

A&A Computers Ltd.

Company Profile



A&A Computers Ltd.
PO Box 13581
Arusha, Tanzania
Goliondoi Road 7/8
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Email: admin@arusha.co.tz
Website: www.aacomputers.co.tz



Introduction

Background

A&A Computers Ltd. is a private company providing a range of ICT based business solutions. Its main focus is sales of ICT products and related services. The company was founded in 1995 and incorporated under the Tanzania companies' ordinance Cap. 212 certificate of incorporation no. 28436.

Initially A&A Computers provided high quality computer training in Arusha, but today the company provides a full range of computer products and services in Arusha, Moshi and Mwanza, Tanzania. We have well-stocked shops, fully equipped workshops, service centres, and quality assurance centres. Staff development is continuous to ensure that our professionals are abreast of the latest technologies.

Vision, Mission and Values

Vision statement

To be a successful, enduring Tanzanian ICT and Business Solutions Company, environmentally focused, providing excellent ICT services and products in East Africa.

Mission statement

A&A Computers will strive to satisfy the needs of our customers in East Africa with regard to ICT products and services. A&A Computers will maintain professionalism by employing competent technical staff to ensure customer satisfaction and commits to staff development in emerging technologies.

We will maintain our integrity and transparency to all of our stakeholders. We aim to have included a wide range of environmentally friendly products and processes by 2013, will be operating four branches, and own our Headquarters by 2015. Our annual growth rate will remain at 30%.

Company core values

- We believe in open, ethical, and non-discriminatory business practices.
- We treat each of our suppliers, clients and employees in a respectful, fair, and above-board manner.
- We believe that our business is built on the collective talents of our employees.
- We act with due care for the environment and the community.
- We commit ourselves to keeping up with the business techniques and technologies that allow us to provide better services for our clients, and better working conditions for our employees.



Key Data

Managing Director : Mr. A.F. Righolt (B. Sc. El. Eng.)

Operations Manager : Mr. Evans Shirima (Dipl. Ed.)

Human Resource Manager cum
Customer Care Manager : Ms. Selina Francis (Dipl. Ed.)

Moshi Branch Administrator : Ms. Basilisa Mbuya

Mwanza Branch Administrator : Ms. Emilia Mbuya

Incorporation : Certificate No 28436, 13 September 1995

Tax registration : VRN: 11006738Z
TIN: 100167

Banks : FBME Ltd., Arusha
NMB Ltd., Arusha

Contact information : Arusha headquarters -
A&A Computers Ltd., Goliondoi Road 7/8
P.O. Box 13581, Arusha, Tanzania.
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Moshi branch -
A&A Computers Ltd., Rengua Lane 17.
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Mwanza branch -
A&A Computers Ltd., Nera Street 5C.
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Web : <http://www.aacomputers.co.tz>



A&A Computers management

Founders Agnes and Alex Righolt established A&A Computers Ltd. in September 1995. Since then, the company has expanded to more than 25 full time employees, working at branches in three cities, with a management team of high caliber individuals with a vast experience of the Information and Communication Technology industry, and the Tanzanian market.

Alex Righolt is the managing director. Grace Majuma Maro acts as the second director.

Board of Directors

Alex Righolt

Founder, Managing director and Chairman of Board of Directors

Alex Righolt was A&A Computers' founding CEO and grew the company to more than 25 employees, 3 branch offices, and profitability. He continues to be involved in day-to-day operations of A&A Computers in the capacity of Managing Director.

Alex, a B.Sc. in Electrical Engineering, worked as an electronics designer at Philips in The Netherlands for two years, and lectured Electronics for almost 10 years. Between 1992 and 1995 he was Technical Director and co-owner of Compact Computers Ltd. in Arusha.

As early as 1979, as an electronics designer, he used cross assemblers on mini computers and wrote programs in machine language for micro processors.

Frida Mwijage

Secretary of Board of Directors

Frida Mwijage is a Certified Auditor and Accountant. She is Senior Partner of F.K. Mwijage and Company, carrying out Accountancy, Auditing, Tax and Management consultancy.

Grace Majuma Maro

Board Member

Grace Mujuma Maro is a Protocol Officer at the Ministry of Foreign Affairs in Dar es Salaam.



Management Team



Alex Righolt - *Managing Director*

Alex Righolt is based in Arusha, and leads the management team. He visits the two branches regularly.



Evans Shirima - *Operations Manager*

Evans Shirima, holder of a Diploma in Education, joined the company in 2002. He is the Operations Manager, overseeing sales and purchasing.



Selina Francis - *Human Resource Manager cum Customer Care Manager.*

Selina Francis has worked with the company since 1998. She holds a Diploma in Education, and is the Human Resource Manager cum Customer Care Manager. She monitors staff performance, and handles any customer claims and disputes.



Taha Mohamedali - *Technical Manager*

Taha joined A&A Computers in 2002, and is responsible for our technical operations: Quality Assurance, technical training, technical communications with our clients.



Basilisa Mbuya - *Branch Administrator – Moshi*

Basilisa is in charge of the Moshi branch's financial administration, technical and sales department.



