

Market Plus

Business and Marketing Consulting Firm

Company Profile

Prepared by:

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About Us

Market Plus is a Business and Marketing Consulting providing professional's services to individuals, enterprises, governments and civil society organizations in business development and management, marketing, and performance management in many sectors and fields of operations.

Market Plus founded in January 2009 by the Cofounder [*Please see the attached Curriculum Vitae*], provides a platform of steps necessary to lay the groundwork for a successful businesses venturing and management operations. The company comprises of professional team both pioneers and seasoned from around Tanzania and Worldwide. Our office is located in Boman'gombe Hai, Kilimanjaro, Tanzania in East Africa and has a number of partners around Tanzania.

Why Us?

We are professional, friendly, international and local, reliable, affordable consultants with uniqueness in service delivery based on:-

- Our experience in undertaking business and marketing consultancy
- Our experience to work with all types of business owners in and out of Tanzania
- Our ability to develop clear business operations and marketing strategies that fit your needs and budget
- Our ability to help your business operations grow and become profitable

Professional Expertise

Market Plus supports its clients by providing unique business and marketing services in the following areas key areas:-

[Business Development and Management](#)

Market Plus has hands-on solutions to enable your business grow and expand. What we can offer you includes:-

- ✓ Strategic Plans
- ✓ Business Plans
- ✓ Capacity Development Plans
- ✓ Loan Applications
- ✓ Feasibility Studies
- ✓ Project Proposals
- ✓ Procurement Plans
- ✓ Tender Documents and Evaluation
- ✓ Portfolio Plans
- ✓ Environmental Impact Assessment
- ✓ Environmental Audit

[Marketing Development and Performance](#)

Market Plus provides solutions in Marketing Development and Performance to its clients in developing Marketing, Export, Import, Marketing Communications and CSR Plans, and in conducting Strategic Audits, Marketing Audits, and Marketing Communications Tools. What we can offer you includes:-

- ✓ Marketing Plan
- ✓ Export Plan
- ✓ Import Plan
- ✓ Marketing Communication Plan

- ✓ Communication Plan
- ✓ Strategic Audit
- ✓ Marketing Audit
- ✓ Direct Marketing
- ✓ Personal Selling
- ✓ Digital Marketing
- ✓ Advertisement and Events Management
- ✓ Corporate Social Responsibility Plan

Marketing Researches and Studies

With our ability to conduct market analysis in the forms of surveys to products and services offered by clients, **Market Plus** provides market researches and studies service to its clients in the areas of consumer's surveys and opinions, consumer's attitudes and satisfaction, B2B relations, retailing marketing and general market analysis to ensure their marketing potentials.

What we can offer you includes:-

- ✓ Market Research Survey Design
- ✓ B2B Market Research
- ✓ Consumer Market Research
- ✓ Consumer Attitude Survey
- ✓ Consumer Satisfaction Survey
- ✓ Consumer Survey
- ✓ Market Survey
- ✓ Market Research Surveys
- ✓ Consumer Opinion Survey
- ✓ Retail Market Research

Customers, Consumers and Employees Surveys

Our ability to gauge attitudes, trends, opinions and satisfaction of their customers, consumers and employees through the use of various analytical tools, we can offer you best services which includes:-

Customer Surveys

- ✓ Customer Surveys Design
- ✓ Customer Surveys
- ✓ Customer Satisfaction Survey
- ✓ Customer Feedback Survey
- ✓ Customer Attitude Survey
- ✓ Customer Service Survey
- ✓ CRM Survey
- ✓ Customer Loyalty Surveys
- ✓ Customer Care Surveys
- ✓ Customer Training Programs

Employee Surveys

- ✓ Employee Satisfaction Survey
- ✓ Employee Retention Survey
- ✓ Employee Opinion Survey
- ✓ Employee Motivation Survey
- ✓ Employee Attitude Survey

- ✓ Employee Training Survey [TNA]
- ✓ Employee Morale Survey
- ✓ Employee Benefit Survey
- ✓ Employee Feedback Survey
- ✓ Employee Training Programs

Environmental Management – Businesses Advisory

Market Plus provides service to its clients in the areas of conducting Environmental Impact Assessments [EIAs], Strategic Environmental Assessments [SEAs], Environmental Audits, and Environmental Marketing Performances. What we can offer you includes:-

- ✓ Environmental Impact Assessment [EIA]
- ✓ Strategic Environmental Assessment [SEA]
- ✓ Environmental Auditing
- ✓ Environmental Marketing

