

A: THE COMPANY

1. BUSINESS ADDRESS

NATIONAL PRINTING COMPANY LTD. (KIUTA)

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VAT No. 100-102-889

Company Registration No. 4139

2. BACKGROUND

National Printing Company Ltd. (KIUTA) was incorporated under the Companies Ordinance (Cap 212) in 1967, and was privatized under MEBO (Management and Employees Buy Out) on 12th February, 2002.

The Company was established with the aim of printing all types of printing works. The main customers of the company includes Government Entities, Private companies/Institutions, Community Cooperative Unions etc.



Vision

National Printing Company Ltd. endeavours to become recognised as the benchmark of printing services, not only in Tanzania, but across the border. We are constantly striving for success out comes, in all areas of our business.

Mission

Our mission is to provide the best quality services to our clients, and to follow through on our promises. We will strive to timely deliveries to all our client's printing needs, so that we add value to our client's business.

3. OUR VALUES

(a) Our people:

Our people is our strength and vital ingredient to everything that we achieve. We value expertise, skill and knowledge in each person's chosen area.

Passion, ambition, personal integrity, honesty, sincerity and above all - commitment is what we look for in our people.

(b) Teamwork:

We are connected together as a team by open communications, sharing common goals, being supportive and honest.

We value mutual respect, friendship and the enjoyment of working together.

We are totally committed to work with our clients and focusing on finding an individual solution to their unique business requirements.

We are always prepared to respond quickly to what ever printing task is required.

(c) **Our Client:**

Our success is focused in earning the right to sustain successful long term relationships with our clients.

We believe in treating all clients as we wish to be treated – our intergrity is never to be compromised.

(d) **Social, Community and Environmental Responsibility:**

We have a social conscience as a business and also as individuals.

We place a large emphasis on social responsibility and justice.

We look for opportunities to support community and to make a difference – even if it is only in a small way.

We are also aware of our Environmental impact and we are constantly making follow up.

4. **GOALS & OBJECTIVES**

To advance interest of our company.

To achieve a well deserved reputation by meeting needs of our customers, such that they will recommend and refer others to us – we want to become a Modern Printing house in Tanzania and the rest of the world.

This is a privilege and an ultimate reward in our endeavour for excellence.

5. **STRATEGY**

(1) **Shareholders value**

The top goal of the company is to increase the value of the company hence, value of shareholders/stake holders or owners.

(2) **Earnings**

To increase Revenue so that we maintain profitability.

(3) **To manage cost and also to maintain appropriate financial leverage. (Optional amount of debt)**

(4) **Reliable products/services – on time reliability.**

(5) **To increase market share - Selling to more customers.**

(6) **To offer best services – so that the potential customers are retained.**

(7) **To improve and maintain workplace safety. This reduces cost and increases job satisfaction.**

(8) **To improve reporting and transparence.**

(9) **To attract and retain the best people – to improve Employee retention.**

(10) **To increase On – Line presence – social media image with customers.**

Binding Process (Security Printing Factory)



B: PRODUCTS & SERVICES

1. Books and General Printing:-

The Company is capable of printing text books, newspapers, periodicals and general stationeries.

2. Security printing

We print security products which includes – Revenue receipts, Certificates, Identity cards, Stamps, Lottery stickers, Travel documents etc, depending on the requirement of the client.

A number of security products which are currently being produced from outside the country can be produced locally here at National Printing Company Ltd.,

We also do designs of book covers for various customers.

3. Production section(Factories)

The company is an integrated printing house with two Factories – Security Printing Factory (SPF) and the Commercial Printing Factory (CPF) with printing facilities for pre-press, printing and finishing operations.

The Production Department Staff has long printing Experience of text books, General stationeries and Security products. Their experience covers from text preparations including various types of backgrounds, text formatting, printing and binding.

A number of book covers are designed here at the Company for various customers.

C: Business competitiveness

Market competition is like a war, and the goal is complete domination, i.e. to capture the entire market.

This has never been easy to us at all, since all of our competitors want the same thing.

There is a big challenge.

There are several printing companies plus that of the Government which are our business competitors.

1. We are how ever a bit advantageous because of our long and wider experienced staff with the printing practice, promptly deliveries, honest and experience in handling security products i.e. sound internal controls.

2. Another good thing is – just like modern warfare, there are some clearly established rules of Engagement.

There are some Governmental established lines that business can not cross – Examples:-

Consumer protection Laws against fraud, false advertisement etc that prevents business from ripping off another business.



D: BOARD OF DIRECTORS & WORKFORCE

Workforce

Currently the Company has a workforce of 160 on average; for the whole five (5) Departments – Administration, Finance, Marketing, Engineering and Printing (production).

Most of the printing staff have more than 20 years of experience.

The overall management of the company is vested in the Board of Directors, while the day to day activities are under the over all supervision of the Managing Director.

The Board Directors are:

- (1) Mr. Yusuf B. Mjungu
- (2) Mr. Peter Odeck Ogulo
- (3) Mr. Pastory Gabriel Kyombya
- (4) Mr. Patrick Bernad Nyundo
- (5) Mr. Wilson Edward Ogunde - Board Secretary

E: COMPANY DEVELOPMENT PROJECTIONS

The trend in Printing Industry shows that the Industry has been struggling over the last 20 years due to the fact that digital products and services have increasingly displaced traditional printing materials.

Printers were historically central to both publishing and advertising though over the past 20 years, rapid technological change has toppled both markets and sent the Industry into structural decline.

So, for our company to survive and prosper we have to become a full – service marketing provider with advanced printing technology to tackle competition in market.

Arrangements are being made to obtain adequate financing to enable us to acquire appropriate Equipments and the Working Capital.

Printing Machines

