

COMPANY PROFILE

**FRANCROM
MERCHANTS**

LTD

**DISCOUNTED
PRICES**

ON

TONERS & CATRIDGES

THE PARTICULARS

Name : **FRANCROM MERCHANTS LTD**
Postal Address : **P .O. Box 12701 - 00100**
Nairobi

Cell : **0721 453 676**

E-Mail : ***francromg@gmail.com***
Physical Location : **Lagos Road, Promise House , 1ST FLOOR**
(near Marble Ark Hotel)

BUSINESS REGISTRATION SERVICE : CPR/2015/208590

CERTIFICATE OF INCORPORATION : CPR/2015/208590

V.A.T Registration No : KRA/WON/1197563720

NAIROBI CITY COUNCIL : 1162560

P.I.N Number : P051562303S

E.T.R REGISTRATION : LIC: KRA / ETR /
16052006/00445E

BACKGROUND

FRANCROM MERCHANTS LTD is a Kenyan registered firm .It was registered in 2015, dealing with direct importation, sale and supply of general office stationery, computers and consumables, printing and general supplies.

We are located in a prime area within the Central Business District of Nairobi.

It has

- A much larger warehouse
- A spacious showroom to exhibit
 - ❖ Computer consumables and accessories
 - ❖ Computers, printers, UPS, Flash Disks, Software e.g. Latest Operating System, Accounting software, latest Antivirus programs
 - ❖ Office stationery and equipment
- A separate room for product training and demonstration of various products
- A complete printing workshop with printing machines

STRUCTURE

General Office Supplies

We have perfected the disciplines of sale and supplies of :-

Computer Consumables & Accessories, Computers, General Office Stationery and Printing

We have built value for our customers today and which build lasting value for the future. Over the years, one thing has remained the same: ***Our Commitment to Customer Service***. To us, that means listening to your ideas and responding to your needs.

Sales & Marketing.

Our ability to accomplish the sales we have the professionals who have vast experience and conversant with the products. We are a relationship – oriented company where customers are given top priorities.

Our Goals

Since its organization, the management of **Francrom Merchants Ltd** has understood that operating a successful business requires the **delicate balancing of diverse needs and objectives**. To ensure that diversity would always be considered, early on Francrom Merchants Ltd adopted three corporate goals, which are still very much a part of its business philosophy.

- To improve the quality of life in communities where we operate.
- To provide in the company with opportunities for fulfillment
- To produce financial results that will reward those who work and invest with us.

In addition, the company believes that these goals cannot and should not be replaced in any priority order. Each is indispensable to achieve success.

Our Strategies:

- Absolute dedication to understanding and fulfilling our customers' needs with the appropriate mix of service, reliability, products and price for each customer

- Creating an environment that rewards achievement, enthusiasm, and team spirit and which provides employees with opportunities for personal self development and growth.
- Consistent allocation of resources
- Professional organization able to maintain local initiative and local decision making while working together within a centrally managed network.

This focus has enabled **Francrom Merchants Ltd** achieve the following:

Increased Productivity through;

- Sales force effectiveness,
- More efficient distribution
- Pricing strategies
- Improved customer services
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Increased Revenues From

- Market penetration
- Service development
- Market development and
- Diversification

PRODUCTS AND SERVICES

Francrom Merchants Ltd has the capacity and experience to provide a wide range of **Computer Accessories, Computer's Consumable, General Office Stationery and Printing**. Our prices for full ranges of quality products are highly competitive and no doubt you will find them attractive. Price catalogue and the discount structure will be availed on request.

The pool of experienced professionals provides the following products and services: **Products Services**

- Computer Accessories and Consumables (**e.g. TONERS ,CARTRIDGES**)
- Computers (e.g. HP, Compaq ,Dell)
- Printers – HP Laser, DeskJet, Inkjet,
- Supply of General Stationery and Computer Consumables.
- Printing and Binding
- Servicing of Computers , Printer duplicators

RESOURCES

Human Resource

- Two full time directors
- Sales and Marketing Team
- Accountants
- Warehouse Manager
- Support Staff

Physical Resource

- Latest Computers Hardware and Software
- Printing Machines
- Modern Office Furniture and Equipment
- Motor Vehicles
- Godown / Warehouse

COMPANY'S EXPERIENCE/ORGANIZATION SERVED

1. MORAN (K) PUBLISHERS

Tender award for supply of Computer Consumables i.e. Toners cartridges ink printers' ribbons
Computer papers flash disks mouse keyboards etc (ONGOING)

2. NORWEGIAN REFUGEE COUNCIL

Tender award for supply of Computer, Computer Accessories, and consumable e.g. Toners cartridges
printing papers Software e.t.c (ONGOING)

3. TRANS-NATIONAL TIMES SACCO SOCIETY LTD

Tender award for supply of General stationery and computer Stationery and consumables, Teaching
materials , architectural consumables ,boards. (ONGOING)

4. BANK OF AFRICA

Tender award for Supply of stationery office stationery, computers, computer consumables, printers
and general office supplies. (ONGOING)

5. COMMISSION OF REVENUE ALLOCATION

Tender award for supply of General Stationery, computer stationery and consumables, computer
accessories. (ONGOING)

6. KASNEB

Tender award for Supply of General Stationery, computer stationery and consumables, computer
accessories. (ONGOING)

OTHERS INCLUDES:-

1. MINISTRY OF DEFENCE

2. MT. KENYA UNIVERISITY (MKU - THIKA)

3. WINDLE INTERNATIONAL

4. IOM

5. NATIONAL OIL CORPORATION OF KENYA

6. UNITED NATION OFFICE FOR PROJECTS UNOPS

7. UNITED NATION POLITICAL OFFICE FOR SOMALI UNPOS

8. MEDECINS SAN FRONTIERS SPAIN SOMALIA – MSF SPAIN SOMALIA

9. HIGHER EDUCATION LOANS BOARD

10. INTERNATIONAL COMMITTEE OF THE RED CROSS

AMONG OTHERS

Client Confidant

1. PROCUREMENT OFFICER

Attn. PAUL KOSKEI

NATIONAL COHESION AND INTERGRATION COMMISSION

P.O Box 76984

TEL: 0733 147568

NAIROBI.

2. PROCUREMENT OFFICER

Attn. GIDEON RUTTO

KENYA COMMERCIAL BANK

P.O. Box 48400-00100

TEL: 0711 012284

NAIROBI.

3. PROCUREMENT OFFICERS

ATT: PROCUREMENT DEPT

NORWEGIAN REFUGEE COUNCIL

P.O. Box 21211-00100

TEL: 254 (20) 4348246

NAIROBI.

4. CHIEF PROCUREMENT OFFICER

ATT: ANN

MORAN (K) PUBLISHERS

P.O. BOX 30797-00100

TEL: 0723 971 057, 0735 439 613

NAIROBI.

5. CHIEF PROCUREMENT

ATT: GAYA

ICRC (INTERNATIONAL COMMITTEE OF THE RED CROSS)

P.O BOX 73226-00100

TEL: 020 2723963

NAIROBI.

LIST OF DIRECTORS

**FRANCROM MERCHANTS LTD
P.O. BOX 12701-00100
NAIROBI.**

- 1. FRANCIS NJAU**
- 2. ELIZABETH MUNGAI**