



THE MARKET

The Copy Cat Limited was established in 1984 as an Office Automation outfit. The Company began its IT operations in 1992 and quickly expanded to include a wide range of IT services covering a broad spectrum of solutions and System Integration. Steady growth and expansion has seen Copy Cat emerge as the leading IT Systems Integrator within East Africa with companies across all business industries and sectors.

Target markets range from SME's; banking and financial institutions; Corporate, Government and public institutions; the education sector and learning institutions; and Retail, focusing on supplying products to the SOHO market.

The various markets are targeted through face to face interactions with customers and by aggressive direct and indirect marketing.

The brands target market is divided into:

- Banking and financial institutions - 55 percent
- Government and public institutions - 25 percent
- Corporates - 20 percent
- Education sector - 10 percent

Market share is divided between Office Automation, with 30 percent share and Information Technology having the majority 70 percent share of the total brand market.

The brand has noted that consumers have changed their buying trends due to the prolonged economic downturn. Today, consumers are not only paying attention to word-of-mouth referrals; they're getting serious about them. Copy Cat sees that every connection with a customer could

impact the brand's relationship with several people in his or her social network. Thus they strive to create and maintain a long lasting relationship with the customer that does not end after the completion of a sale.

Demand for products by the small and home office market from Copy Cat is high, seeing that Copy Cat is a top player in both Office Automation and the IT sector, with 25 years of experience in both arenas. The brand has physical presence in Uganda, Tanzania, Rwanda and Ethiopia with a record of proven expertise in handling large projects within the region.

The brand acknowledges that Customer Service Support is the backbone of the company and makes it their main goal to give the best after

sales service to their entire customer base.

The Copy Cat Limited employs a highly certified technical team to sell and support the various vendor products and solutions.

The company envisions its brand growing and aligning itself with market trends to remain relevant to the target market by providing innovative products and services and to steadily increase turnover in the next 10 years to reach the Ksh 100 Billion mark.

ACHIEVEMENTS

- 1999- Awarded Overall IT Company of 1999 by The Computer Society of Kenya (CSK).
- 2001 – Outstanding IT Solutions Integrator of 2001 by (CSK)
- 2002 – Best Networking Solutions of 2002 by (CSK)

- 2003 – Best IT Integrator Solutions Provider of 2003 by (CSK)
- 2004 – Best IT Integrator Solutions Provider of 2004 by (CSK)
- 2004 – Best Supplier Partner 2004 by Standard Chartered Bank of Kenya.
- Year on year on growth award by HP
- Cisco awards
- 2006 - ICT Company of the year Award by (CSK)
- 2007 – Outstanding performance award by NRG Int. Ltd
- 2007 - Kenya Information Communication Technology excellence award
- 2007- Top sales, an achievement award by Diebold
- 2007- Top performance partner of the year (Sub-Saharan Africa) Sun Microsystems award
- 2008 - Commercial Partner for emerging Africa award
- 2008 - Best ICT company of the year by (CSK)
- 2009 – Highest HP growth in East Africa
- 2010 - Achieved Cisco advance wireless LAN specialisation in East Africa
- 2011 - Achieved Cisco small business specialisation in East Africa
- 2011 - Cisco's Emerging Africa Partner of the Year
- 2011 – Cisco Video Excellence award for emerging central theatre 2011
- 2011 – Top Service Provider (Standard Chartered Bank)

The Copy Cat Limited was the first business

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COPY CAT
P.O. Box 49872,
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BRANCHES:

| | | |
|-----------------------------------------|----------------------------------------|-----------------------------|
| • Mombasa Tel: (041) 2223647 | • Kisumu Tel: (051) 2024259 | • Nakuru Tel: (051) 2216701 |
| • Eldoret Tel: (053) 2030082 | • Embu Tel: (050) 300383 | • Nyeri Tel: (091) 2032785 |
| • Kisii Tel: 0722 618727 or 0721 837051 | • Meru Tel: (064) 31581 or 0720 503656 | |

to open a copy bureau in Nairobi; to introduce IT to the Kenyan market; and implemented the first Cisco TelePresence project in the country.

HISTORY

Mr Rajoo Patel and Mr Nazir Noordin opened the original offices in Monrovia Street in the Central Business District of Nairobi with a staff component of 15 and two cars for the sales team to share during their calls. The brand started with analogue copier machines that used coated paper technology, and printers and faxes that used paper or heat transfer techniques. They faced challenges in creating brand awareness and recognition with few resources and limited staff and mobility.

The Copy Cat Limited was established in 1984 as a leading, fully integrated, Office Automation outfit. The Company began its IT operations in 1992 and quickly expanded to include a wide range of IT services ranging from Enterprise Resource Management to Hardware Data Solutions and many other product ranges.

