

red dot distribution

MARKET

Red Dot are Authorised Distributors for HP, Dell, Microsoft, APC, AEG, Logitech, Samsung IT, Toshiba and OPTOMA. Their direct target customers are IT Resellers who buy genuine desktop, laptops, printers and computers accessories from them and then sell them to end users - which could be students, home makers, government departments or small to large corporates.

As a distributor it's Red Dot's responsibility to promote channel sales for each of the vendors they represent which includes educating their customers about the new IT products available in the East and Southern African market and, to this end, they impart training to their resellers about the latest IT products and technologies available in East and Southern African Markets. Red Dot also creates awareness regarding the latest products available to end users through ATL activities like Newspapers adverts, billboards, radio's etc.

A couple of years ago Red Dot's main business was generated through the government sector where government was the key buyer for IT products through the Reseller base. Though the government sector purchasing was in higher numbers, their demand was narrowed down to the corporate models, hence not much of variety of consumer models was seen in the market.

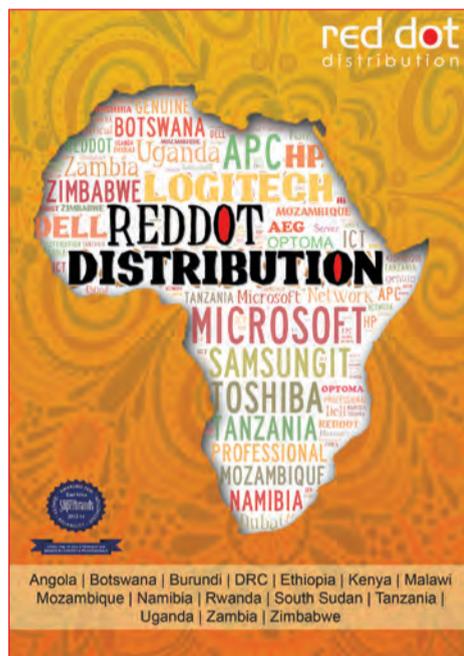
The growth of the retail segment has helped Red Dot in penetrating to the bigger market segment, where consumers have the capacity to buy and have an urge to get updated and high end IT products.

Red Dot's success comes not only from their ability to provide efficient delivery at competitive prices, but also their strong customer service programmes. They can proudly say that they are leaders in the market, with a large percentage of the computer dealers in East and Southern Africa buying their IT goods from Red Dot.

Red Dot bring leading edge technology to East and Southern Africa from global suppliers. This allows their end customers to be more efficient and productive in their businesses, helping them free up valuable resources so that they can grow, hand in hand with the African economy, and ultimately build the IT infrastructure for globalisation.

Red Dot are currently in the phase of

expansion into the southern African countries, they currently have satellite offices, having capacity to fulfil the distribution needs for most of the southern African countries like Botswana, Namibia, Zimbabwe, Zambia, Malawi, Mozambique etc. In a couple of years Red Dot look forward to expanding their distribution product line up and also to having full-fledged offices in all major southern countries.



ACHIEVEMENTS

Red Dot have been distributing HP products since 2001.

Red Dot have been the number one IT distributors in East Africa since inception.

Since 2001 Red Dot have received five rewards from HP for top performance,

three from Microsoft – they are also gold distributors for Microsoft. Red Dot have won two awards from Samsung IT and three Awards from APC.

Red Dot was the first authorised IT distributor to be established in Tanzania and Uganda, and the second authorised IT distributor in Kenya.

Red Dot's strong commitment and dedication has led them to winning awards from their vendors every year since 2001, whilst competing against other distributors from East and Southern-Western Africa.

Red Dot has won various regional awards including:-

- Microsoft Highest Growth 2008/ 2009
- HP Highest Revenue Earner 2008
- APC Highest Growth 2007-2008
- HP Highest Revenue Earner 2007
- HP Highest Revenue Earner 2006
- HP Largest Growth 2005
- HP Highest Revenue Earner 2005
- HP Best Managed Account 2004
- HP Largest Growth 2004

HISTORY

Red Dot Distribution Limited was founded in 2001 by the pioneering Bharwani Group.

