

COMPANY PROFILE



CITRONIC
COMMUNICATION LTD

Your Marketing Frontier

About Us.....

INTRODUCTION

Citronic Communication Ltd was founded in 2005.

Citronic Communication Ltd specialize in Market activations & Branding services dedicated to increasing sales and awareness to our clients satisfaction.

The business has enjoyed growth in the years of operation and more significantly since its introduction, the company growth has been good and successful countywide.

We are widely known to offer our experiential Marketing across the Country to the satisfaction of our clients.

We have an experienced and qualified team that we a locate and multitask in all fields.

MANAGEMENT

BUSINESS, ADMINISTRATION & CONTACT INFORMATION

Business Name:

CITRONIC COMMUNICATION LTD

Company Registration number:

BN/2009/52191

Tax reference number:

P051341221G

Contact:

NGUGI SAMWEL KARANJA

Office line: **0732-070-788/ 0722-838-417** Cell phone: **0724-850-800**

Physical address:

MAOMBINI PLAZA, 1ST FLOOR SUITE 69, KENYATTA AVENUE - NAKURU

Postal Address:

P. O. BOX 12811-20100, NAKURU, KENYA.



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www.citronic.co.ke



citronic communicationsLtd



page

Citronic Communications Ltd



**CITRONIC
COMMUNICATION LTD**

OUR VISION

Our vision is to be the leading provider of Marketing and Branding firm in Kenya as well as Worldwide..

MISSION STATEMENT

Our mission is to strive towards reaching the peak of excellence in service delivery, ready, willing and able to serve them at anytime, anyplace.

VALUES

Our Business is guided by basic principles which:-

- Places the customer as our prime objective.
- Treating each customer with confidence and impartially.
- Motivates our staff to provide the best of service as they are rewarded by a feeling of contentment.
- Improves compliance to statutory regulations and requirements.

OUR GOAL

We keep our clients business goals in mind when designing events and Branding services firmly in the minds of their targets hence providing thoroughly executed marketing & branding services.

OUR WORD

The management of Citronic Communication strives to maintain professionally run efficient organization. Our main goal in our management is to steer the firm towards its goals and always fulfilling its objective towards its client.

Citronic Communication we keep our word !!

MERCHANDISING

Our trained field sales can optimize your product display. With our flexible approach, clients often use us to achieve fast roll-outs and make sure materials are in store and sync other creative marketing initiatives.

Typically, briefs include:

- Delivery and distribution to existing networks, using the personal touch to leverage good visibility
- Merchandising to planogram - fixture, chiller, dual sites etc.
- Improving, re-stocking and replenishing existing POS materials.
- Selling in POS to independent outlets

SAMPLING

Having targeted the right venues our skills are being able to recognise the right target audience in a split of a second - and then approach them in a manner that is consistent with the brand value of the product offered.

This are areas we excel in;

- Raising awareness of a new product derivation with specific target audiences
- In-store testing of new products with reporting on consumer reaction
- Offering and raising product purchase incentives to the passing public
- Re-positioning of products through novel delivery of sample packs.
- Offering world of class Branding services boosting sales.

ROADSHOWS, BRANDING, PROMOTIONS & EVENTS

Every company would like to get out amongst their customers through Branding, Road shows and Events but most just don't have the resources. Clients often find the cost of pulling sales staff out of their regular call cycles is counter productive. We will provide professional branding & roadshow services which will depict a true picture of the company's values.

At Citronic Communication Ltd we value quality, offering high resolution printing services ranging from promotional items i.e t-shirts, posters, flyers as well as vehicle & office branding. We have 5 Road show trucks and 8 Vans that we use for marketing and can cover the whole country during the entire Road show that will provide face-to-face delivery of an integrated marketing campaign, using characters established through campaigns, supporting product launches and grabbing the attention of your potential customers.

