



***Castech Business***

*— Ideas that soar —*

**Company Profile**





## Who We Are

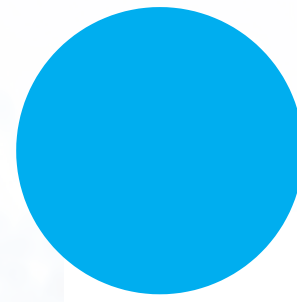
Castech Business Tanzania is a fully dedicated company that specifically deals with Information Technology, Office supplies and Advertising agency.

Dedicated in providing adequate and preeminent services since 2015 in IT and Office supply and in 2023 have expanded it's business activity to Advertising.

We have been adding value to business by understanding what customers need and effectively communicating with them to their level of satisfaction.







## A COMPANY ON A MISSION

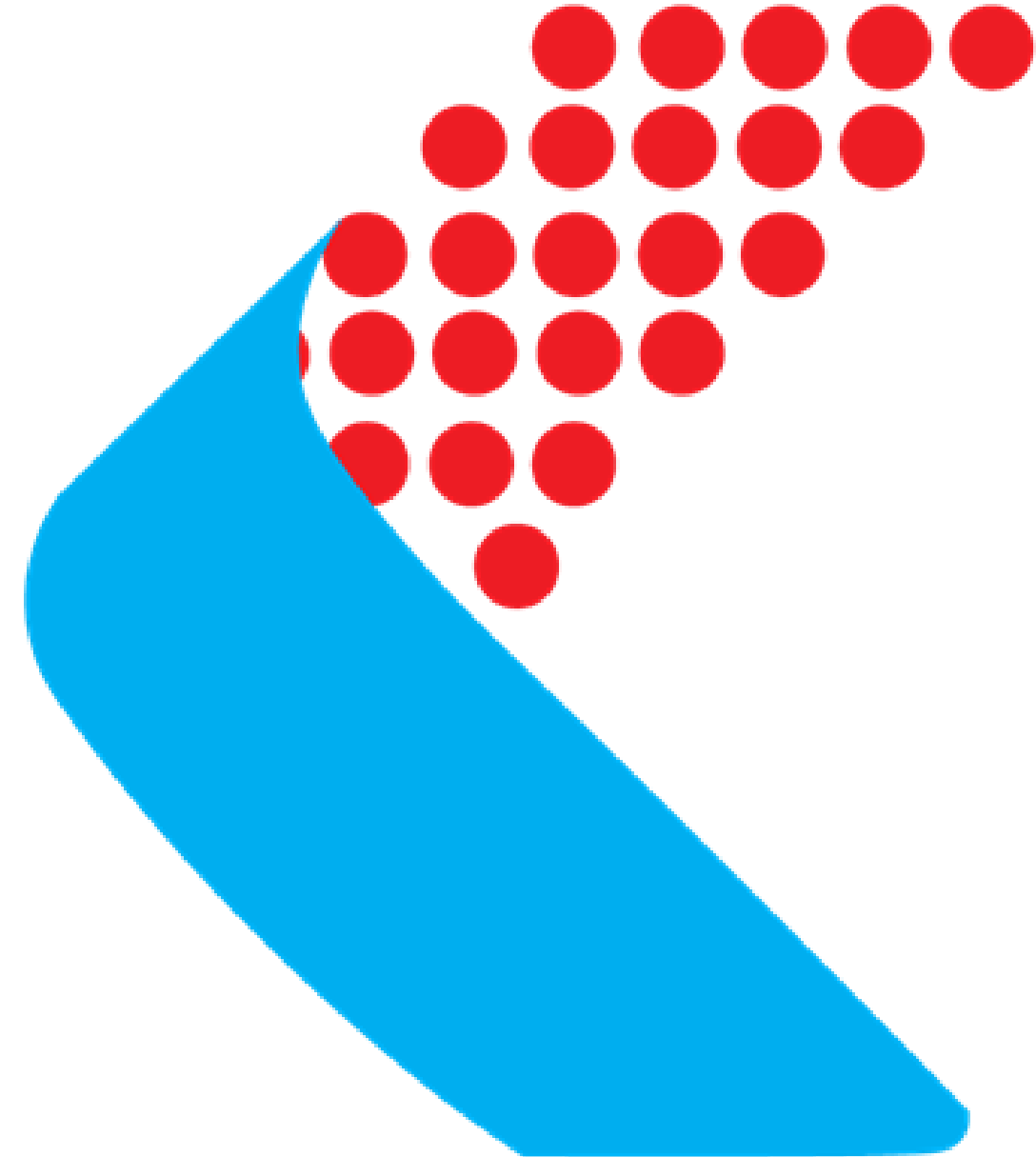


Our Mission is to provide distinguished services for business in Tanzania market. We believe that Integrity, Innovation and Trust make core of this distinction. These qualities are manifested through our team.

