritism or exploitation in any form.
- ❑ We take responsibility for actions towards internal and external stakeholders, owning up to mistakes and maintaining trust on both sides.
- ❑ For our staff, this means open and truthful internal communication. For customers it means providing accurate information about products, services and pricing.
- ❑ We are consistent in delivering our promises and service standards make sure customers experience reliable service every time.



## Customer Focus

- ❑ We understand customer needs at every level, using this insights to shape decisions, services and solutions.
- ❑ Responsiveness and ownership when it comes to customer concerns, ensuring issues are resolved efficiently and professionally.
- ❑ Delivering value through every interaction, making sure customers consistently receive quality service that exceeds expectations
- ❑ Building long-term relationships, not just transactions, making sure todays sale translates in loyalty.



## Excellence

- ❑ At AYM Shafa we are committed to the highest standards in every task, working with precision and professionalism.
- ❑ We are never standing still, our people and business is constantly improving and driving innovation.
- ❑ For us its not about meeting targets, we make sure to exceed them, giving customers delight and long-lasting confidence.
- ❑ Excellence shows in the ownership and attention to detail our staff show towards job execution.

## Working Hours

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- Staff are expected to be in the office, ready to start work by **8:00a.m** from **Monday to Friday**.
- Where an employee does not resume before **12:00p.m**, it will be deemed as casual leave and one day will be deducted from leave entitlements.
- Employees desiring to leave the Company during working hours for personal business must secure approval from their line manager.
- Each staff is entitled to one hour (12pm - 3pm) in between the normal working hours as lunch/refreshment time, which should be taken with the consent of employee's supervisor

## Dress Code.

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- Monday and Tuesday - **Corporate**  
Wednesday - **Branded T-shirt**  
Thursday - **Traditional attire**  
Friday - **Free-style**
- The colors and styles for suits, shirts/blouses, ties and shoes should be conservative.
- Our dress code policy is not too rigid in order to allow your sense of style and personality to shine through. However, modesty is a **MUST!**

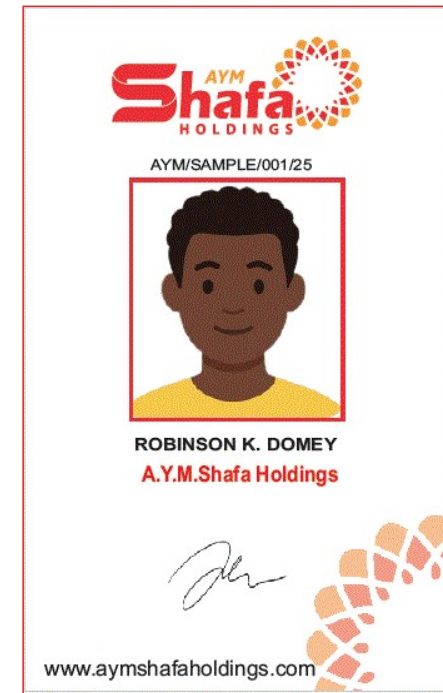


## Dress Code.

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Staff should always wear their Identity Cards visibly during official working hours while in the premises of AYM Shafa. It is advisable that ID cards are worn/hung on the upper part of the body for visibility.

**Note:** Lapel pins do not replace identity cards and staff are advised to wear lapel pins during functions within and outside the AYM Shafa premises, where applicable.



## Communication

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The official font size and colour of our mail content, as well as email signature should be in **Georgia 12 Black**.

Staff should endeavor to acknowledge receipt of mails within 12 hours.

Staff should endeavor to attend to/resolve email queries within 24 hours except the input of others is required, then the contact person should be informed of such information if it exceeds 2 days.

No staff is allowed to send mails to ALL STAFF without prior approval of the relevant HOD.



## Performance Appraisal & One On Ones (03).

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- It is our policy to continuously assess everyone's performance and contribution throughout the year in line with business goals
- Performance appraisals are conducted every 6 months (twice a year).
- A one-on-one feedback session is a formal meeting held in private between a manager and employee, where the discussion is focused on the employee's recent performance and the employee's short-term goals.
- This one-on-one sessions are recommended to be carried out once a month.
- The use of regular formal performance feedback sessions plays a pivotal role in sustaining the high performance and motivation of our employees.



## Courtesy and General Behaviour

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- Staff are expected to be polite to customers and one another. Shouting across offices is not permitted.
- Employees should not consume cooked food or any edible item with strong aroma at their workstations but at the canteen. However, light snacks with mild aroma may be consumed at workstations.
- At AYM Shafa we discourage verbal exchanges and other forms of undisciplined interaction between members of staff or a member of staff and a customer/third party.
- Please note that although staff address each other on either a first name basis or role title across all cadres, they are to address customers using appropriate titles e.g. Mr./Mrs./Dr/Prof/Chief etc.



# Leave

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- AYM Shafa has provides different types of leaves - Annual, Casual, Compassionate, Maternity, Study etc. New employees are not expected to take leave until their employment has been confirmed.
- Leave can not be accessed in not more than 2 instances per annum.
- Under normal circumstances, an employee may go on leave at the convenience of his or her department.
- Leave is to be used up in a year and cannot be converted to cash or carried over to another year.



# Meeting and Visitors.

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## Official Meetings

Management meetings hold every Tuesday at 9:30am, departments are encouraged to have meetings at least twice a month. Staff should be seated at all official meetings 15minutes before the slated timeline.



## Unauthorized Meetings

Employees are not permitted to conduct any personal or private business on the Company's premises, nor can they conduct any unauthorized business in Eterna's name whether on its premises or elsewhere.



## Meeting Communication

Communication during meetings should be kept precise and respectful.



## Visitors

The company does not encourage staff to entertain personal visitors during office hours. However, where this is unavoidable, please keep the visit as brief as possible.

# Health, Safety and Security

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## Incident Reporting

We believe that safety is a collective responsibility, hence employees are encouraged to report breaches and potential hazards like naked wires and loose fittings.



## Security

We safeguard company and personal property; passwords and door access codes are strictly for authorized AYM Shafa personnel only.



## Safety & Compliance

Compliance with safety regulations both on and off the field is prioritized, from fastening your seatbelts to discharge procedures.



## Housekeeping and Personal Hygiene

At AYM Shafa we prioritize personal hygiene and a clear desk policy, both staff and their workspaces should be appear neat always.

## Health, Safety and Security

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All electrical appliances (computer systems, printer, photocopier etc.) should be switched off before leaving the office for the day.

Staff should endeavor to lock their systems whenever they leave their workstation during working hours.



