



## MARKET

Midcom is an exclusive authorised distributor of the Nokia mobile phones. With a vast portfolio of ASHA, Lumia and essential categories of phones, and an efficient after sales services that Midcom provides, they possess an unmatched distribution solution for any telecom or IT provider.

Midcom has strong distribution channels across East and West African countries. They have an extensive sales force equipped with a Windows based Sales Tracker application developed in-house that helps in ensuring product availability and that the demand of the product is met. They have also developed an online store for Kenya, thus becoming the first distributor to do so.

Nokia offers a variety of mobile phone for all type of income groups divided into three categories:-

- Low income Groups for feature phones which constitutes of 60% sales.
- Middle income groups- music lovers and teenagers which constitutes of 30% sales.
- High income groups- elite class and gadget freaks which constitutes of 10% sales.

Value-wise, the high end segment provides a far greater contribution, but feature phones are the volume movers in the market.

Midcom has currently captured approximately 60% of the market share in Uganda and over 50% in East African market which translates into an annual sales turnover for the financial year 2012 of approximately US\$750 million.

As far as market share is concerned, Midcom hold a majority of the share in the market and have managed to hold off competition. There is stiff competition from Samsung, Apple, Tecno etc., as Midcom-Nokia they still hold the majority of share in the East African market and now, as Nokia has been acquired by Microsoft, Midcom foresee huge opportunity for Nokia-Midcom.

## ACHIEVEMENTS

Midcom's decade long partnership with Nokia has yielded numerous awards:

**Nokia PINNACLE achievement Award 2013** - Award for outstanding achievement in 2012-13, presented at the Nokia IMEA Conference, Austria.  
**Nokia's Performance Award** - Award for driving sales growth for Nokia ASHA series of products at the Nokia IMEA Partner Conference Berlin 2012.

Midcom selected as one of the Top 50

brands in Uganda by the Private sector foundation of Uganda in 2012.

**Nokia's Best Overall Performance** - Award for outstanding performance in Kenya at the Nokia MEA Conference in Budapest in 2010.

**Nokia's Best Growing Partner Award** - Award for best growth in developing in Tanzania market at the Nokia SSA Conference in Cape Town, south Africa in 2008.

**Nokia's Rocketing Star Award** - Award for outstanding achievement

in the Uganda Market Awarded at the Nokia MEA Conference in Jordan in 2006.

Midcom was the first distributor to launch an online store for customers in Kenya. The customers can buy phones online and can pay through the secure channel of Mobile Money (MPESA) and they are in process of replicating it in other African countries. Midcom was also the first distributor to provide eRecharge facility to their customers.

## HISTORY

Midcom started its operations in Rwanda in 2004, recognising the tremendous growth potential in the African markets. They started with just five employees and have now grown to 550 plus employees in seven countries in Africa.

Nokia fake handsets which came through grey markets in Africa were a major threat for Midcom. To gain the trust of their customers they launched "Be original Buy original" campaigns which helped customers relate to the originality of Nokia phones with Midcom. It helped them to bring down the sales of fake Nokia handsets in Africa.

By establishing deep distribution presence across East Africa and investing in a brand which has become synonymous with Original Handsets, Midcom provides a one stop distribution solution across the region.

After starting operations in 2004 out of Rwanda they then expanded to Uganda

in 2005, Tanzania in 2006, Kenya and UAE in 2008, Nigeria in 2009, Ghana in 2012 and Senegal in 2013.

Midcom has reached out to their online customers by launching their online store in early 2013.

They have implemented a strong and efficient channel of distribution and logistics over this period.

Midcom has managed to capture a majority market share for its principal partner



across the Eastern and Western African mobile phone market by providing their consumers with genuine products and unmatched after sales service.

## PRODUCT

The products are designed to help people communicate with each other. So providing their customers with products that can do much more than communication in terms of design, functionality, and features at affordable prices is what Midcom strive to achieve.

## RECENT DEVELOPMENTS

With changing times and development of technology, Midcom has invested in an in-house application that enables its salesforce to follow their route plans effectively across their markets and also take orders on the go. This is the first of its kind in the African markets and is already implemented in Uganda and Kenya with the sales team equipped with latest Window 8 Smartphones.

## PROMOTION

In order to generate interest, Midcom conducts a number of promotional campaigns targeting the wholesalers, retailers and end consumers:-

- In the low-end Feature Phone category they distribute free give-aways, organise road shows and utilise rural radio to attract end consumers.
- For mid-end, they provide a range of ASHA phones where they collaborate with operators and provide exciting data bundles and advertise this through urban radio, print advertising.
- For high-end LUMIA phones they organise Mall activations, OOH advertising, TV

Advertising, high-end accessories.

The objective of these promotional activities is to relate with originality and authenticity, so Midcom launched "Be Original Buy Original" campaign which helped the consumer gain trust in Midcom as the original distributor of Nokia phones. Midcom has always ensured that their customers relate Midcom with authentic, original and genuine mobile handsets.

A combination of ATL and BTL is used to promote the brand including print media, mall activations, Road Shows, radio, posters, flyers, danglers, standees and roll-up banners. Midcom use point of sale material at their exclusive stores to attract customer, which are in the form of, posters, flyers, T-shirts etc. and display their

products on light boxes, wall units, hanging units and display tables.

Midcom created a "Midcom East Africa" Facebook page which

currently has 235,000 plus likes.

No media mix would be complete without Television advertising and Midcom have planned TV Ads, road shows and mall activations in various East and West African countries.

The Brand regularly gets in touch with various organisations through direct mails and their newsletter, "Midcom Express," to create brand and product awareness and to encourage customers to contact them to establish a healthy business relationship.

## BRAND VALUES

**Reliability** - The organisation has worked hard to become the perfect partner for all their stakeholders and believes in providing excellent value to all its consumers.

**Authenticity** - Midcom strongly believes in providing its customers with Original mobile handsets. The originality and authenticity gives the customers peace of mind and guarantee that if purchased from Midcom, then you are guaranteed an original product.

**Exceptional Customer Service** -To provide excellent sales and after-sales service to the consumer is the bedrock of the organisation. The company has set up Customer Care centres in various countries, which customers can visit in case of any technical issue with their handsets.

Midcom's mission is to provide original and genuine products to all their customers at affordable prices.

Midcom has its own in-house logistics which makes sure that the quality is not compromised and the best quality products are supplied.

[www.midcomafrika.com](http://www.midcomafrika.com)

## Things you didn't know about MIDCOM

Midcom wanted to begin operations in Uganda, one of the group's strong bases. However they were refused the distributorship of Uganda, as they were unproven in telecom distributorship. Determined to become a Nokia distributor and foreseeing the growth in the telecom industry, Midcom began in Rwanda, and after proving itself in a small market, it entered Uganda and then over the span of ten years, established full-fledged operations in seven countries and became an exclusive Nokia distributor in all these markets.

Superbrands