## A COMPANY ON A VISION



Our vision is to become the leading and most trustworthy business company in the nation through knowledge, technology and exemplary corporate culture.





# WHY CHOOSE US? WE ARE DEEP ROOTED

Our team makes a powerful mixture of IT specialists, Quality Assurers, and Sales and marketers with an extensive network all over Tanzania.

As a result we leverage exclusive privileges, connections and resources to offer our clients unique and unmatched services and products,.

## **We invest in knowing**

We put in the effort to know before we act to guarantee you the most value for your investment. For each task we perform a thoughtful assessment, do sufficient research and rely on solid insights with out compromising agility.







## WHAT WE DO?

Castech Business Tanzania is honest in delivering assessments, executing tasks, setting goals, evaluating progress, monitoring performance and learning from experience.

### Research and Knowledge Base

- We analyze past experience and extract the learned lesson.
- Therefore our clients benefit from the knowledge base perfect over the years. We know where to look and what to look for.
- We always study and gather a lot of necessary information before we tackle the task. We save our clients the head ache for trial and error.

### Plans, Timeframes and Measurables.

- Whether single request or year long contracts, our clients are provided with clear action plans. They will have solid time frames and measurables to track the progress.

### Quality Control

- Our team mechanism ensures the filtration of layers, this way results to the delivering of only the creme de la creme to the clients.

### Involvement and Follow up

- Our clients are involved in every step along the way. We assign to the Sales manager and account managers to ensure the Clients are served, listened and provided the best service to their satisfaction.



# OUR SERVICES

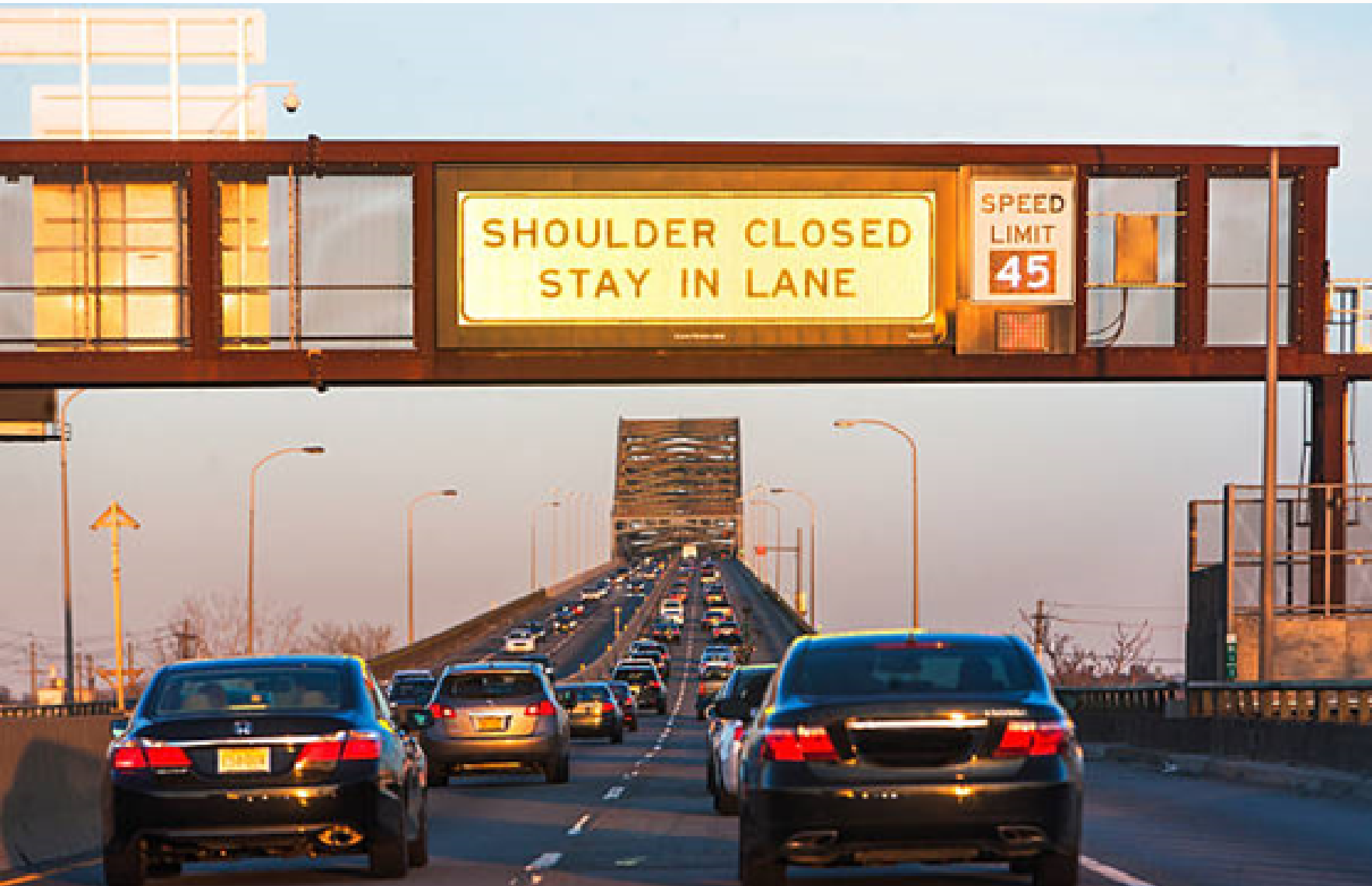
[www.castech.co.tz](http://www.castech.co.tz)