Tanzania's first Compaq/ HP Distributor soon became the premier IT distributor in East Africa. With the rapid growth of IT in the region, Red Dot also acquired distributorship for Microsoft, APC Power Products, Samsung, Dell, Toshiba, Optoma, into East African markets.

Red Dot Distribution is headquartered in Tanzania where they started their business way back in 2001 with five staff members. Today they employ 90 staff members, with offices spread across East and Southern Africa and UAE. Reddot have a professional team to cater for the activities such as Sales, Logistics, Finance, HR, and Marketing across the territories they operate.

PRODUCT

Red Dot's success is built upon a foundation of the world's best hardware, software, security, power management and networking solutions. They have aligned themselves with partners whose products represent today's leading technologies.

HP

- HP is a technology solutions provider to consumers, businesses and institutions globally. The top IT company in the world, HP's offerings span IT infrastructure, global services, business and home computing, and imaging and printing.
- Red Dot sell: Hardware (Desktops, Notebooks, Printers, Accessories) Consumables and HP ESSN – Networking and server solutions for small, mid and large enterprise.

Microsoft

- Microsoft is the worldwide leader in software, services and solutions such as MS-DOS, .NET, Office XP, 2007 Office system, Windows, Windows Server, Windows 3.0, Windows 95, Windows 98, Windows 2000, Windows XP and Windows Vista.
- Red Dot sell: OEM products (Operating systems, Office and Servers) and Licences

Samsung

- Samsung Electronics is the global market leader in more than 60 products, from memory, hard drives, and digital displays, to

home electronics and mobile devices. In 2005, Samsung surpassed Japanese rival Sony for the first time to be rated as the new leading and most popular consumer electronics brand in the world by Interbrand. At the end of 2007, Samsung Electronics exceeded the \$100 billion

mark in annual sales for the first time in its history. This achievement places the company, along with Siemens, IBM and Hewlett-Packard, among the world's top three companies in the electric appliances and electronics industry.

- Red Dot Sell: Monitors, Laptops, Printers, Printer Supplies, Projectors and Photo Frames.

APC by Schneider Electric

- As a leading global specialist power and cooling solutions provider, APC sets the standard in its industry for quality, innovation and support. Its comprehensive solutions, which are designed for both home and corporate environments, improve the manageability, availability and performance of sensitive electronic, network, communications and industrial equipment of all sizes.
- Red Dot sell: Uninterruptible Power Supplies, Rack Cabinets, Security Appliances and Accessories.

Dell

- For more than 28 years, Dell has empowered countries, communities, customers and people everywhere to use technology to realise their dreams. Customers trust them to deliver technology solutions that help them do and achieve more, whether they're at home, work, school or anywhere in their world.
- Red Dot Sells: Dell Consumer and Commercial Laptops, Dell Enterprise and server solutions.

Toshiba

- Toshiba is a world leader and innovator in pioneering high technology, a diversified manufacturer and marketer of advanced electronic and electrical products spanning information and communications systems; digital consumer products; electronic devices and components; power systems, including nuclear energy; industrial and social infrastructure systems; and home appliances. Toshiba was founded in 1875, and today operates a global network of more than 740 companies, with 204,000 employees worldwide and annual sales surpassing 6.3 trillion yen (US\$68 billion).
- Red Dot Sells: Toshiba laptops (Entry level to high end) and Laptop accessories

Logitech

- Focused on innovation and quality, Logitech designs personal peripherals to help people enjoy a better experience with the digital world. We started in 1981 with mice, which (new at the time) provided a more intuitive way of interacting with a personal computer. We became the worldwide leader in computer mice, and have reinvented the mouse in dozens of ways to match the evolving needs of PC and laptop users.
- Red Dot Distribution: Distributes the all latest computer accessories of Logitech in East and Southern Africa.

