

# Clocknet Technology Centre

## *Business profile*



**Reg: CC/2005/3738**

**Tel: +264 61 260656,**

**Fax: +264 61 265518**

**Email: [info@clocknet.com.na](mailto:info@clocknet.com.na)**

**Website: [www.clocknet.com.na](http://www.clocknet.com.na)**



## **EXECUTIVE SUMMARY**

Clocknet Technology Centre cc (CTC) is a wholly owned and managed Namibian enterprise duly registered as a Close Corporation (cc) with the Ministry of Trade and Industry (MTI) under registration number cc/2005/3738. The firm was founded by the Chief Executive and Owner, Mrs. Regina Shikongo - Ambambi in 2005. From humble beginnings it has systematically grown to become the preferred supplier of ICT solutions to public and private sector customers including non-governmental organizations (NGOs) and the international donor community.

CTC complies with statutory obligations pertaining to operating a business in Namibia. In this regard the firm is registered with the Ministry of Finance (MOF) for taxation purposes – corporate and as an employer. Additionally it is registered for value added tax (VAT) purposes under registration number 4128502-011. CTC is also registered with the Social Security Commission (SSC) as an employer under registration number 30028182 and holds a valid trading license issued by the City of Windhoek (COW).

The firm is and has for many years been an active member of the Namibia Chamber of Commerce, Industry (NCCI), and Namibia Preferential Procurement Corporation (NPPC) and of Team Namibia. When Regina Shikongo founded CTC she demonstrated that a young black female can successfully start and run a business that operates in a specialized sector of the economy – ICT sales and services. The company has 10 full-time employees of which 4 are exile kids, and 3 part-time trainers.

That even small fledgling firms like CTC can yield to the clarion call of the Government of the republic of Namibia (GRN) to make a contribution towards making Vision 2013 a reality. That black economic empowerment and youth enterprise development initiatives need not revolve around handouts.

CTC focuses on providing competency based vocational and technical education and business skills development and training. This will be done in line with the framework and guidelines as set by the Namibia Training Authority (NTA).

## **VISION**

- Vision Clocknet Technology Centre aims to be the leading Information and communications technology (IT) provider in locally and throughout the SADC region.
- To offer the best training services in Namibia and be the best Vocational Training Center where people can experience a unique understanding and knowledge.

## **MISSION**

- To strive towards quality, efficiency and becoming the preferred service provider.
- CTC will broaden its synergy, while increasing its customer base and expanding its market value.
- We intend to have every need met according to our client's requirement
- We intend to make lucrative profits to generate fair return for our investors and to finance continued growth and continued development in quality services.
- To exceed our customer's expectations in quality, delivery and cost through continuous improvement and customer interaction

## **OUR VALUES**

Include continuous improvement and excellent customer satisfaction, reliability, innovation, good business ethics, team work and a comfortable and safe working environment.

## **OBJECTIVES**

- To deliver quality services that meets or exceeds customer satisfaction
- To make continuous improvement towards desired goals through team participation
- Increase business exposure through advertising, and word of mouth
- To fill a market niche that currently exists in the market
- Reach profitability within 12 months
- Maximize sales and services

The company intends to attain the following two key objectives:

### ***Marketing objectives***

- ✓ Maintain, steady, sustainable growth each year
- ✓ To develop a sustainable extension of the business, contributing to increased employment
- ✓ Increase brand awareness of CTC and its superior service
- ✓ To increase the number of clients served by at least 50% per year through superior services and word of mouth referrals.

### ***Financial Objectives***

- ✓ Grow the profit margin by 35% per year
- ✓ Increase the number of customer's served per month by 3.5%
- ✓ Maintain a positive cash flow
- ✓ Attempt to decrease overhead costs as a percentage of revenue

## **OPERATIONAL PLAN**

Clocknet has employed in total 10 permanent staff of which 4 are Classified in the generation of Namibians know as Struggle Children and 3 part-time staff. Official company operations start from 8h00-17h00 weekdays, on demand we also open on Saturdays. We do not operate on public

holidays. All Clocknet employees have technical and administrative skills; this makes it easy for operations to go on even when an employee is on leave. The company consists of 3 different operational departments namely; The Sales & Consultancy Department, Training Department and Maintenance Department. This is why it is sometime referred to as a one-stop-IT-shop.

## **ACHIEVEMENTS**

For the first time ever Clocknet Technology Centre was nominated for the following competitions:

- Clocknet Technology Centre took 4th place in the **2009 SMME Africa Awards**, in the category, young business entrepreneur.
- Clocknet Technology Centre won 3<sup>rd</sup> place for the **Namibia Economist Business Woman** of the year awards in the category, young business woman of the year **2009**.
- Clocknet Technology Centre won 3<sup>rd</sup> places in the entrepreneur of the year 2009 award,
- **2012** CTC represented Namibia at the **MRP Entrepreneurship and Business Innovation** program in the United States of America.
- **2015** Country winner of the **Africa's Most Influential Women in Business & Government and Titans** of Africa in the SME category

## **KEYS TO SUCCESS**

CTC has identified five keys to success that will help the company to grow and become a prominent market leader

- Proven management- ability to successfully run the business, our commitment to continue improvement and total quality services.
- Keeping a close contact with customer's and establishing a long relationship with them to generate repeat business
- Follow a strict regime of accounting controls to help ensure profitability
- Providing an environment conducive enough to give a relaxing and professional service.
- Convenience, offering clients a wide range of services in one setting.

## **PRODUCT AND SERVICES**

Clocknet Technology Centre cc offers the following products and services:

- ICT training services in the form of short courses - theory and practical computer operations and application
- Sales of computer hardware and software solutions
- Sale of ICT accessories, peripherals and components
- Computer repairs and maintenance
- Computer networking – business premises and residences
- ICT solutions – advisory and consultancy services

## **INCOME STREAM**

The business generates its income from 3 revenue streams namely: Sales (of computers and computer accessories), ICT Training and Development Centre offering various ICT training courses and Technical services (repair, support, maintenance and networking services).

## **COMPANY LOCATION AND FACILITIES**

CTC is a technological entity situated in the Windhoek area. The strategic location of CTC gives it numerous advantages both in the public and private sector. Windhoek is the capital city of Namibia and it is where most entities are headquartered inclusive of the government ministries. Furthermore, the capital city is the business hub of Namibia and located centrally with outlying towns of Okahandja, Rehobooth and Otjiwarongo having an efficient access to most services especially in the technological sector. CTC is an established company and plans to expand in the market through innovative marketing and an efficient financial management of the organization.

## **FACILITIES**

The College consists of 5 fully equipped training labs, a reception office, staff office and a board room.

## **DEMAND ESTIMATION**

Computer products and accessories, and IT services, particularly training and Hardware supply, has always proved to be in demand. Clocknet Technology Centre boasts of having trained personnel who have been in the industry long enough to know the specific needs for the clients.

## **OUR REFERENCES**

SWAPO Youth League (SPYL), Telecom Namibia, Commodity Exchange, SME Bank, Min. Of Home Affairs, Min. of Justice, Ministry of Foreign affairs, Ohangwena regional Council, Khomas Regional Council, Omusati Regional Council, Ministry of Mines & Energy, Ministry of Works & Transport, Namibia Police Head Quarters, Kalahari holdings and YWCA.

## **FINANCIAL - CLOCKNET TECHNOLOGY CENTRE CC**

Clocknet Technology Centre cc is a financially stable company, with an excellent relationship with its banking institutes such as STD bank, FNB and DBN meaning a strong financial backing, and in addition to this we have credit accounts with all our suppliers.