Castech Business Tanzania features nearly a decade of providing different services to the clients exceeding the level expectation in satisfaction.

## OUT OF HOME ADVERTISING(OOH)

Castech Business helps you advertise in public places and in an optimized way. We have a variety of options from Billboards, Billboards, Lamp poles, Sub Urbans Signs, Street signs, Digital (LED), Transit advertising.

- We guarantee Engineered placement so that your Ads cant be missed.
- We offer strategic locations with high exposure and traffic.
- We advise according to the suitable locations with high exposure and suitable traffic.
- We design captivating visuals with powerful designs.







# STATIC BILLBOARDS

Quality print, Weather-resistant, Regularly maintained.

From roads, squares and bridges to traffic signs, building facades, malls your next billboard is ready to host your ad.

[www.castech.co.tz](http://www.castech.co.tz)







# DIGITAL DISPLAY

[www.castech.co.tz](http://www.castech.co.tz)

## Large HD Images & videos

We offer indoor and outdoor digital displays in prime locations across Tanzania. Amongst our locations are Airports, main roads and malls.

*Beach*  
Apartment

Inspiring green foliage on 14 acres, a wonderful residential complex with sp villas and beautiful landscapes, Beaches sitting around the complex. Make a home here today!!





# TRANSIT ADVERTISING

## BRT DAR Mwendokasi Trunk & Feeder

They might miss your ride, but they won't miss your ad. Turn your ad into a giant on wheels and release it in the streets





# DIGITAL MARKETING

Castech Business helps you create, grow and maintain your business's online persona.

## Social Media Marketing

- We manage your social accounts on your behalf. We create rich content calendars crafted to influence, promote and sell. We handle community engagement and campaigns and data analysis across numerous social media platforms.





# WEBSITE & APP DEVELOPMENT

- Your website is your own kingdom. Not only it does make your business available to millions of internet users, but also gives it personality, charisma and authority. Add to that a mobile application with useful features and everyone will be walking around your brand in their pockets.
- SEM, SEO, Email & SMS
- Castech Business not only puts you online.
- We put you first.
- We help you make the most of search of engines. Our Search Engine service promotes your website to the sponsored part of Google search results.





# OUR COVERAGE

Since we are partnering with almost big advertising company in Tanzania, we can reach out our service in up countries sites at your fingertip.