Selected Assignments/Clientele

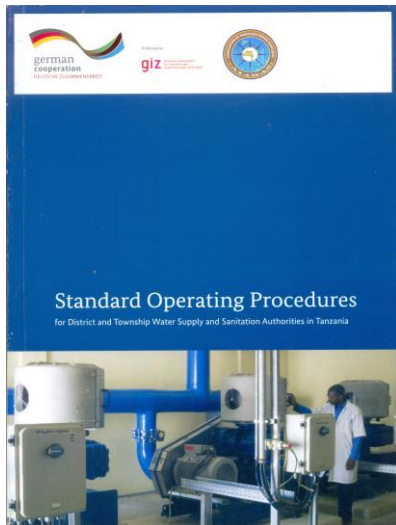
Market Plus had provided services to a number of clients to include the following:-

- **GIZ Water Programme Capacity Development Component** – *Supporting Mtwara Water Supply and Sanitation Authority Design and Implementing the Commercial Operations Capacity Development Plan*, April 27th, - May 27th 2015
- **GIZ/HUMBERG WASER** – *Commercial Management Training - Capacity Building Training for 104 Districts and Small Towns Water Supply and Sanitation Authorities in Tanzania*, April 2014 – May 2015 in developing and implementing *Marketing Strategies, Marketing Plan, Stakeholders Communication Plan*, and, *Sales and Revenue Collection Strategies*.
- **GIZ** - *Developing Staff Motivation Systems and Incentive Scheme* – Capacity Building Training for 10 Regional Water Supply and Sanitation Authorities in Tanzania, August 2013
- **GIZ/ATAWAS** - *Funding for Investment Financing [FIF]* – a Capacity Building Training for *Development of Bankable Proposals* to 104 Districts and Township Water Supply and Sanitation Authorities in Tanzania, May 2013
- **GIZ** - *Review of Loan [Bankable] Application Proposals for Funding Investment for 104 Districts and Township Water Supply and Sanitation Authorities in Tanzania*, [*“Simplified Water Based Loan Application Scheme”*], March 2013



Picture 1-3: Part of Training Sessions Conducted by Market Plus Trainer

- **Karatu Village Water Supply [KAVIWASU]** – *Development of Capacity Development Plan*, February 2013



- **GIZ/ATAWAS** – *Development of Technical and Commercial Standard Operating Procedures [SOPs] for Districts and Township Water Supply and Sanitation Authorities in Tanzania*, February 2013
- **IPS Building Company Ltd** - A Subsidiary of NHC & PPF - Real Estate Company – *Corporate Strategic Plan 2012 - 2018*, August 2012
- **GIZ/ATAWAS** – *Commercial Management Training - Capacity Building Training for Districts and Small Towns Water Supply and Sanitation Authorities in Tanzania*, January 2012 – September 2012

- **Kiliwater Company Ltd** – *Development of Capacity Development Plan*, October 2011
- **Shinyanga Urban Water Supply and Sanitation Authority [SHUWASA]** – *Development of Scheme of Service and New Salary Structure*, August 2011
- **People Help People [Germany Based NGO]** – *Construction of Msareni Primary School Water Supply Project*
 - *Consultancy Service for Engineering Design, Preparation of Tender Documents and Tender Evaluation, and, Supervision the Construction from March 2010 – March 2011*



Site Work – Construction of 10m³ Storage Tank for Msareni Water Project



Site Meeting with the Contractor Construction of Water Intake for Msareni Water project



Pupils of Msareni Primary School enjoying piped water When flowing for the first time

CEO Biography

Name: **Joseph Erasto Swai**
 Title: **Chief Executive Officer**
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I have a profound professional background in Environmental Engineering and in Business Administration and Marketing. For a period of about 20 years, I had worked with many organizations as a full time and part time consultant and conducted many consultancies and researches to date, where I accumulated vast hands on experience in the following key ingredients for business development and marketing:-

- ✓ Corporate Strategic Plans, Business Plans, and Marketing Plans
- ✓ Organization Strategic Audits
- ✓ Project Planning and Management
- ✓ Strategic Marketing and Marketing Communications
- ✓ Quality Management Systems and Organization Business Systems
- ✓ Researches, Studies, and Marketing Research
- ✓ Strategic Alliances, Partnering and Public Private Partnerships
- ✓ Customers Relations Management and Public Relations
- ✓ Design, Construction and Management of Environmental Engineering Infrastructures
- ✓ Environmental Management and Audit Systems
- ✓ Events Planning, Coordination and Management

I am a member several international and Tanzania based professional bodies to include Chartered Institute of Marketing [CIM]; Building Partnership and Development in Water and Sanitation [BPD]; Freshwater Action Network [FAN]; World Water Supply and Sanitation Collaborative Council [WSSCC]; The Association of Public Health and Environmental Engineers of Tanzania [APHEET]; Tanzania Chamber of Commerce, Industries and Agriculture [TCCIA]; The International Network to Promote Household Water Treatment and Safe Storage; Association of Tanzania Water Services Providers [ATAWAS]; and Global Applied Research Network in Water Supply [GARNET].