
**BOTMEY TRADING COMPANY
LIMITED**

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Management and Staff **Error! Bookmark not defined.**

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Business Information

Registration No.:

CCK Licence:

Class of Licence:

Bankers:

Insurers:

VAT No.:

PIN No.:

Physical Address:

Contact:

Vision, Mission and Core Values

Vision To be a world's organization offering world class information communication technology services while contributing positively towards human development and the environment

Mission To provide complete, quality Communication solutions to our clients by incorporating sensible and cost-effective technologies. These product will be supported by a team of customer-oriented quality staff whose overriding priority is to provide professional service to our customers resulting in complete customer satisfaction We seek to offer high quality state of the communication solutions to all our clients ensuring the world becomes a better place to live in by advancing the ideals of positive technological innovations

Core Values Improving the quality of life through technology and services

- Individual responsibility and opportunity
- Honesty and integrity
- Go for the extra mile to do things right. Quality will always be our yardstick.

Credo

We believe that our first responsibility is to our employers and clients who use and seek our services. Our services must always be of the highest quality. We must constantly strive to render these services at the most competitive rate for the benefit of our employees and clients.

Our second responsibility is those who work with us; that we shall at all times try to afford them with an opportunity for personal development and fulfillment. That they will be motivated well enough to give the best of their talents and skills for mutual benefit and that of our clients Our third responsibility is to adopt a progressive work culture employing the best practices that seek to optimize the investment in the company while guaranteeing the best value for clients.

Our fourth responsibility is to be conscious of the vulnerability of our common heritage – the environment and make a positive contribution to its sustenance. We are green in our practices.

Core Competencies

We offer services in the following areas at the highest quality and with competitive pricing:

- *Rigging for telecommunications towers*
- *Civil works for telecommunications towers including foundations, perimeter walls, gates, etc.*
- *Feeder cables installation and testing*
- *Electrical installation for BTS wiring and diesel engines*

- *Clean power backup systems*
- *Microwave radio equipment installation for point to point links*
- *Broadband wireless access systems*
- *Infra-red free space optical links*
- *Installation of GSM and CDMA antennas*
- *Structured cabling systems and block wiring*
- *Fibre optic cable systems*
- *Telephone PABX systems and phones*
- *Underground telecommunication reticulation*
- *Fixed line copper cables and line modems*
- *Surveillance cameras and CCTV systems*

Notable Clients

No.	Client	Project Value (KES)
1.	Kenya Data Networks (KDN)	3M
2.	Access Kenya Ltd	1M
4.	Comtel for Orange Kenya	3M
5.	Africa Online	2M
6.	Jubilee Insurance	5M
7.	Jomo Kenyatta University of Agriculture and Technology (JKUAT)	5M
8.	National Social Security Fund (NSSF)	5M
11.	Standard Chartered	3.5M
12.	Glaxo SmithKline Beecham	2M
13.	Village Market	1M
14.	Knight Frank	1.8M
15.	Serena Hotel	0.5M
17.	Gulf African Bank	0.3M
18.	Popote Wireless	0.1M
19.	Swift Global	2M

Reference Projects

REFERENCE PROJECT No. 1

May/ June 2011

GSM BASE STATION AT KAMULU/KONGONI FOR AIRTEL (K)

- Excavation works for 50m raft design tower
- Steel reinforcement formwork for raft tower foundations
- Concrete works for tower foundations
- Installation of tower base template
- Lattice tower erection and painting for 50m
- Block wall 2.4m and 3m gate supply and installation (12m x 12m)
- Electric fence installation
- BTS equipment and Generator Plinths
- Outdoor BTS Cabinet sun shelter supply and installation
- Installation of electrical wiring for BTS; Generator; Security – including Earthing system
- Delivery and mounting of BTS; Generator equipment

REFERENCE PROJECT No. 2

RIGGING WORKS FOR YU

- Lattice tower erection and painting for GSM 40m tower at Bombolulu
- Feeder installation; Earth system installation and Antennae installation at Bombolulu
- Lattice tower erection and painting for 40m GSM tower at Likoni
- Feeder installation; Earth system installation and Antennae installation at Likoni
- Lattice tower erection and painting for 40m GSM tower at Gishorani
- Feeder installation; Earth system installation and Antennae installation at Gishorani
- Lattice tower erection and painting for 40m GSM tower at Mtopanga
- Feeder installation; Earth system installation and Antennae installation at Mtopanga

REFERENCE PROJECT No. 3

RIGGING WORKS FOR ORANGE (K)

- Lattice tower erection and painting for 60m tower at Wundanyi
- Feeder installation; Earth system installation and Antennae installation at Wundanyi
- Lattice tower erection and painting for 60m tower at Malaba border
- Feeder installation; Earth system installation and Antennae installation at Malaba border

