



Mobile Social Networking



PRODUCT DESCRIPTION
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Introduction

- Shimba Technologies Ltd is a company incorporated in Kenya in 2008.
- We specialize on **mobile solutions**:
 - Corporate solutions: we develop tailor made corporate mobile solutions that address key corporate challenges.
 - Mass market solutions: In addition through effective mobile based applications develop profitable, easy to use and affordable solutions for the wider mass market.
- We are a company offering various mobile related products and services.
- We believe we can increase the value of your firm through mobile products and services.

Product Description

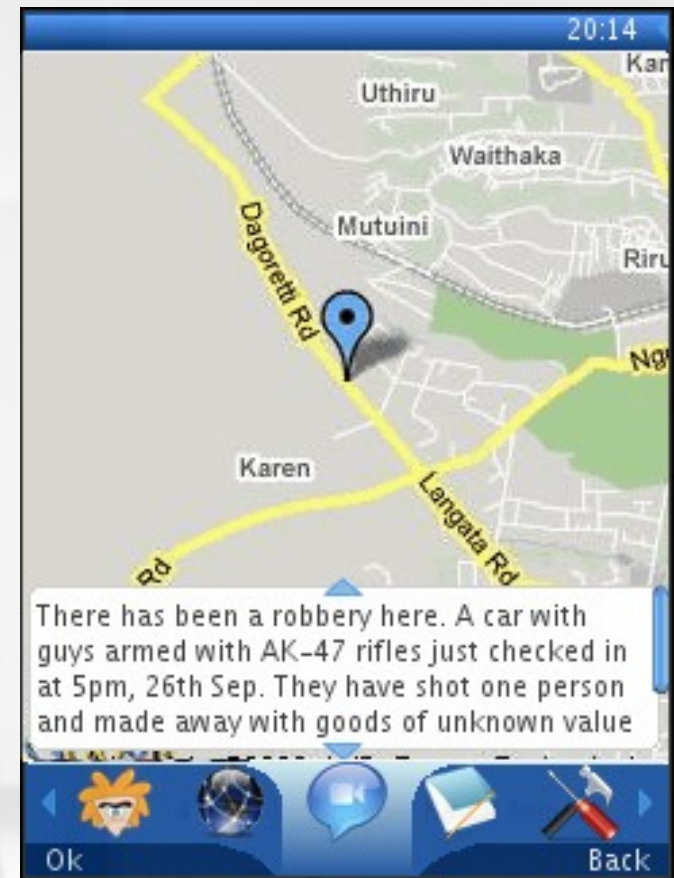
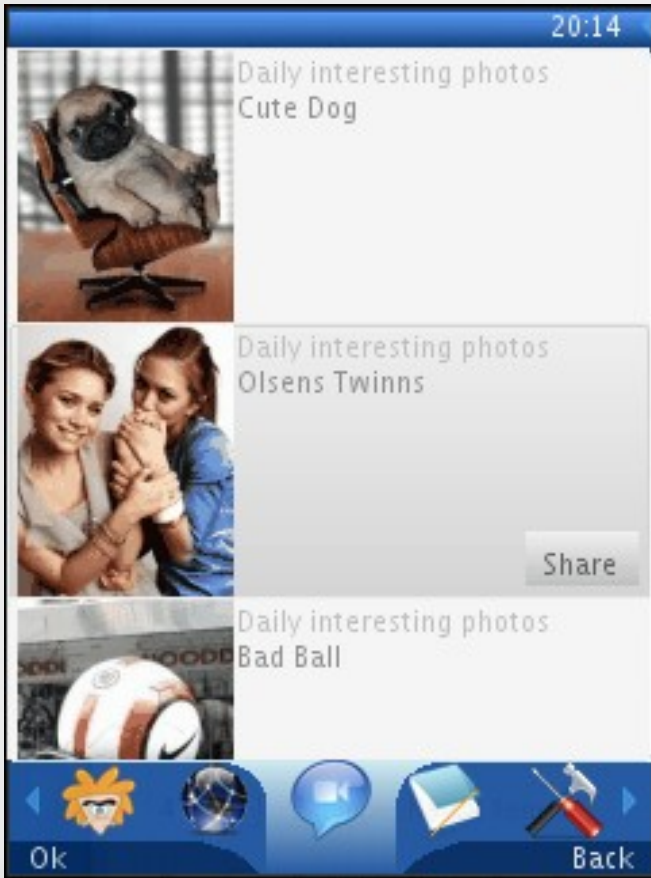
- **ShimbaChat**: Social Networking
- **Features**: Chat, Location, Pictures
- **Users**: GPRS/EDGE/3G mobile phones



- ShimbaChat is a new generation mobile solution that allows a mobile subscriber to keep in touch with his/her friends by:
 - Adding, Deleting friends / social groups.
 - Knowing the location of friends (integrated with Google Maps)
 - Sharing of stuff: pictures, videos, funny quotes, property, events, news etc..
 - Customizing profile / avatars.
- The product is in its alpha stage and it is highly customizable.

Some Features

- **Sharing:** Items mapped by picking user location.
- **Pops up nearest friends, companies, diners, etc .. (in Beta version)**
- **Coming:** Integration with MPesa for payments



Business Case

- **T**arget Market: Kenya – 6 million users
- **M**arketing: ADVERTISING, PROMOTION & PARTICIPATION
- **D**istribution: SMS request

Target Market

- It will rely on GPRS/EDGE/3G which gives it a high performance-cost ratio. There are currently 6 million enabled subscribers. The economy is growing at an annual rate of between 5.5 and 6%.

Marketing Strategy

Marketing strategy to develop an attractive image to the trade through:

- **Advertising** - We intend to have monthly quarter page adverts.
- **Promotion** - We will develop a brochure that will highlight how our service works.
- **Participation** in Conferences/Seminars or Sponsoring Events.

Distribution

- Simple SMS request.