

## **1. CRM**

Issues brought up:

- a. Promote with NGO's: A&A pays all taxes, and pays staff decent salaries.\
- b. SF to email monthly reports to AR, ES, HM, LK
- c. Plan special visits to organizations with IT budgets
- d. Coordinate: Follow-up/After sales visits, when technicians are quiet.

## **2. Past Consultancies**

- a. Review the workshop consultancy report soon

## **3. Diversification**

Strengths of A&A that can be used:

- a. Specialist technical know-how
- b. We are Service oriented
- c. We have a client base, in an affluent market segment
- d. We have goodwill.

Areas to explore:

- a. Transport
- b. Tours
- c. Courier services
- d. Clearing forwarding
- e. Sales and repairs of electronics
- f. Technical College
- g. Electrical installation
- h. Photocopy repair
- i. Simplified accounts / alternative accounts' software

## **4. Expansion**

Products:

- a. e-business
- b. Cameras, PDA's
- c. Reference workshop
- d. Solar equipment

Geographically - Mwanza

- a. Pro:
  - i. A big and potential market
  - ii. Availability of airport
  - iii. Marhaba transporters ply DSM-Mwz
  - iv. Improves status, confidence of A&A
  - v. We have experience in running a branch
  - vi. We have a member of staff willing to run the branch
- b. Contra:
  - i. Distance
  - ii. No people network
  - iii. Staff supervision
  - iv. Capital needed
  - v. Staff needed – to be trained

## 5. Strategic plans:

Implemented issues:	10
Issues in progress:	6
Not yet started – with action plans:	1
Not yet started - having incomplete plans:	3
Total issues	20

#	Issue	Plan	Status	Action	Actor	Deadline
1	No out-of-stocks.	<ol style="list-style-type: none"> <li>1. Improve stock recording.</li> <li>2. Order more, so improve cash flow or take a loan.</li> </ol>	<p><b>In progress:</b> SF has been analyzing stock differences. The financial consultant has proposed improved stock procedures. The stock volume has grown much (by over 100%) during the past 1.5 years.</p>	Continue improving stock administration; implement Jeroen's advise	AR	Q2 - 2008
2	Have alternative suppliers.	<ol style="list-style-type: none"> <li>1. Identify suitable suppliers.</li> <li>2. Try out a few and monitor warranty, accounts and promises.</li> </ol>	<p><b>In progress:</b> We have added SAI Ltd., and regularly purchase emergency stock from Compucat and Benson.</p>	Identify alternative suppliers	All	Open
3	Expand our product range to have office solutions.	<ol style="list-style-type: none"> <li>1. Improve cash flow / take a loan.</li> <li>2. Add photocopiers and telephone systems to our range.</li> </ol>	<p><b>Implemented</b></p> <ol style="list-style-type: none"> <li>1. We now sell photocopiers and telephone system as well.</li> <li>2. We should expand the ranges for these two products.</li> </ol>	-	-	-
4	Expand our product range with solar technology.	<ol style="list-style-type: none"> <li>1. Employ an electrician.</li> <li>2. Improve cash flow / take a loan.</li> <li>3. Add solar panels and charge controllers to our range.</li> </ol>	<p><b>In progress</b> We employed an electrician. I have contacted an overseas' supplier and am waiting for the outcome.</p>	Wait until feedback from supplier	AR	End of April