- Lattice tower erection and painting for 40m tower at Kisumu Mosque
- Feeder installation; Earth system installation and Antennae installation at Kisumu Mosque
- Lattice tower erection and painting for 40m tower at Narok
- Feeder installation; Earth system installation and Antennae installation at Narok

REFERENCE PROJECT No. 4

2007/2008

MICROWAVE NETWORK ROLLOUT FOR KENYA DATA NETWORKS

Deployment and rollout of microwave radio network in Rift Valley and Central Kenya for Kenya Data Networks for 24 microwave stations. Installation work included mounting of microwave equipment on Celtel BTS masts, installation of RF cables, equipment cabinets, power cables and earthing, alignment and commissioning. Some of the stations included Menengai, Nyadundo, Nyahururu, Rumuruti, Ndaragwa Nyeri Hill, Nanyuki, Timau, Isiolo, Meru, Kinoro, and Chuka.

REFERENCE PROJECT No. 5

2007/2008

WIRELESS FIDELITY ROLLOUT FOR KENYA DATA NETWORKS

Deployment and rollout of WI-FI technology (Butterfly Service) for wireless hotspots in Nairobi and upcountry. The installation work includes mounting of rooftop aerials, installation of sectorial antennae, power cables, WI-FI equipment and back-haul broadband radio links. The WI-FI services currently cover most of the Nairobi Central Business District, Westlands, Airport, Yaya Centre, Nakumatt Junction, and Ngong Road.

REFERENCE PROJECT No. 6

2007/2008

FIBRE OPTIC CABLE IN NAIROBI CBD FOR KENYA DATA NETWORKS

Following the installation of the fibre optic cable in the Nairobi Central Business District by Kenya Data Networks, we have been retained to connect users to the fibre network and extend the fibre to nearby buildings according to demand. Some of the buildings with fibre nodes include Rahimtulla Plaza, I & M Bank Building, NHIF Building, Old Mutual, Commercial Bank of Africa, Upper Hill Area, Bruce House, Hughes Building, ICEA, Fedha Towers, View Park Towers, Consolidated Bank Building, Times Tower, New Stanley Hotel and many others.

REFERENCE PROJECT No. 7**FEB-MAR 2008****UPGRADING OF 1000 LINE TELEPHONE MDF AND BLOCK WIRING OF IPS BUILDING, KAUNDA STREET FOR PROPERTY MANAGEMENT DEVELOPMENT (PDM)**

Following the installation of the fibre optic cable in the Nairobi Central Business District by Kenya Data Networks, we have been retained to connect users to the fibre network and extend the fibre to nearby buildings according to demand. Some of the buildings with fibre nodes include Rahimtulla Plaza, I & M Bank Building, NHIF Building, Old Mutual, Commercial Bank of Africa, Upper Hill Area, Bruce House, Hughes Building, ICEA, Fedha Towers, View Park Towers, Consolidated Bank Building, Times Tower, New Stanley Hotel and many others.

REFERENCE PROJECT No. 8**2005****STRUCTURED CABLING OF NSSF HQ**

In 2005, Lantech Ltd. subcontracted us for the installation of category 6 structured cabling systems for the NSSF HQ. The LAN network comprised 2200 data ports and involved migration from an outdated Cat5 to Cat6 cabling and new Switches. The upgrading was carried out successfully with changeover in November 2005.

OUR TEAM

	George Gakungu
Position	Head of Technical
Qualification	Bsc Computer Science, University of Nairobi Higher Diploma, IMIS
Work Experience	Wide experience in PDNO environment, having worked in Network Operations, Projects office and Planning Department. He has a highly advanced Technical Acument, Project Management Skills and is currently developing a commercial operational skills
	Arthur Wanyioke Kinyanjui
Position	Chief Commercials Officer
Qualification	Undertaking BBIT with JKUAT University Higher Diploma with Sales & Marketing
Work Experience	Wide experience on the Data & Communication Industry, having worked with the largest PDNO in Kenya – KDN as an Account Manager, managing amongst others City Council of Nairobi, Kenya Methodist University
Rigging and RF Team	
Rigging Foreman	LAZARD KITE Wide rigging experience for over 25 years. Has worked on major 66KV Masinga Dam power line mast erection; Safaricom GSM towers; Orange GSM towers and Airtel GSM tower.

