

# COMPANY PROFILE

## GENERAL BUSINESS SUPPLIES DIVISION

### OPTIMIZE AFRICA

P. O. Box 67453 -00200 Nairobi

Tel: + 254 [0] 777 852 295

Email: [optimizeafrica@gmail.com](mailto:optimizeafrica@gmail.com)

**REF: INTRODUCTION LETTER**

Greetings from Optimize Africa , General Business Supplies division. We would like to introduce to you our esteemed organization. We are a duly registered business firm dealing with Supplying of products and services as listed below.

We pride ourselves in very efficient services delivery and quality products to the high expectation and satisfaction of esteemed clients.

Our main objective is to bridge the supply and delivery gap in businesses and organisations NGOs, the Government and other institutions.

We supply:

- I) Stationeries
- II) Computer Accessories
- III) Electronics
- IV) Food Supply
- V) Hardware & Tools
- VI) Uniforms
- VII) Hospital Equipments Supplies
- ETC

In this regard, we request a chance for consideration in your list of suppliers. We commit ourselves to giving you personalized services according to your requirements.

We look forward for due consideration.

Thank You

Yours faithfully,

## PREMEABLES

Optimize Africa is a registered company in Kenya :

Pin no . P051720772H

Since registration it has been serving different clients in different levels.

Private companies , Institutions, NGOS etc.

### IN VARIOUS ASPECTS OF MERCHANDISATION SUCH AS:-

- I) Food Supply
- II) Computer Accessories
- III) Electronics
- IV) Uniforms
- V) Stationaries
- VI) Hardware & Tools

## VISION

To be the firm of choice in the region through providing outstanding supplies of office and general equipments.

## MISSION

To provide all our clients with professional , quality, affordable , efficient and cost effective products and services all the time.

## CORE PRINCIPLES AND VALUES

Optimize Africa is grounded in the following operational principles.

### 1. Partnerships

We are your business partner for Prosperity and Profitability

### 2. Focus

We work together in defining your office and General Supplies.

### 3. Quality and Cost Effective :

We ensure that you only spend money on goods and services that has value for money.

### 4. Professionalism

Strict quality Control is applied to all Goods & Services.

### 5. Speed and Tenacity

We ensure first delivery of the goods that will guide to maintain competitive edge.

## GAINS OF PARTNERING WITH OPTIMIZE AFRICA

Strong expertise which translates to clients requirements.

- Targeted cost effective and researched partnership.
- Efficiency due to wide knowledge in office and general supplies

## GENERAL BUSINESS SUPPLIES DIVISION

### PRODUCT AND SERVICE PORTFOLIO

#### 1. RANG OF I.T ELECTRONIC EQUIPMENTS AND SERVICES

- (i) Computer Software. Computer Hardware.
- (ii) Computer Consumables i.e Ink, Toner, Cartridge.
- (iii) Computer Stationeries & Equipments i.e Computer Papers.

#### 2. OFFICE FURNITURE

- (I) Desks
- (ii) Chairs
- (iii) Work Stationeries
- (iv) Cabinets

#### 3. P . P . E

- (I) Helmets
- (ii) Rain ware
- (iii) Boots
- (iv) Reflects

#### 4. CONSTRUCTION AND HARDWARE SUPPLIES

- Building Materials
- Cement
- Iron S heets
- Pipes
- Sand
- Ballast

#### OTHER SERVICE OFFERING

1. Digital Creative Services. i.e Printing, Branding
2. Cleaning Services
3. Flowers
4. Curtains and interior decorations

## GENERAL BUSINESS SUPPLIES DIVISION PRODUCT PROFILE

### FOOD SUPPLY

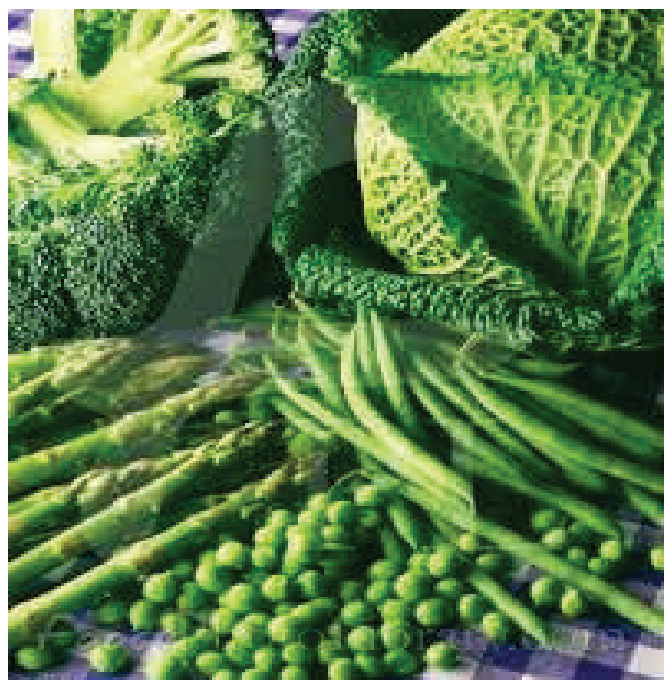
We do supply of all food products:-

EG. CEREALS,

MAIZE, BEANS, RICE, ETC.



