

MESA

COMPUTER TECHNOLOGIES LIMITED

MESA

COMPANY PROFILE

**PLOT 1074
MEANWOOD IBEX
LUSAKA**

1.0 INTRODUCTION

Mesa Computer Technologies Limited (MCT), was incorporated as a private limited company by shares on 0 June 2020. Mesa Computer Technologies Limited is wholly Zambian owned and managed by Zambians and other Business Partners

2.0 VISION

To be an Information Technology (ITC) solution of choice, ICT collaborates in choice, employer of choice and to be the leading supplier and installer of Information Technology in the country.

3.0 MISSION STATEMENT

To provide cost effective IT services and products to the ordinary Zambian public and highly competitive prices ICT services and products to our corporate customers keeping in mind quality, efficiency and high standards.

4.0 VALUES

We strongly believe the customers and staff are the reason why we exist, part of the most valuable assets of our company driven by the following values:

- Dedication to our client's needs
- Pursuit of excellence motivates our hard work
- Passion for technology instills in us a sense of accountability
- Respect and openness to our clients
- Eagerness for great challenges drives our innovation

5.0 DIRECTORS

Patrick Simuchimba

Patrick is currently the Chief Executive Officer of Mesa Computer Technologies Limited

Patrick worked at National Resources and Development College (NRDC) in Crop Science-Academic from 1986 to 1998 as an Agriculturist. He was also a Farm Manager specialized in irrigation and horticulture. During this period, he served as the chairman of the Agricultural Technical and Professional Association of Zambia, which he founded. He was also a founder member of the Agricultural Technical and Professional Union of Zambia. He was continually re-elected as Chairperson and President from 1986 to 1989

Apart from his Agricultural Profession, Patrick also worked as the Marketing Officer for View Africa in South Africa before his appointment as Chief Executive Officer for Rohi Broadcasting Network in South Africa at Tele-Media

Patrick has led a number of successful undertakings in business and has many years of experience. He has always displayed good business acumen and has an eye for good business

opportunities. His administrative skills have played a vital role in the successes of his various endeavors

Joshua Simuchimba

Joshua holds a degree in Economics from University of Lusaka and a Master's Degree from the University of Zambia in the same field. Joshua is a vibrant young man who brings on board a wealth of knowledge not only from his academic exposure but lessons gleaned from interacting with international organization like the United Nation where he has at times offered his time as an intern.

6.0 SUPPORTING STAFF QUALIFICATIONS

- Project Manager – Masters in Business Administration
- IT Manager – Bsc in Computer Science
- IT Chief Technician – Degree in Computer Science
- Accountant – ACCA/Degree in Commerce
- Technicians – Certifies Engineers
- Administrative Assistant – Secretarial and Diploma in Business Administration

6.1 CONSULTANTS COMMITTEE

This committee meets every fortnight to plan and strategize and advise the full time supporting team. The committee comprises of:

- I. Marjorie Equamo Phiri
 - Masters in Business Administration (MBA), UK,
 - Zambia Diploma Accountancy (ZDA), Copperbelt University

- II. Patrick Siame
 - Masters in Business Administration in Leadership Development, Eastern University, St David's, Pennsylvania
 - Masters of Art Degree in Sociology, University of Zambia
 - Bachelors of Art Degree in Sociology, University of Zambia
 - =Diploma in Leadership of NGOs, University of Eastern, St David's, Pennsylvania

7.0 BUSINESS AND MICRO ECONOMIC ORGANISATION

At independence Zambia inherited a strong mining-based economy. It deteriorated in the mid 1970s following a sharp decline in copper prices compounded by the oil shock. This resulted in increased foreign borrowing and declining living standards. To reverse this trend, the country embarked on an import substitution industrialization strategy.

Since 1991 when the Zambian economy was liberalized, a number of business opportunities presented themselves. Owing to the policies that the Government introduced in the early 1990s, the private sector has been the driving engine of the Zambian economy. There are a lot of business opportunities including in the Information Communication Technology (ICT) sector. The government policies place a lot of emphasis on the need for access to various forms of ICT in order to promote economic information that lead to poverty reduction. The Government has formulated a policy that encourages private investment in the ICT sector. It is against this background that MCT was formed in order to provide affordable access to both low income and high-income households and the economic drivers at large.

The Zambian Government embarked on wide range of economic reforms which were aimed at promoting developing the private sector as a tool to national development. Following the policy reorientation in 1991, national economic planning was discredited and consequently the institution that was entrusted with the responsibility of central planning was abolished in 1996. However, after lessons of absence of planning and weakened national development programs, development planning was reintroduced in 2002. Currently Zambia completed the implementation of the fifth National Development Plan 2006-2010.

The performance of the Zambian economy considerably improved from 2002 to 2005 which was the period of implementation of the **Poverty Reduction Strategy Paper (PRSP)** and **Transitional National Development Plan (TNDP)**. The real GDP growth averaged 4.7 percent per year, up from an annual average of 2.2 percent in the preceding four years. This growth exceeded 4 percent target which identified in the PRSP/TNDP, thus representing a marked reversal of the economic stagnation experienced during the 1990s. The per capita income also grew at 2.3 percent annually. Zambia's positive growth was attributed to several factors including favorable global economic conditions that the overall impact of the economic reforms that started in the early 1990s. The rapid expansion of mining and construction were the key drivers of growth during the period. The renewed expansion of the mining sector was as a result of recapitalization and new investments following the privatization of state-owned mines and the buoyant world commodity markets. The construction sector also recorded rapid growth as a result of private construction activities, especially in residential housing in the main urban centers and facilitating mining sector investments.