	Currently in charge of Kamiti and Kamulu GSM tower erection party.
Rigger	PATRICK MAINA 24 years' experience formerly with Telkom Kenya.
Rigger	WILLIAM MBUGUA 24 years' experience formerly with Telkom Kenya.
Rigger	BENJAMIN MAKAU 10 years' experience with GSM projects.
Senior Technician and Supervisor for RF works and Electrician	STEPHEN WANYAMA Diploma in Telecommunications, Kenya Polytechnic
RF Technician	JOSEPH BISUCHE Diploma in Telecommunications, Kenya Polytechnic – 5 years' experience.
RF Technician	NOAH MANIALO Diploma in Telecommunications. 5 years' experience.
RF Technician	ERIC LUBIA LUGALIA Certificate in ICT. 10 years' experience in RF and telecommunications work.
Electrician	SAMMY KIBABA Diploma in Telecommunications. 2 years' experience in telecommunications work.
Telecommunications Team	
Assistant Engineer	PHILIP SIMIYU KEYA Well qualified in equipment installation and service. Wide experience in structured cabling systems, networking, wireless LAN installations, microwave equipment and general installations/maintenance. ICT Diploma, A+ Certification, CCNA and D-Link Certified Installer.
Assistant Engineer	LINUS WANGILA CHEBUKATI A wealth of experience in all aspects of telecommunications and ICT installations. A very able team leader and competent in structured cabling systems, networking, security systems, wireless installations, PABX and general telephone block wiring, electrical installation and power systems. ICT Diploma, A+ Certification, Cisco Certified.
Senior Technician	ALEX BWABI WATWATI Ten years' experience. Competent in structured cabling systems, Wi-Fi installations and troubleshooting. RF cabling systems, equipment power systems. Microwave radio installations. ICT Diploma and Cisco Certified.
Technician	JOHN OTIENO

	Three years' experience. Competent in structured cabling systems and systems administration. ICT Diploma and Cisco Certified.

Picture Gallery

Img 1: Perimeter wall interior and generator



Img 2: Perimeter wall exterior at Kiambu-Kamiti



Img 3: Electrical manhole



Img 4: Tower foot, close up view



Img 5: BTS Cabinet and Shelter



Img 6: Electrical wiring and fence



Img 7: Electrical tower, 50M



Img 8: RF wiring



Img 9: RF Cabling



Img 10: Four-legged mast, 60M



Positioning

- Botmey Trading Company Ltd will position itself as an upscale ICT agent with gorgeous facility and unmatched customer attention. It will leverage their competitive edge to:

1. Attention to Personalize Service

- While all clients should reasonably expect good service; there are ways of setting yourself apart from this already high level of service. This will be done through the unrelenting pursuit of personal attention. In the region, there are several ICT companies that offer outstanding service, but it is not personal. What is meant by that is that employees, not the owner, provide the services. At BOTMEY TRADING COMPANY LTD , all interactions with the customer will be with the management who see it as their duty to do whatever it takes to make the customer feel at home. The feeling of personal attention or more accurately defined as a sense of personal concern, not just mere personal attention, really adds a very positive dimension to the customers

experience. Not only will the manager be offering personal concern but also they will be providing the concern, not some employee

2. Strategy Pyramids

- The single objective is to position BOTMEY TRADING COMPANY LTD as the upscale ICT agent in the region, reaching generally full capacity within the first six months of this plan implementation. The marketing strategy will seek -to first create customer awareness regarding the services offered, develop that customer base, and work building customer loyalty and strategic relationships with other partners. The message that the company will seek to communicate is that BOTMEY TRADING COMPANY LTD is the premier ICT Solution Provider in the country with the finest facilities. The message will be communicated through a variety of methods. The first will be advertising in association newsletter, flyers, dailies and billboards. The next method will be a robust website and commercials with a comprehensive amount of information. The last method will be developing strategic relationships with other mainstream infrastructure providers. While this will require a budget for assorted activities, these activities are basically networking activities.

3. Marketing Mix

- The marketing mix is comprised of the following approaches:

- a) **Pricing:** The pricing scheme is based on a product rate. The rate is arrived at in terms of its market value.
- b) **Distribution:** All services will be provided by the company.
- c) **Advertising and Promotion:** The most successful traditional advertising will be with the yellow pages and associations developed. Developing strategic alliances with the other companies is a non-traditional method of marketing, but it will be quite efficient. The website will also be used as be used i n marketing activities.
- d) **Customer Service:** Obsessive customer attention is the mantra. The company philosophy is whatever needs to be done to make the customer happy must occur, even at the expense of short-term profits. In the long run, this investment will pay off with fierce customer loyalty.
- e) **Marketing Research:** During the initial phases of the marketing plan development, several focus groups will be held to gain insight into the marketing demands. These focus groups will provide useful information into the decision-making process of consumer. An additional source of dynamic market research is a feedback mechanism based on a suggestion card system. Therefore, there will be a need to come up with a suggestion card. The suggestion card will have several statements that patrons asked to rate in terms of a given scale. There are also several statement that patrons are asked to rate in terms of a given scale .There are also several open-ended question that allow the customer to freely offer instructive criticism or praise. BOTMEY TRADING COMPANY LTD will work hard to appreciate the customer that and their valued suggestions.