Emilia Mbuya - *Branch Administrator - Mwanza*

Emilia is in charge of the Mwanza branch's financial administration, technical and sales department.



Business Model

The A&A Computers business model is based on four revenue streams: sales of office equipment, ICT technical services, specialist training, and database development.

Sales of equipment

ICT equipment

Hardware: Through its three shops, and its website, the company sells computer equipment and software, mainly to professional users.

Both branded PCs and Macintosh desktop and notebook computers are sold, and extensive range of peripherals, accessories and consumables.

Software: A&A Computers is the reseller for Tanzania of QuickBooks accounting software. The company also sells its in-house developed Payroll & HRM system.

Power systems

Power conditioning: Through its vast experience, the company advises customers on the different levels of power conditioning that are available, and design complete power conditioning systems. A&A Computers sell stabilizers, UPSes, and battery backup systems.

Solar power systems: Complementing the battery backup systems, the company sells solar panels and charge controllers.

Office equipment

Telephone systems: A&A Computers sell and install Panasonic office hybrid telephone systems.

Photocopiers: The company sells Canon personal copiers, and a range of high volume copiers complete with duplexers, automatic document feeders and finishers.

Office furniture: Originally stocking only computer tables, A&A Computers currently sells a complete range of office furniture including chairs, shelves, cabinets, shelves, desks and modular furniture.

Office equipment and stationery: The company sells office equipment such as paper shredders, paper cutters, LCD projectors and projection screens, and a range of stationery products.



ICT technical services

Each of our branches has a fully equipped workshop with well trained technicians. Communication between our customers and technical departments is optimized by our repair tracking system.

A&A Computers offer technical services with a transparent pricing policy, and aim at a turn-around repair time of 48 hours, stocking all standard computer parts such as main boards, hard drives and optical drives, power supplies and I/O boards.

The technical services carried out by the technical department support sales, and are considered as the company's Unique Selling Proposition: "We sell service!"

The technical departments:

- Install ICT and power equipment at customer premises, and configure server-client networks and telephone networks.
- Repair malfunctioning equipment and software, both at customer premises and in the workshops.
- Carry out periodical preventive maintenance at customer premises.
- Deliver efficient and prompt after-sales services.

Warranty claims are assessed and if possible promptly returned by our workshops, instead of forwarded to the certified service centres.

Complementing sales of toner and ink cartridges, the company refills cartridges.

Specialist training

A&A computers provide specialist courses in QuickBooks accounting software, and its Payroll & HRM software. The company also teaches on-site general courses of Microsoft Office applications, at elementary and advanced levels.

Database development

The company develops computerized Management Information Systems using MS-Access and MySQL, and support clients with requirements analysis, system design, installation & implementation, orientation and training, after sales service, and maintenance and upgrading.



Accomplishments

The name A&A Computers has become very well-known in Northern Tanzania, and our clients come from as far as Bukoba and Tanga. Many current customers have been patronizing the company since its inception, and A&A has a customer base of over one thousand firms, organizations and individuals. During the past ten years, the company has realized an average yearly growth of income of 17.3%.

A&A Computers is recognized in northern Tanzania as the expert partner for ICT systems design, maintenance and repair. Our workshops combined handle over 60 jobs daily. The company boasts a 100% warranty handling, whereas almost all other retailers in Tanzania do not give any warranty at all, or only occasionally.

As the sole authorized distributor for QuickBooks accounting software in Tanzania, the company has established itself as the expert in its use, resolving of user errors, and user training. A&A Computers has developed Payroll software that accompanies QuickBooks.

Through its electronic advertising A&A Computers reaches many of their customers. A monthly newsletter is sent to over 1,700 customers. The A&A Computers website receives over 70 visitors daily, of which 60 originate from Tanzania.

Testimonials

Nomad Safari guides, Usa River.

We very much appreciate the fast and reliable assistance your technicians provide! - Ms. Jules Knocker.

Universal Weather and Aviation Inc., U.S.A.

Thanks for your help in getting this office open. I appreciate your prompt attention. - Mr. Kevin Hendrickson, Sr. Manager.

Berea Bible College, Moshi.

I want to compliment you on your staff at Moshi office. They are efficient, knowledgeable, courteous with pleasing personalities, too. Well done in your recruiting and training. - Mr. William Rea.

ELCT / MEMS, Arusha.

Apart from being a business, A&A Computers has also been a supporter to our project, and helped us to develop our training objectives. - Ms. Ulla Vaegemose, Coordinator.

City FM, Mwanza.

If there was a team that really knows what team work is, then the A&A Mwanza team deserves to be called a team! I just bought ten million shillings worth of On-air Studio Computers & peripherals for City FM Mwanza from A&A Computers - what are you waiting for? - Dennis P. Moyo, Consultant/Trainer DP Consult Radio & Television Broadcasting.

Project Financial Management and Administration Same, The Netherlands.

We are doing business with you because you have proven to be a very reliable partner. Many a company, even in the Netherlands, cannot match this! - Mr. Michel Blezer, Information Technology Consultant for the Tilburg Municipality.