

# COMPANY PROFILE

## Introduction

Impro Egypt, based in Cairo – Egypt, was established in 2002 with three employees. It now employs over 50 full timers. Impro Egypt is now divided into two main sectors:

-Office supplies: Copy machines and Consumables such as (Toners and Drums as well as the machine spare parts)

- 1- - Maintenance: Making a Maintenance contract for the machines.

The company is thoroughly involved in the after sales service of its past projects which includes; warranties, maintenance, refurbishment, training the company staff on machinery operation and handling

## Mission

### Quest for Excellence towards a Full Circle between Products & Services

As we grow, our mission is to consistently introduce quality products in our market accompanied by a persistent and strong technical support and after sales service, thus providing our customers with the best value for their money.

We believe that quality products must be accompanied by quality service. The strength of our after sales service has induced our good reputation with our customers. We are aiming to always be in the lead when it comes to servicing our products.

## Vision

We envision our growth springing out of achieving a partnership and a sense of loyalty and belonging between ourselves and all our stakeholders: suppliers, customers, employees and shareholders. We foster these partnerships by constantly trying to merge our goals with those of our stakeholders.

Such partnerships have already been established and continue to grow.

## Objectives

- Sustain high market share in current growing markets.
- Maintain a high performance level in after sales service.
- Enhance internal operations.
- Diversify by increasing our product range, to fill in market gaps and take advantage of the current and future medical market place.
- Vigorously market new product lines.
- Increase employee satisfaction.  
Invest more on training, recruiting and reorganization

## Activities

### *Sales*

- Sales of capital Equipment as well as Consumables to the all sectors.
- Performing Installation, Operation and Maintenance.

### *After Sales*

- Machinery installation, operation, warranties and maintenance.
- Training customer staff on sold machinery.
- Our engineers (local & International) perform minor and major maintenance, start up.

## Support Functions

### **Marketing**

We mainly conduct personal marketing strategies where we tailor making marketing mix strategies (product, place, price and promotion) for each and every project or customer individually. We develop market studies upon which specific forecasts are based. After a forecast we devise a broad marketing plan and put into action to meet the target for each product line.

We also plan and participate in events and advertise in specialized publications. The marketing function helps the company find market gaps and identify suitable products to fill these gaps.

### **Banks**

We are proud to have credible solid banks at our side, supporting us and eager to do business with us even in difficult times with Egyptian liquidity problems and Dollar/Euro Crisis.



*Bank Reference:-*

### ***Technical Support***

We are a company that emphasizes on technical support. We believe that Copiers are worth much less without proper after sales service and maintenance. With our maintenance and installation expertise, we have been able to build a great reputation for our company in the Egyptian market.

Our specialized equipment technical department is one of the largest in Egypt. We have more than 60 maintenance contracts. Due to its big size, the technical support department has separate premises for its offices, near the headquarters.

Our engineers and technicians are well-trained experts in their field. We have 15 engineers. They all are prone to learning new repair techniques and technological advances.

All our engineers, more than once, and some technicians have received intensive technical training. Throughout the years our technical department has become a training center of its own: training new comers.

We are proud to say that we have never faced any maintenance problem that we could not fix, during our 10 years of operation.

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## Reference

In the Business Sector we have supplied to almost all the major and medium sized

companies as well as the governmental sector in Egypt .

Our reference record is extensive and the following is a small selection:

### ***Selected References***

#### ***1- Foreign institutions***

- USAID
- Turkish Embassy - Office of Commercial Counselor.

#### ***2- Governmental institutions***

- Ministry of Social Solidarity - Hajj and Umrah
- Telecom Egypt
- Ministry of International Cooperation
- The general sales tax
- Regional Centre for training on family planning
- General Authority for Educational Buildings
- General Authority for Health Insurance Branch Cairo.

#### ***3- Petroleum Companies :-***

- Gas and Energy (Ginko Group)
- Engineering Company of the Gulf of Suez (EGESCO)
- Ribeko Gas Company
- City Gas Company
- Company House Gas
- Company Petrostadt Petroleum Services
- Crown Engineering Company for Petroleum Services
- Al Amal Petroleum company

#### ***4- Construction Companies :-***

- Specialized Contracting Company
- Al-Khalid Contracting public
- Ginza for Construction and Real Estate Development
- Acme Saiko of integrate engineering systems
- The Arab Contractors

## Best Regards