



COMMERCIAL BROKERS
MANAGEMENT CONSULTANCY
PROCUREMENT & LOGISTICS SOLUTIONS
FOREIGN COMPANY REPRESENTATION

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COMPANY PROFILE



MAXIMISE YOUR NETWORK

MAXINET Group Ltd

SORAS Building – 4th Floor

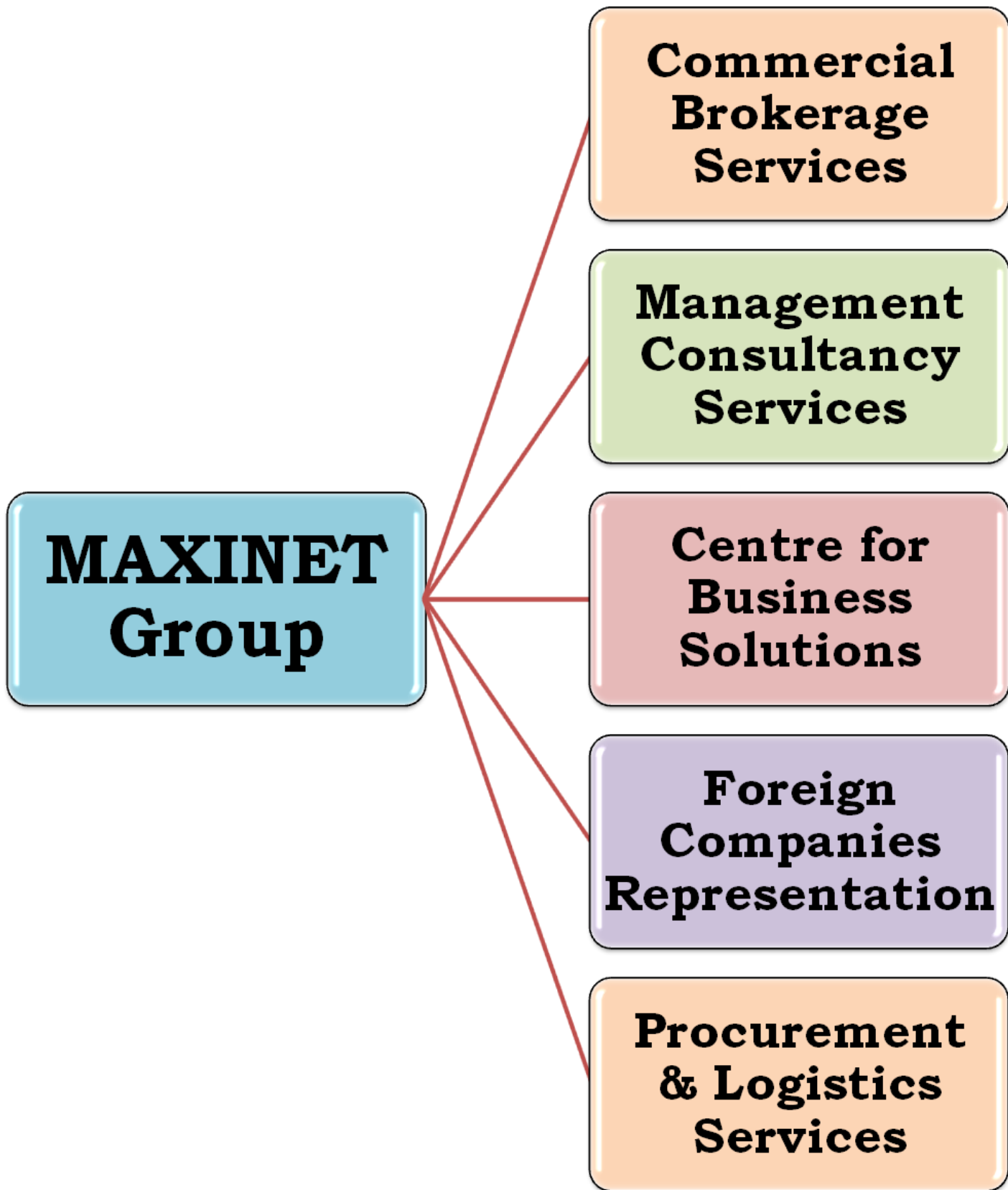
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WHO WE ARE

Proudly Rwandan, **MAXINET Group** is a service oriented company established two years ago by Rwandans with a vision to create a first class integrated services structure and other business solutions within the entire Great Lakes region. While various services are offered our core business is the commercial brokerage that puts the best management know-how, state-of-the-art technology and efficient logistic follow-up to work for you and your company needs.

In order to provide the kind of service that not only will ensure the retention of our customers but also attract others, we have established partnerships with some of the most reputable companies in the service industry in South Africa, Asia, Europe and US.

MAXINET Group has a dedicated team of experts working around the clock to make sure that our customers get the best contacts, information, business management and marketing talent, which they need to become more profitable, better informed and competitive for all their business cycle.