Typical activity includes:-

- Promotional, lead generation support for events and branding services.
- Leafleting to a specified target audience.
- Branding your products to your satisfaction.
- Swamping a city center and shopping area with promotion persons well dressed 'to brand'.
- Facilitating Team building events beyond your expectations.
- Incentivising channel sales people with personal visits.
- Total management of roadshow programs including staffing, logistics, lead generation and reporting.
- Audience, stand staffing and traffic building for a specific show.
- Driving traffic to stands at shows or events.
- Event management.

APPROACH

We strive to deliver ideas that are inspired by insights. Understanding your needs, your target audience is our key to our ability to deliver services that are both creative and effective. We demystify the quest for the “Big Ideas” by breaking the marketing & promotion idea down into three simple parts:

- The theme,
- The offer,
- The mechanic of delivery.

We deliver against all of your promotional needs, from strategic planning through ROI analysis (return on investment):

- Concept and creative development
- Marketing and Events communications
- Program and Team Building Management
- Measurement and reporting
- Promotional and Branding planning

OUR TEAM

In order to execute our Marketing, Promotional & Branding services, we discuss with our clients to get what they think on Matters Marketing & Branding services, then dispatch efficient team out to the targeted market, we make sure that each of our marketing and Branding team are thoroughly trained and have experience in their fields. The marketing and Events team act as Brand Ambassadors hence carrying the message to all target clients.

We have invested in a highly trained and motivated team that exceeds expectations placed on them and consistently adds value to you!!

SELLING

Our teams can be used to support tactical campaigns, provide an 'instant' sales team for a limited period and create a seamless extension to your own sales force.

Typical projects include:-

- Selling-in and services to existing and new retail customers
- Tactical, regional, seasonal or new product launch teams
- Taking on existing sales teams, managing re-motivating, re-engineering, and taking responsibility for results
- Business-to-business relationship selling
- Direct contact selling in Shopping Malls, Supermarkets, Populated areas etc.
- Door-to-door sales teams working to cost per contract targets

BEST PRACTICE

In order to ensure that our trade executions are fully aligned to the corporate objective, the following work flow is followed:-

Briefing to Citronic Communication management by the client representatives on work at a hand.

Citronic Communication briefs their field team on all aspect and expectations of the services to be offered.

Execution of work with effective supervision aided by control and management tools

Compressive job report compiled and shared with the clients practical suggestion on addressing opportunities noted.

OUR SERVICES

- ROADSHOWS
- POSM DESIGN & PRODUCTION
- GRAPHIC DESIGN, BRANDING, LARGE FORMAT PRINTING
- DIRECTIVE SALES & MARKETING
- SALES PROMOTION & ADVERTISING
- LED SCREEN INSTALLATION & DIGITAL ADVERTISEMENT
- BRAND ACTIVATION
- MARKET STORMS
- EVENTS MANAGEMENT
- MARKET DEVELOPMENT
- STAGE, LIGHTS & PUBLIC ADDRESS SYSTEM
- TRADE MERCHANDISING
- EXPERIENTIAL MARKETING
- PAINTING AND LANDSCAPING
- CORPORATE BRANDING

BRANDING SERVICES

FLYERS/
POSTERS



T-SHIRT
PRINTING



ROLLUP
BANNER



OUR INVENTORY

We own a wide range of state of art Roadshow vehicles. They are serviced and kept in tiptop shape to ensure reliable performance for our clients. They include;

- Roadshow Trucks
- Generators
- Lights
- Stage
- LED Screen,
- Powerful Public address system.
- Dome tents

ACTIVATIONS VANS



ROADSHOW TRUCKS



EXECUTIVE VIP LOUNGE INSIDE OUR TRUCKS

EVENT MANAGEMENT



OUTDOOR & INDOOR LED SCREEN FOR RENTAL & FIXED ADVERTISING BILLBOARDS



STORM MARKETING



STAGE & LIGHTS WITH POWERFUL PUBLIC ADDRESS SYSTEM



OUR CLIENTS

We have worked with many organizations both locally and International, Private and Corporate, Government and NGO'S. Listed here are just a few among the many we proudly call our loyal customers.





THANK
You

Your Marketing Frontier