



FOR IMMEDIATE RELEASE

August 18, 2017

SCOTIABANK ANNOUNCES TOP 3 PERFORMERS FROM 2017 VISION ACHIEVER PROGRAMME

Companies experience revenue increases of almost 200% after completing the programme



Scotiabank Vision Achiever top three performing businesses people, from left, Janet Rankin-Henry of Complete Nutrition Care Diet Centre, Kemal Brown, Digita Global Media and Ruschelle Richards, Your True Shade Cosmetics, with Kaysia Johnson-Vaughan, manager, marketing programmes at Scotiabank.

(Kingston, Jamaica) Complete Nutrition Care Diet Centre, Your True Shade Cosmetics and Digita Global Media have together won over \$3M in prizes after being selected as the top three companies in the 2017 Scotiabank Vision Achiever Programme. The three who demonstrated increases their revenues of up to 183% during the four months of competition, were awarded at the programmes closing ceremony held on Thursday, August 17 at the Terra Nova All Suite Hotel.

Digita Global whose revenue increased by 183% attributes his achievements to successfully winning 2 lucrative contracts amounting to \$19M, and increasing his customer base by 61%. In like manner, Complete Nutrition Care Diet Centre tripled there revenue for the period March to June recording an increase in profit of \$1.1M and increasing their unit sales by 52%. They too have snagged a contract with an international company that should see their profits continue to grow significantly. Your True Shade Cosmetics also grew significantly demonstrating a 69% increase during the competition period with revenues moving to \$2.7M.



"I am very impressed with the overall results of this year's participants", said Yanique Forbes-Patrick, Vice President of Marketing at Scotiabank. Based on the feedback we have received they really did embrace the programme and implemented the key tenets of what they learnt. But the top 3 surpassed our expectations with their phenomenal increases of almost 200%".

Others awarded were Nicole McGrath, General Manager of The New Greenhouse who received the People's Choice Award after acquiring 7,824 votes in a social media competition; and Naomi Garrick, Managing Director of Garrick Communications, who was presented with the Transformation Award as the individual who had shown tremendous growth as an individual and company, while demonstrating passion and excellence throughout the course. All participants were presented with certificates of completion.

According to Forbes, "It takes a lot of initiative and insight to make that bold step into entrepreneurship, we applaud all the participants for also being willing to explore other opportunities to enhance the quality and operation of your business. We at Scotiabank, and our partners, are pleased to have been able to facilitate this programme that we hope will be a catalyst for business growth and development in Jamaica.

Marcia Woon Choy, International Business Coach, ActionCOACH Jamaica, also shared saying "I was very impressed with the level of work that they did this year. And we got amazing results".

The top three each received \$250,000 in grants from the Development Bank of Jamaica, \$150,000 in business solutions from Digicel Business, \$360,000 in the development of advertising campaign materials from eMedia Interactive Group and \$500,000 in advertising products from Business Access TV.

Companies in the 2017 cohort included, WICanSupply & Services Ltd., Anysnacks Distributors, Simply Wood Furnishing, Henry's Delight, Jan's Accents, Food Delite Company Limited, Lawson's Trading & Services Limited, Enersave Solutions Ltd, Jamaica Sandal Company, True Shade Cosmetics Limited, Sentry Services Security Company Limited, The Amazing Concrete Finishes Group Limited, Garrick Communications, Bedron Enterprises; Digita Global Marketing Ltd., Steel Craft Limited, CBC Beverages, New Greenhouse, CardioMeds, Inventory Solutions Limited, Dr. Jennifer Bowen-Chatoor, JAM-MAR Processing Ltd., Healthstar Medical Centre, Complete Nutrition Care Diet Centre, and Kumeas Hair Perspective.

Sponsors and partners for this year's programme included Business Access TV, eMedia Interactive Group, Development Bank of Jamaica, Digicel Business, Panmedia and Lithographic Printers Ltd.

Since 2011 Scotiabank has provided small and medium-sized enterprises with an opportunity to benefit from the Scotiabank Vision Achiever Programme - a 17-week coaching programme in partnership with ActionCOACH. The seven (7) module capacity building programme is designed to achieve core competency for running a business including systemizing the business process, marketing and understanding business financials.



###



For Additional Information, Please Contact: -

Naomi Garrick

Garrick Communications

876-809-4215

naomi@garrickcommunications.com