## Why Outdoor Advertising? ☒

Grab the attention of your targeted audience with the best billboards in the ideal locations throughout the country. CASTECH BUSINESS provides first-rate billboard advertising by customizing an outdoor advertising strategy unique to your market and your needs. Explore our comprehensive range of outdoor advertising services designed to maximize brand exposure and drive impactful marketing campaigns.

### Reach consumers all over town

With just seven impactful words or less, you can deliver your powerful advertising message across Dar Es Salaam to drivers zipping down the highway, stuck in traffic, or driving through city streets







# MEET WITH THE TEAM



**SAMUEL RAPHAEL MLAY**

Founder & CEO



**NEEMA KIZIGA**

Account Manager



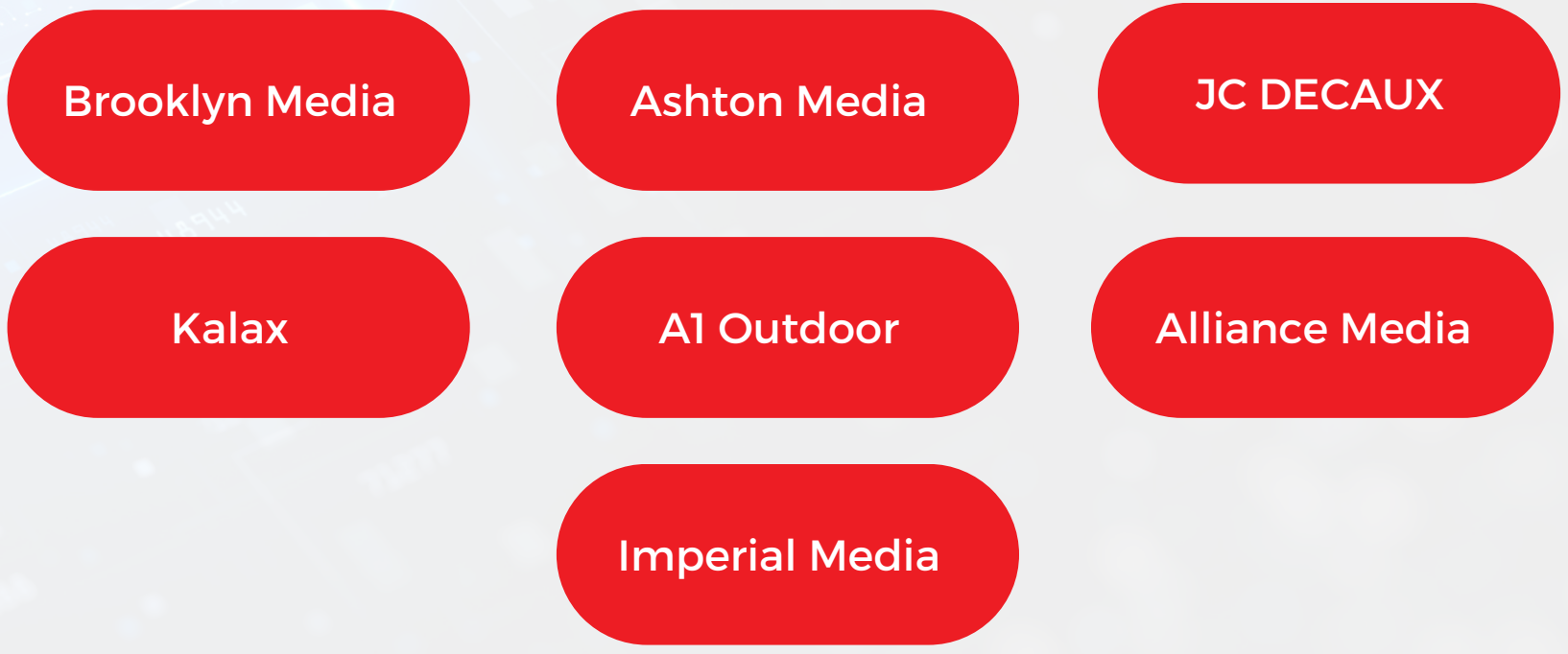
**NELSON J MBOYA**

Head of IT

# OUR CLIENTS



# OUR PARTNERS







# Contact Us



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