Optoma

- Optoma is a world leading designer and manufacturer of award-winning projectors for Business, Education, Professional Audio/Video

and Home Entertainment, with comprehensive ranges to exceed the expectations of every user. Optoma's innovative products are carefully crafted to deliver crystal clear images of unrivalled quality by incorporating the latest DLP® technology from Texas Instruments', together with advanced optical engineering expertise and dedication to superb product quality,

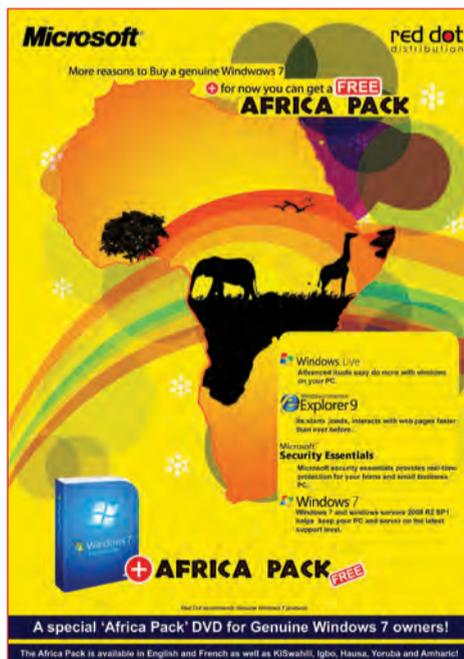
- Red Dot Distribution: Distributes Optoma projectors for suit all types of projections and room size.

RECENT DEVELOPMENTS

Red Dot have expanded their distribution forte with two new product lines. Red Dot are now sole authorised distributor for Optoma Projectors and AEG power products

PROMOTION

Red Dot use different print media for each country. They generally opt for Daily Nation in Kenya, Daily News/Guardian/Mwananchi for Tanzania and New Vision for Uganda.



orphans and street children.

Red Dot contribute regularly to orphanages and charities to raise funds for orphans and street children and they work with local community based programmes, encouraging good values through funding youth activities, educational and cultural programmes.

BRAND VALUES

Red Dot Distribution is known for distributing the latest, genuine IT products meant for the East and Southern African Market - all with vendor warranty. **VISION:** To progress and develop into a Fortune 500 Company.

MISSION: Being a native East African company with a global vision, their mission is to bridge the digital divide by providing technology

solutions and allied services to Africa, through the integrity, professionalism and reliability of a highly motivated team, whose long term pursuit of fostering mutually beneficial relationships is unparalleled.

STRATEGY: Building long-term partnerships with their customers to maximise business potential

through addition of new product lines, innovative pricing, cost efficiency, enhanced customer service and creative marketing. **VALUES:** Uncompromising reliability - Working with sincerity and integrity to earn their customers' trust and business. Customer and Business partner Success - Red Dot's success comes from satisfied customers, so they are committed in turn to their success, by providing outstanding services and value. Red Dot broaden their reach by connecting customers with new technologies and solutions and help boost their business productivity and become competitive. Team

Member Engagement - Red Dot team members are the difference. They are passionate about their work and proud of their achievements. They work as a team to go the extra mile to ensure success. Operational Performance - Red Dot focus on creating value by delivering world-class performance through high standards and efficiency in running their operations. Financial Performance - Achieving their financial goals for continued mutual growth with their customers, partners and shareholders. Dynamism - Staying young and competitive to change with the times. Red Dot are forward thinking for long term growth and value. Give back - Red Dot value community and actively engage in and encourage corporate and individual charity. They are committed to contributing positively to society and to a sustainable future.

www.reddotdistribution.com

Things you didn't know about red dot

Red Dot are the first authorised IT distributor in Tanzania and Uganda, and the second authorised IT distributor in Kenya.

Red Dot Distributor are the first East African IT Distribution Company in the region

Red Dot distributes the latest, genuine IT products meant for the East and Southern African Market all with vendor warranty.

Red Dot Distribution are Sole distributors for Logitech Accessories and OPTOMA Projectors in East Africa.

Red Dot Distribution are Microsoft's gold distribution partners.

Red Dot Distribution are the only Super Distributors for AEG – Power Solutions in Middle East and Africa.

Red Dot's customers are IT Resellers who buy genuine desktop, laptops, printers and computers accessories from them and then sell them to end users.

Superbrands