



MARKET

The main product of raha is the internet and its related services. The internet services are delivered through the products and technologies of fibre, wimax and satellite. The brand's major target market is large corporate organisations as well as small to medium sized organisations.

Most of the proportion of sales comes from the top-end of the market. The brand targets the market in the following manner:-

Large corporates (companies with complex structures, multiple branches and turnover of over ten million dollars). The company's sales approach includes word of mouth marketing;

the company website; carrying out campaigns and organising seminars for this top-end target market as well as providing free trials that run up to seven days

Small-medium sized businesses (companies that require basic internet facilities, especially those engaged in international trade). This medium to low end target market is targeted through online campaigns; word of mouth marketing; and mass mails.

Homes and other (users who require internet facilities at home; students, stay at home mothers and wives, business people who need internet at home) are targeted through online campaigns,

print media and other advertisement forms as well as word of mouth is used to attract business.

The wimax product has been the most successful for the brand and stands at 50% market share in the country. The fibre product is in the final stages of implementation and is expected to achieve at least 20% of the market share in its first year. Satellite services provide at least 5% of the overall



market share.

A healthy turnover is expected in the coming year due to the growth of investment in the country; with business becoming bigger, more sophisticated, and competitive aided by an increase in FDI. The market share is also expected to grow significantly due to the increase of new business and greater operations. It would not be naive to state that a 500% increase in turnover is possible in the next ten years.

Raha takes pride in always being ahead of the game. They have incredible solutions, ever evolving networks and are continuously engaged in research and development to ensure customers get services that are tailor made for their needs; as well as factoring in affordability. raha brings to you a dynamic and innovative team, who are dedicated to service delivery.

ACHIEVEMENTS

The company has recorded the following achievements:-

- 2010 - The Citizens Top 100 Companies in Tanzania.
- 2011 - The Citizens Top 100 Companies in Tanzania
- 1996 - The brand is the pioneer internet service provider in Tanzania, beginning operations.
- The brand is also the first to introduce the 4G wimax technology in Tanzania.
- The brand is the first to provide free wi-fi spots throughout the country, famously known as rahaSPOTS.
- The brand is the first to provide 24 hour support to their customers both online and onsite.

HISTORY

Opening its doors, in 1996, as simple dial-up service, one of the first of its kind, Heartbeat Online brought the Internet to Tanzania. With minimal staff comprised of youthful, flexible and most importantly, innovative people, they began their journey. Mistakes were made, experience was



gained and, most importantly, growth took place. Fuelled by the desire of Tanzanians wanting to know more about this new and innovative tool, the Internet, they soon became a household name.

Their main philosophy was, and has always been, to serve their clients with the optimum - turnkey, reliable, high speed and cost effective Internet and related solutions. Their work was cut out for them and research commenced to find a system that was faster and more reliable than the dial-up services that they then offered. Once again they broke new ground and they were the first to launch the Wireless Broadband solution, thus the inception of RAHA.COM

Introducing the Wireless Broadband solution enabled them to expand their services and provided the users with unlimited Internet services.

PRODUCT

All raha's products are designed to achieve fast, reliable and affordable internet connectivity to suit each and every user's needs. Product specific targets include:-

Wimax – to provide internet facilities within a hassle free and wireless environment.

Fibre – to provide the fastest and most reliable connectivity service available in the country.

Satellite - to provide internet technology at any place and at any time.

Raha pledge to bring you the best possible Internet and connectivity experience, as they employ their combined knowledge, creativity and innovation to continuously deliver comprehensive solutions that are of high quality, speed, reliability and greater coverage, while offering outstanding customer support to achieve profitability, brand respect and a dominant market share.

RECENT DEVELOPMENTS

The company has launched its fibre product in May 2013.

The company also has partnered with Infinity Africa, the only ka-band satellite provider in Tanzania.

The company has set up a new office in Arusha, Moshi and Tanga; whilst laying the ground work to open more offices in other regions of the country including Mwanza, Mtwara etc.

PROMOTION

The brand consistently appears in print media with articles regarding the internet technologies in the country and press releases as well as plain features with the company's products. The print media involved includes; The East African, The Citizen, The Daily News and The Guardian. The brand used to appear on television adverts on the national



television such as DTV over ten years ago. The company however has placed billboards in many areas of Dar-es-Salaam and the regions in which they have presence whilst also being involved in online campaigns.

The company is engaged in promotions at various rahaspots, giving out promotional items in return for information exchange that enables in market analysis.

The company slogans have become quite catchy and are solely attributed to the brand.

The slogan "We love broadband" has become quite synonymous with the brand and has achieved great market appeal. There have also been various spin-offs around the "We love" slogan.

The company is involved in social media such as Facebook, with users able to follow the work, milestones and other company updates through pictures, videos and text. The brand is also engaged in mass mails to all their clients and other users at least twice a month. The company handles a large number of phone enquires a month and a lot is done to ensure leads are converted to sales.

BRAND VALUES

Love is the essential quality that can be associated with the brand. The love for the products; for their co-workers; for the company. The brand that serves internet facilities naturally desires qualities such as speed, reliability and affordability. Love for what they do with passion and obsession.

The brand promises to provide the consumer with the best connectivity solution that will maximise their business potential, partnering and fuelling their success.



The brand is committed to high value connectivity services that provides the most reliable connection as well as optimum support not only in the face of breakdowns but also proactively with their well-established Relations Department that ensures customers views are expressed fully and their needs taken into consideration.

The companies "We love" slogan signifies the passion with which they are committed to ensuring their products

“ Its not just the Serengeti that will make you wonder, its our Internet too! Now available in all the regions. ”

Aashiq Shariff
CEO

Dar es Salaam . Arusha . Tanga . Mwanza . Mbeya . Moshi . Zanzibar
GAK Patel Building off Maktaba Street 1st Floor Dar es Salaam Tanzania
www.raha.com enterprise@raha.com PO BOX 12933 t +255 22 2125230 f +255 22 2125231

are at the apex of internet connectivity. Their logo and rebranding provides the essence of a forward thinking organisation with a creative aspect that is flexible in ensuring one's internet connectivity needs are taken care of comprehensively.

The company is a service related industry but generally requires hardware that would support their services. Sourcing the most reliable equipment and components would ensure their services are always up and running. The expertise of raha's engineers and technicians also plays a great role in promoting their service and thus human resources is an important aspect of the brand.



www.raha.com

Things you didn't know about raha

The brand is the pioneer internet service provider in Tanzania, beginning operations in 1996.

The brand is the first to provide free wi-fi spots throughout the country.

All raha's products are designed to achieve fast, reliable and affordable internet connectivity to suit each and every users needs.

The brand was the first to launch wireless in 1997 and 4G WiMax in 2010.T

The only internet service provider to provide 24 hour online and onsite to its corporate clients.

Superbrands