#	Issue	Plan	Status	Action	Actor	Deadline
5	Have clean and organized workshops.	<ol style="list-style-type: none"> <li>1. Identify an in-charge.</li> <li>2. Maintain Inspection schedules.</li> <li>3. Have cleaning materials.</li> <li>4. Re-implement scrap disposal.</li> </ol>	<b>In progress:</b> <ol style="list-style-type: none"> <li>1. In-charge is now the OM.</li> <li>2. We have no inspection schedules.</li> <li>3. We have neither identified nor purchased cleaning materials.</li> <li>4. Scrap has been disposed of, but should be scheduled.</li> </ol>	<ol style="list-style-type: none"> <li>1. Task-force: Develop plan for continuous cleanliness and organization</li> <li>2. Have lawyer check terms on our job cards</li> </ol>	<ol style="list-style-type: none"> <li>1. ES &amp; HM</li> <li>2. AR</li> </ol>	30/04/08
6	Increase our client-base.	<ol style="list-style-type: none"> <li>1. Create a CRM function.</li> <li>2. The CR manager is to identify and contact potential clients.</li> <li>3. Conduct Exhibitions, increase number of news letters.</li> </ol>	<b>Implemented</b> <ol style="list-style-type: none"> <li>1. Selina is our CR manager; she has visited some potential clients.</li> <li>2. We will have an Arusha exhibition this year.</li> <li>3. News letter frequency has improved</li> </ol>	-	-	-
7	Support our clients to improve their use of IT.	<ol style="list-style-type: none"> <li>1. Give our clients recommendations</li> <li>2. Be their consultants on software and technical issues.</li> </ol>	<b>Implemented</b>	-	-	-
8	To market on-site training.	<ol style="list-style-type: none"> <li>1. None.</li> </ol>	<b>Not yet started</b> Constraint: this plan had not been worked out at all.	<ol style="list-style-type: none"> <li>1. On Website, in newsletter,</li> <li>2. Mention during CRM visits</li> </ol>	<ol style="list-style-type: none"> <li>1. AR</li> <li>2. SF</li> </ol>	<ol style="list-style-type: none"> <li>1. 30/04/08</li> <li>2. Open</li> </ol>
9	Branding of A&A Computers Ltd.	<ol style="list-style-type: none"> <li>1. Advertize in newspapers.</li> <li>2. To have regular Special product offers.</li> <li>3. Target clients – “Michael-model”?</li> <li>4. Shop lay-out / size.</li> </ol>	<b>To be started.</b> Constraint: this plan had not been followed up upon.	<ol style="list-style-type: none"> <li>1. Vetoed by AR</li> <li>2. Done</li> <li>3. Vetoed</li> <li>4. Arusha: OK, Moshi: is being enlarged.</li> </ol>	-	-

#	Issue	Plan	Status	Action	Actor	Deadline
10	All staff to have sufficient knowledge, skills, know-how.	1. Use of internet and relevant text books. 2. Peer-to-peer training.	<b>Implemented</b> 1. We have 'Show & Tell' sessions. 2. Started an office web; i.e. library system on the server. 3. Presentations about technology. 4. Plans are made during appraisals	-	-	-
11	Have quality technical services.	Cancelled	<b>Not yet started.</b> Constraint: this issue was undefined	-	-	-
12	Continually train staff to have adequate communication skills.	1. In-house training. 2. Methods: - Presentations. - Show and Tell	<b>Implemented.</b>	-	-	-
13	Good communication within the company.	1. Use of heads of departments. 2. Have management / staff meetings when needed.	<b>Done</b> We already communicate on needs basis	-	-	-
14	Have formal staff welfare.	1. Lunch. 2. Medical. 3. Staff parties.	<b>Implemented</b>	-	-	-
15	To have a strong team - Also: Moshi and Arusha teams should cooperate closely.	1. Have management / staff meetings when needed. 2. Exchange staff between the places.	<b>Implemented</b> 1. Management staff meetings that we hold are very informal and short. 2. One Moshi staff member is visiting the Arusha office monthly.	-	-	-
16	Have cost-cutting measures in place.	1. No plan made – Selina wrote a proposal.	<b>Not yet started.</b> Constraint: this plan had not been worked out all.	<b>WAIT - We first need to get our accounts in order</b>	AR	Q3 - 2008

#	Issue	Plan	Status	Action	Actor	Deadline
17	Staff to have access to relevant operations' information.	1. Deploy adequate databases.	<b>Implemented.</b> 1. We have HRM, Orders, CRM and RMA databases. 2. An office 'library' system is available on the server. (will be copied to Moshi)	Copy library system to Moshi	AR	30/04/08
18	All staff to have "back-up" skills.	1. Peer-to-peer training.	<b>In progress:</b> About half of our staff can back-up a colleague. More backing up is needed.	Task force: assess what additional backup is possible, and how	ES, AR	Q2-2008
19	Improve Human Resource Management.	1. Feedback interviews. 2. Periodical performance appraisal interviews. 3. Use Salary Scales. 4. Improve Job descriptions. 5. Improve contracts	<b>Ready</b>	-	-	-
20	Improve repair efficiency.	1. Use Pre-testing and Post-testing.	<b>In progress</b>	Follow up, extend from 60% to nearly 100%	-	Q4-2008