MISSION STATEMENT

Committed to provide a stress-free business experience with superior services that caters for our customers' individual and/or corporate needs ... always conveying the 'Constant and Never Ending Improvement' spirit mixed with passion for excellence and exceeds client expectations.

Our Motto: "**Maximize your network**"

VISION

To be the Regional leader in the service industry by defining excellence and building unmatched customer loyalty while offering complete solutions to clients' needs.

OBJECTIVE

Our objectives are:

- Adopt a specific and clear investment policy in various scopes with high growth rates and limited risks.
- Acquire investments with good internal return rates that suit the expectations of the company by establish companies with clear, applicable and separable working plans.
- Provide path to continuous development in the scope of its activities by studies and research.
- Fulfill our Corporate Social Responsibility (CSR) by being an economic, intellectual and social asset to each country and community where we do business.
- Implementation of large scale regional and international projects in all fields.

CORE VALUES

Integrity: Honour all commitments to our customers, employees and shareholders while conducting business with unwavering high standards of honesty, trust, professionalism and ethical behaviour.

Quality: Put the interests of our customers first and be dedicated to providing an individualized business experience that assures customer satisfaction and earns their unwavering loyalty.

Teamwork: Work as one cohesive team from the smallest unit to the Board of directors while developing and retaining leaders who continually raise the bar, provide direction, remove barriers and empower people to successfully achieve goals. We are dedicated to maintain a caring and supportive work environment that fosters a sharing of ideas, skills and resources.

Growth and Profitability: dedicated to continuous innovation and pursuit of new ideas and opportunities to accelerate profitable growth. We deliver value in all we do to assure consistently high returns to our shareholders, recognize and reward excellent performance, which drives superior results.

WHAT WE DO

Today, more than ever, the increasingly competitive economic environment requires compliance to high standards of performance, professionalism and efficiency. This is inherent to the successful functioning of every company in important areas such as:

- Fast, reliable information sharing, transmission and management;
- Access to rich and updated information databases;



Nowadays, **TIME** factor has become exceedingly important. Acting fast upon business opportunities that appear and disappear quickly in the global environment can very well bring the competitive edge your company needs.

We believe that we can help you reach the time efficiency edge by:

- Reducing excessive red-tape due to often heavy bureaucracy;
- Customizing information systems to suit management of your business (Management Information System)

WHAT WE OFFER

MAXINET Group offers an expertise in trade transactions, public relations, brokerage, business incubation, management consultancy and foreign company representation. We are able to ensure best value transactions and intermediation because we base our decisions on a constantly updated database of contacts, suppliers and brokers in fulfilling our customer orders.

Our purpose is to broaden the notion of professional service to encompass in depth analysis and consultancy in strategy formulation and development of Human Resources (HR). In addition, we assist companies and institutions improve their overall performance and profitability as well as reach optimal efficiency of its operations.

The professionalism and quality of our services speak for itself - WE DO MORE THAN JUST DELIVER!!!!

We strive to become your lifelong advising partner accompanying you through your business cycle streamlining your everyday operations, performance and needs assessment for optimal efficiency. We advise and mentor your personnel to achieve continuous improvement in your company.

CORE BUSINESS

Commercial Brokerage

MAXINET Group commercial division aims to be a **trustful, long-life partner** to business entities interested in providing fast, high quality and personalized services to their customer base.

Accurate and reliable information on buyer needs, market situation and suppliers, allows the provision of **value-added brokerage services** that:

- Strengthen the capacity of procurement, sales and marketing services
- Provide a list of selected suppliers and logistics services available in various trade areas.
- Offer advice and consulting services in refining marketing strategies and planning.

Our services allow business entities to establish and maintain flexible and effective communication with its clientele. **Continuous feedback from customers and markets** represents a definite asset of organizations, regardless of its sector activity and a success factor one cannot simply afford to miss out on.



Assessment and interpretation of market needs and opportunities will lead to recommendation and implementation of **customized solutions**.

Services will cover the whole customer relation chain and allow for the development of a **Call Center**.

Our brokerage development services allow:

- **Conquering and developing clientele** by acquisition of relevant information databases, prospect customer appointments, customer scheduling arrangements, customer surveys and marketing studies
- **Acquisition of information on best market value offers** available, qualification of reliable suppliers, identification of optimal sites and ideal locations for customer's inspection
- Marketing through updated methods, e.g. **batch-selling and auctions**, in order to expedite movement of products and services
- Use of state-of-the-art **information management systems** and technology, enabling business entities to reach **integrated connectivity** (telephone, mail, Internet, e-mail, fax, etc.) with customers, prospects, suppliers and emerging markets
- Gaining information on multiple supply offers of products and services, needed to buy or sell, so as to **position entities' competitiveness** in terms of pricing, credit facility and order-delivery times, prevailing in relevant markets
- Engagement in transactions with high degree of **transparency while providing constant information flow** about the market and **cutting cost of intermediation** between suppliers and sellers of goods and services.

PRODUCT LINES

I. Management Consultancy

Under this product line, the mission is to contribute to the growth and success of our clients by helping them unleash their hidden potential and become an empowered and creative workforce.