### HEALTHY ORGANIC FRUITS & VEGETABLES





# HOSPITAL/LAB EQUIPMENTS SUPPLIES



**CMS600C B-Ultrasound Diagnostic Scanner**



**CMS600B-3 Ultrasound Diagnostic Scanner**



**CMS600C2 Ultrasound Diagnostic Scanner**



**ANAESTHESIA MACHINE (AEON 7200A)**



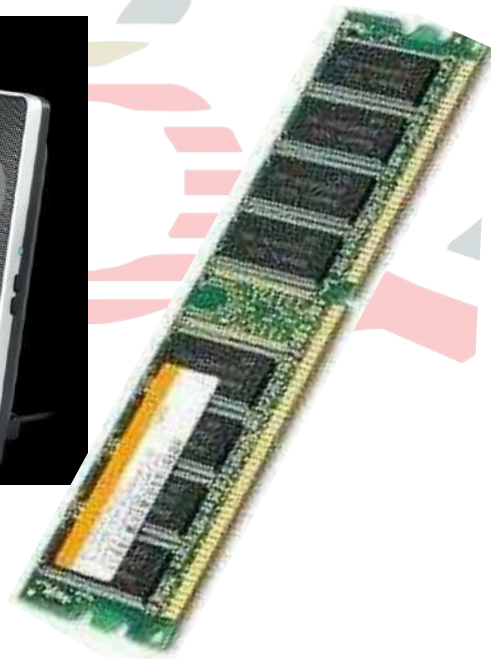
## COMPUTERS & ACCESSORIES :-



**LAPTOPS SUPPLY**



**COMPUTERS SUPPLY**



*We deals with supply of all computers & accessories for both domestic institutions, large & small scale etc*



## COMPUTERS DESKTOP, LAPTOPS & ACCESSORIES

FOR NEW & REFURBISHED PRODUCTS, COMPUTERS & LAPTOPS  
Computer Accessories, Software Installations, Maintenance & General Repair / Upgrade



### HP PROBOOK 15

Intel Core i7-4702MQ- (2.2GHz) AMD Radeon  
10 8670m (2 GB DDR3 dedicated), HDD-750GB  
MEM-8GB DVD+RW, 15.6" SCREEN, numeric  
keypad, Win8 Emerging 64bit STD 1.0  
Warranty 1 year



### INTEL CORE i5-1.7 Ghz

up to 2.7 Ghz with intel turbo 2 cores)  
/5 GB DDR3L; /1 TB hdd/DVD+/rw  
SuperMulti DL (15.6"/AMD Radeon R5  
m255(2GB DDR3 dedicated graphics  
Finger-print reader/ Free DOS



### NEW HP DESKTOP

y



### LENOVO IDEAPAD B590

Black Celeron 1000M  
(1.8Ghz 2GB, L3 cache )  
processor. 2GB DDR3 RAM,  
20G 5400RPM SATA  
HDD Intel



### ACER

INTEL CORE i3-3110M (2.4Hz)  
4096 MB DDR3)  
Memory 500GB HDD;8X Optical drive  
15.6 LED HD WEBCAM 2.0MP  
BLUETOOTH  
6 cell battery Unix 1-1-0 warranty



### LENOVO G500-

Intel celeron 100M 12M CACHE 1.9Ghz,  
2GB DDR3 RAM 500GB HDD, 15.6W HD LED  
Wedge, Integrate GPU, Intel Graphics, DOS  
DVD-RW BLUE TOOTH, WIFI  
DOLBY Advanced Audio



### DELL INSPIRON 3521 DUAL CORE

Intel R Pentium 2127U  
(2M CACHE 1.9 Ghz)  
2GB RAM / 500GB HDD Ubuntu  
15.6/Black

# ELECTRONICS

*We deals with supply of all electronics for both domestic institutions, in large & small scale etc*



## UNIFORMS

**WE DESIGN SELL BRAND & SUPPLY UNIFORMS FOR COMPANIES, SCHOOLS, ORGANIZATIONS ETC.**



# PRINTING BRANDING SERVICES





# I.C.T EQUIPMENTS & STATIONERY





### SUPPLY OF STATIONERIES



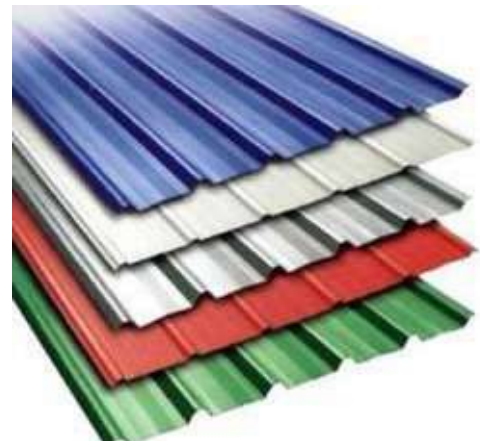


## CONSTRUCTION & HARDWARE TOOLS



*We Supply All Hardware Materials & Tools In Large Scale and Small Scale To Suit Clients Needs*

# HARDWARE & BUILDING MATERIALS SUPPLIES





# OFFICE FURNITURES



# HOME FURNITURE



# SCHOOL FURNITURE



 optimize  
Africa





# PROTECTIVE GEAR



INTERIOR DECOR MATERIALS SUPPLY



## Professional Management and Team Work.

---

Team work and group synergy with our clients is what gives us satisfaction in all we do.

Seen our clients happy and satisfied with our wow effect is what get us up, motivates and keeps us going.

We are here for you.

We want you to Optimize and Excel.



Teaming up with Clients for Posterity





We welcome you.



**Contact us:**

**Optimize Africa**

**General Business Supplies Division**

**Tell No. +254 [0] 777 852 295**

**Email: [optimizeafrica@gmail.com](mailto:optimizeafrica@gmail.com)**