Steady growth and expansion has seen Copy Cat emerge as the leading IT Systems Integrator within the East African Community. Copy Cat employs a well trained workforce of over 800 people across East Africa to offer unrivalled marketing, sales and support services to its client base.

For over 25 years, Copy Cat's single-minded approach has been to provide 'Total IT Solutions' for its customers, riding on the philosophy of excellent service provision and detailed attention to customer's needs.

The vast wealth of knowledge, unrivalled track record and excellent support from an array of Tier 1 partnered firms across the globe, make Copy Cat the Best IT and Service Provider in East Africa.

THE PRODUCT

By offering a single source of expertise and a fully reliable, fully integrated solution that is compatible with the current and emerging technology standards, Copy Cat saves customers from the struggles and inevitable shortcomings of attempting to integrate diverse solution aspects

leaving them to concentrate on the urgent business of productivity and growth.

Core business activities include: Software Management and Integration Solutions; Office Automation Services and Products; Network Management Solutions; Banking Solutions; Data Management and Backup Solutions; Telecommunications Solutions and many more.

In addition to these Audits and Consultancy Services are offered to corporate entities on IT and Office automation Systems.

Copy Cat is quick to adopt new and emerging technologies after thorough scrutiny to ensure that clients receive the best in the market and that solutions are tailored to fully complement and address the clients' requirements to achieve maximum productivity at minimum cost.

RECENT DEVELOPMENTS

Copy Cat has recently signed a new partnership with Manai Corporation who is now their Oracle implementation application partner.

PROMOTION

The Copy Cat Ltd places advertisements in local and regional newspapers, on radio as well as utilising outdoor billboard advertising.

Promotion through annual sponsorship of the Kenya Open Golf tournament; the Muthaiga Caddies Annual Championship; and support for conservation projects such as Rhino Charge in the Aberdare conservation area promotes the brand's CSR status.

Various promotions are held annually such as the Back to school promo held at the beginning each year for schools to buy consumables for their equipment; the AAR financing option promo - whereby schools have an option to purchase digital duplicating machinery either with cash or through monthly installments in order to empower those grass roots schools who can not buy the machines upfront.

Special promotional posters for ETR machines, safes, security products and copiers are regularly produced. Other mediums used are the direct mail and email campaigns sent to inform customers about current and ongoing promotions.

A telemarketing team keeps customers updated on new products and services as well as checking on customer satisfaction levels.

BRAND VALUES

Copy Cat Ltd sees itself as embodying the following core brand values:

- Approachable
- Responsive
- Systematic
- Driven to win

The company promises to provide innovative solutions using top quality brands backed up by excellent customer service and extensive regional coverage. Copy Cat is committed to creativity, integrity, excellence and passion.

Two identical black cats make up the brand's logo. These originate from the brands past history of photocopying, which was the core focus when the company started in 1984. Comparing the cats, it is impossible to distinguish between

the original and the copy. The logo has perfect symmetry depicting the pursuit of perfection and excellence in all that they do.

The brand invests heavily in staff training and product knowledge on current and new products and solutions. A fully equipped DEMO centre allows engineers to practice and try new solutions to ensure they are specialists in their fields before starting a project or implementing a solution at a customer's site.

A computerised call logging system in the technical department means that all preventative maintenance schedules are administered timeously.

Copy Cat Ltd believes that its business is only possible if the equipment at various customer locations is working perfectly. Customers are also trained to master the equipment that they purchase.

Quarterly Customer Satisfaction surveys are sent to existing customers to collect feedback on products and services.

Your reason to change... NOW IN COLOUR

When it comes to creating impact, there is nothing like the new Nashuatec SPC2105F multi-function colour copiers! One convenient hi-tech solution to all your print, photocopy, scanning and fax requirements. Machines that are fast and also integrate easily into anyoffice network. Call us today and arrange a free demonstration... After all, seeing is believing!

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COPY CAT
www.copycatltd.com

Nairobi: Uhuru Highway/Buruburu rd Junction-Tel: 53406-17 Mombasa: Tel: 041-2223647, Kisumu: Tel: 051-202 4250, Nakuru: Tel: 051-221 6701 Eldoret: Tel: 053-203 0082, Nyeri: Tel:091-203 2785, Embu: Tel: 050-300000 Meru: Tel: 064-301 000, e-mail: info@copycatltd.com or sales@copycatltd.com

THINGS YOU DIDN'T KNOW ABOUT COPY CAT LIMITED

- They opened the first copy bureau in Nairobi
- They were the first company to bring IT to the Kenyan market
- Copy Cat paid for an ear piece corner advertisement, featuring two cats, in the Sunday Newspaper for 52 weeks a year
- In the early days at Monrovia Street, Copy Cat staff would clean the street every weekend as part of their CSR activity
- When Copy Cat opened its Monrovia Street office, a family of cats moved into the building