



MARKET

Ando is a Tanzanian owned brand producing a number of high quality products aimed at the construction industry.

The main products under the brand are:-

- Steel Resin Coated Roofing Sheets
- Natural Stone Granules Coated Tiles
- Ando Marble Wall Coating
- Tachi Board Ceiling and Wall partitions
- Prefabricated Steel Structures

The products are targeted at the entire construction industry with special emphasis on the middle and high income earners who include developers, individuals and institutions such as NGO's and Government.

Ando's recognised quality has earned them a substantial market share:-

- Total market share is 33%
- Steel Resin Coated Roofing Sheets 29%
- Natural Stone Granules Coated Tiles 28%
- Ando Marble Wall Coating 20%

This market share last year translated into an annual turnover of USD10 million.

The future of the brand is very promising given the ongoing renovations, remodeling and construction of a new plant to accommodate their customers' needs and demand. Once the ongoing expansion projects are complete, they will be able to capture more customer segments through expansion in the East African Market and beyond. Also the introduction of new products on the market of prefabricated steel structures is projected to give them more than



double their current turnover.

ACHIEVEMENTS

Ando as a brand has achieved many achievements over the years and these include the following:-

- Confederation of Tanzania Industries Runner-up award as Manufacturer of the Year 2011.
- Dar es Salaam International Trade Fair recognition for High Standard of Display for five consecutive years from 2008-2012.
- Tanzania Revenue Authority Certificate of Merit for Outstanding Tax Compliance and Contribution 2014.
- Contractors Registration Board Certificate of Recognition 2011.
- Ando was the first, fifteen years ago, to start

Colour Coated Roof Tiles manufacturing in Tanzania.

- Ando was the first, ten years ago, to manufacture long profiled steel roofing sheets in Tanzania. Ando was the first to introduce Printtech Steel Resin coated roofing sheets on the Tanzanian market.

HISTORY

Ando started operations fifteen years ago. The shareholders were physically involved in the start up of Ando Brand. Initially, it had a work force of only ten people and the first premises were located in Kimara on the outskirts of Dar es Salaam city. The products that were produced back then were colour coated roof tiles.

In the early days of the Brand there were many start up challenges as follows:-

- Limited financial capability.
- Lack of technical expertise in the local employment market, thus no readymade staff to support production.
- Earning the trust of their fellow Tanzanians that as local Tanzanians they could produce a quality product was difficult.
- Government infrastructure back then wasn't supportive of the local production. e.g taxes for raw materials were very high compared to imported finished products.

Ando's first product, in 1999, was colour coated roof tiles. In 2005, they started producing Steel Resin Coated Roofing Sheets. Later on, in 2010, they established the Natural Stone Granules Coated Tiles manufacturing plant which also later led to the production of Ando Marble Wall Coating. Recently they have been able to establish a new plant that is involved in the production of EPS, Steel Structures.

PRODUCT

Ando products are designed to achieve a quality, attractive and affordable roofing solution to their customers and minimise wastage as products are produced to customer specifications, thus affordability for their clients in line with their slogan of "Ando! We lead in Quality, Affordable in Price."

Recently they have standardised their Marble Wall Coating packages from general packaging to 15kgs plastic containers so as to offer their customers convenience at point of sale and transportation. They have also enhanced their product brand labeling to reflect the quality that their products are associated with.

RECENT DEVELOPMENTS



Ando have been able to change their tiles from colour coated to Natural Stone Granules Coated Steel Tiles. These changes are aimed at enhancing



the appearance of the tiles from ordinary colour coated tiles to a natural beauty appearance and also eradicate the challenge of colour fading, because natural stones don't fade.

Ando's marble wall coating has been modified chemically to get a better adhesion to the wall which improves the life span of their wall coating. In addition they have added a wide range of colours to suit their customers' different colour tastes and preferences. Additionally, they can do colour blending with their Wall Coating to get a surface for their customers' walls.

Ando have introduced Printech product in the Steel Resin line which is modernised and leading in the world of steel manufacturing. Now they make it possible for their customers to have imitated natural colour patterns in wall and roof sandwich panels as well as roofing products. They entered into a joint venture for making EPS wall and roof panels with their Korean partners and another for making steel structures.

PROMOTION

Ando promote themselves in above the line print media through newspapers like Daily News and Mwanainchi, Broadcast media on Clouds Fm programmes of Jahazi and Power Breakfast as well as Standalone TV adverts on TBC and ITV.

Ando have a bulk SMS service for their existing customers in which Ando alert them of upcoming promotions, new products as well as any news and events happening at Ando. In addition they have an online marketing initiative through customer e-mails. They also appear in, and sponsor, several blogs such as Zoom Tanzania under the "building materials and fittings" category which is the second most visited website in Tanzania.

Ando currently have their digital banners on Zoom Tanzania.Com which have been successful in creating awareness of the brand and they have had positive feedback through this arena. Their special slogan that is associated with all their products is "Ando! We lead in quality,



affordable in price."

BRAND VALUES

Quality products - Ando are committed to producing the best quality products by adhering to strict quality control measures that ensure that only the best quality products get to the market. Their team is motivated to service their customers with the best service.

Ando have a quality control department that inspects the end product and in line quality control measures at each stage of production is controlled and gauged at that specific stage to meet the required quality. Their quality control is through the whole production process and Ando products are produced using the most advanced modern technology and machinery, this prevents the problem of micro cracking which can occur in the bends of the products pressed from pre-painted steel thus keeping their steel products at their original status. Additionally they carry out internal and external tests on their products to ensure that they meet the required quality as a result, all their products have acquired Tanzania Bureau of Standards Certification.

Competitive Prices - Ando are committed to satisfying customers' needs to suit their demands and they minimise production cost by using modern technology so their product is affordable in the market segment. Favourable pricing options where customers can open up an account and pay in installments till the amount of their product is fully paid and then they can collect or have their products delivered to site.

Availability - Ando have the widest coverage in branch networks in Tanzania and beyond

compared to any other roofing materials manufacturer in Tanzania with four showrooms in Dar es Salaam city, Arusha, Mwanza, Dodoma, Mbeya, Nairobi, Kampala and soon opening up in Burundi and Rwanda.

Great after sales service: The team is motivated to service their customers with the best service.

Fast services delivery. Technical support/ advice: On a regular

basis Ando conduct training to roofing artisans to be fully aware of their product installation so that the end user is able to enjoy a quality product.

www.ando.co.tz



Things you didn't know about ando

Ando are a Tanzanian owned company.

Ando Natural Stone Granules Steel Coated Tiles and Ando Marble Wall Coating are made using volcanic rock granules which gives the best granules, of different colours and a natural beautiful view.

Ando products are certified by the Tanzania Bureau of Standards.

Ando is rated among the best Taxpayers in Tanzania.

Superbrands