

# Southern Enterprises rebrands to improve service delivery

 By [Walter Wafula](#)

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Southern Enterprises a clearing and forwarding firm in Uganda has adopted a new brand in a bid to reposition its business in the global market place. The company unveiled a new logo last month, which it plans to use in its day-to-day business.



The new brand consists of a red image of cargo ship sailing on a wavy sea. The words SEL representing Southern Enterprises Limited are inscribed in white, in the middle of the image.

Speaking at the launch of the new corporate image, Tom Katare, managing director of Southern Enterprises said that after 22 years, the company had decided to rebrand, to establish a close relationship with its clients with a deeper understanding of market trends.

“We also want to reach new markets and create a one-stop shipping centre for our clients,” said Katare. The company provides, clearing and forwarding solutions to clients and storage services. Southern Enterprises Limited or SEL handles bulks of exports and exports from and to East Africa, the Middle East, Far East, Europe and the United States.

## ABOUT WALTER WAFULA

Walter Wafula is a seasoned journalist who has reported for the *Daily Monitor* newspaper in Kampala-Uganda. He is also a contributor on Bizcommunity.com website. Email Walter at [wafwalt@yahoo.com](mailto:wafwalt@yahoo.com) and connect on LinkedIn.

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