8.0 BUSINESS PROFILE

Mesa Computer Technologies LTD is in the business of Distribution service, Warranty of all Mesa branded products in the country, in line with the Information Communication Technology (ICT), policy set by the Government of the Republic of Zambia. Mesa has undertaken to provide facilities for individuals, institutions and organizations to acquire the necessary essential Information Technology skills.

To this end Mesa has undertaken to provide computers, servers, computer equipment, decoders and dishes, solar panels, Plasma TVs to the public and private institutions as well as universities/colleges on easy terms. This has allowed the less privileged to acquire these items

under a HIRE PURCHASE SCHEME that allows the civil servants, students and those of fixed abode and traceable reference. Mesa Computer Technologies has been granted a deduction code by the Office of the President, Public Service Management Division and it acts on behalf of Mesa Computer Technologies LTD that allows for a recipient of our products to authorize from their gross pay before it is given to them.

Mesa recognizes that the rural community would greatly benefit from the facilities that are easily accessible in urban areas. To this end Mesa, has sources affordable solar panels that can be supplied to the rural communities at affordable rates and in easy terms. Mesa is committed to uplifting the livelihood of the people of Zambia in rural and urban areas. Mesa pays specific attention to the need for the quality education for all school going children in rural and urban areas, thus our commitment to supply computers at an affordable rate.

9.0 MARKET POSITIONING

The company specializes in distributing, servicing and repairing or all Mesa products which include: **persona computers, servers, laptops, N-computing, computer equipment for networking, decoders and dishes, Plasma TVs and solar panels,**. Suffice to note that the solar panels are mainly for rural clients who use them to charge their note pads, house lighting; it is also used for generating power in order to watch Television and ironing clothes. It is worth noting that the demand for ICT products is very high and thus MCT has a lot of business potential for rapid growth since most of its products are affordable and targeting the low income group.

Mesa Computer Technology LTD is one of the three major ICT distributing companies in Zambia. It is the biggest distributor, with coverage of all the ten provinces, comprising of 116 districts. The company targets civil servants who include students of University and colleges, teachers, nurses and defense personnel. In addition, the company is also the sole supplier of all ICT related products to the mines which is the main stay of Zambian economy. The company has entered into agreement with the Zambian Government to distribute all its products to civil servants. **The Government employees are allowed to buy the products on hire purchase** and the monthly payments are deducted centrally through the payroll system by government on behalf of **Mesa Computer Technologies Limited (MCT)**. The government then raises one single payment to Mesa Computer Technologies Limited account by means of electronic transfer on a monthly basis. This system is the best option as the incidence of default is minimized. It is important to note that MCT is the leading company among its competitors with such payment arrangement with the government. Given that there are an estimated 5.77 million employees in the public sector spread across the country and about 130,000 teachers of which 60 percent are in rural areas. Besides being the first company to set base in remote areas, it has established a customer loyalty with more clients expressing interest in products.

MCT is committed to uplifting the livelihoods of the rural community in Zambia evidenced by distribution of affordable products such as solar panels, satellite dishes and decoders. MCT has also set up computer laboratories in urban and rural schools there by increasing the user

interface of its products. This has been done across user population who either have or have not access to electricity provided by means of national grid or privately generated other than solar.

10.0 TARGET MARKET SEGMENT STRATEGY

Our marketing strategy will be based mainly on making the right product available to the target customer. We will make sure that our product prices take into consideration people's budgets and level of knowledge. We envisage making people appreciate our products as they convey a sense of quality in every picture, promotion as well as applicability.

10.1 Information Technology Equipment

Supplies

- Computer systems units (i.e desk tops, laptops etc)
- N-computing
- Interactive Whiteboards
- Printers
- Network Servers (hardware and software)
- Third party application software
- LCD Plasma Televisions
- Uninterruptable Power Supplies (UPS)
- Free to air dishes and decoders
- Suppliers of software
- USB wireless servers
- Mass storage devices
- Ink Cartridges
- Anti-virus etc

10.2 Continued Services

- Computer networking
- Warranty service center
- Installation of satellite dishes
- Cable (Ethernet) local area networking
- Software installation
- Computer hardware maintenance repairs
- Wireless networking

10.3 Solar power systems supplies

- Inverters and batteries
- Solar panels

Services:

- Installation of solar panels

10.4 Office Equipment Supplies

- Printers

- Scanners
- Photocopiers
- Routers

11.0 CORPORATE GOVERNANCE

A board of Directors consisting of a chairperson and six board members governs the company. The managing Director who is also the Chief Executive Officer manages it and a compliment of five Mesa certified engineers and one technically qualified electrician, with experience in installation, maintenance and implementation of computer networks and repair of electronic equipment.

12.0 CLIENTS

Mesa Computer Technologies supplies its products to various civil servant in various government institutions around the country on a HIRE PURCHASE SCHEME (having been given deduction code by the government). Besides civil servants, the company has walk in customers and supplies to corporate customers listed below

Folio	Organization	Contact Number
1.	Zambia National Broadcasting Corporation (ZNBC)	+260 211 251882
2.	Natural Resources Development College (NRDC)	+260 211 283698
3.	Mkushi District Corporative Union Limited	+260 215 362235
4.	Copperbelt University	
5.	University of Zambia - Lusaka	
6.	Mukuba University - Ndola	
7.	Mulungushi University - Kabwe	
8.	Robert Makasa University	
9.	Northern Technical University	
10.		

13.0 CONCLUSION

Mesa is focused on supplying quality service to the people of Zambia, and in view of this has taken on a very qualified staff that has undergone intensive training. As Mesa Engineers, we guarantee world class services and after sales back up (as well as a 12 month warranty period) as would be experienced anywhere in the world.

Our Motto: ***“Mesa Experience IT”***

14.0 CONTACT DETAILS

Our contact details are:

MESA COMPUTER TECHNOLOGIES LIMITED

Plot No 1074

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