The Business Philosophy is to develop and nurture long-term win-win relationships based on mutual respect and trust.

Areas of expertise include and not limited to:

- Performance Management
- Total Quality Management
- Sales and Marketing
- Human Resources Management
- Organizational Development
- Personal Development
- Strategic Planning
- Change Management
- Business Development Services
- Event Management

Client Groups include and not limited to:

- Government
- Private Sector
- Banks and Financial Institutions
- Retail and Wholesale
- Social Organizations
- Real Estate and Construction
- Logistics and Distribution

II. Centre for Business Solutions (CBS)

CBS is a product of MAXINET Group Limited which is a one-stop-shop that will offer the following services:

- The Business Incubator
- The Business Development Services
- The Training Centre
- The access to finance

1. Business Incubator

Business Incubator is a facility that is dedicated to helping businesses get started/expand in Rwanda by offering the most affordable rates for both workstations and office space. It is designed to nurture and support businesses become established and profitable, while creating jobs and wealth in playing a major role in socio-economy of a country.

Its aim is to increase the possibility for a start-up company to stay in business for long while striving to boost the economy.

Within the incubator we shall also incorporate the concept of furnished executive offices which is gaining popularity in Rwanda. Serviced Offices are a total solution in the sense that they are fully fitted and furnished, ready for immediate occupation.



Office features include:

- Private, secure work areas
- State of art facility and equipments
- High-speed Internet access and Local area network
- 24/7 Call Centre Services
- Telephone facility (digital telephones)
- Business centre (printers, fax machines, scanners, copiers, stationery, etc)
- Continuous IT maintenance and support
- Low overhead costs
- Business counseling
- Business training
- Receptionist
- Welcoming area
- On-site center manager
- Fully furnished conference room
- Mail delivery service (incoming and outgoing)
- Daily office cleaning services
- Common areas e.g. break room, quick meeting areas
- Power backup

2. Business Development Services

Business Development Services are designed to help micro, small, medium-sized enterprises (MSME), and cooperatives overcome barriers to increased profitability, by improving their productivity and access to high value markets. In this way, they can create and sustain productive, remunerative and good quality jobs, as well as reduce poverty, and contribute to the development of the national economy.

For small business owners and managers, globalization means rapid change and often increased competition. To encourage competitiveness, business growth and employment creation, the EDC will assist partners in building national and local capacity in cost-effective and sustainable Business Development Services (BDS).

These services will include:

- ▶ Training
- ▶ Consultancy and Advisory services,
- ▶ Marketing assistance
- ▶ Information, technology development and transfer
- ▶ Business linkage promotion
- ▶ Linkages to finance and financial services.

3. Training Centre

The Training Center is the third component of the integrated EDC with the clear mandate to produce and offer an extremely wide range of skills while helping to smoothly facilitate the knowledge transfer on business subjects to the community in Rwanda, especially in light of Vision 2020.

An excellent basic infrastructure is in place and the aim of the training center is to become a national and regional center of excellence in Management skills training of International Standards.

The model of development is designed around the central idea of creating a big and highly competent middle class that uses updated management skills as an enabler, an accelerator and a tool for increasing productivity in public and private sectors and for creating exportable goods and services.

A monthly Training will be provided and different relevant topics on board will include:

- Getting started in business
- Small business development
- Business plan development
- Entrepreneur development
- Basic Record keeping
- Managing business finances
- Marketing products and services
- Managing employees
- Managing growth
- Managing production
- Monitoring and Evaluation
- Business and workplace etiquette
- International trade
- Technology in business (e-commerce)

Even though the public will be invited to attend these trainings, Incubated Companies must be encouraged to send their directors, staff or even interns, if they wish to improve their skills in pushing their respective businesses to the next level. A yearly Eventrix will be drawn to allow incubatee companies to plan their yearly agendas, so as to confirm training attendance as per Incubator requirements.

III. Procurement & Logistics

Under this product line the mission is to enhance the commercial performance of our clients, through the application of exceptional procurement and logistic experience and expertise by working in a broad range of sectors, for individuals, small, medium and large companies.

Service Quality Promise

We are committed to keeping our Quality Service Promise program through:

- Acting with absolute speed and efficiency
- Personalizing services to meet customer needs at any and all levels.
- Responding to feedback with affirmative action.

A. Procurement

Following the fast growing economy in the East Africa region and the fact that Rwanda imports more than 85% of goods and equipment consumed locally, MAXINET Group Ltd., has set up facilities to help citizens purchase through a network of partner offices in Africa, Europe, USA and Asia. Enhancing clients' profitability by improving the management of their purchased goods and services is achieved through a unique combination of:

- Team of outstanding procurement professionals
- High-level procurement expertise
- Experience in improving procurement performance of companies
- Experience in a broad range of supply markets
- Tried and tested innovative procurement methodologies

MAXINET Group Ltd. has as its mandate priority to integrity at all times and therefore deals with serious and genuine buyers and sellers working worldwide for the expansion its clients' businesses.

B. Logistics

MAXINET Group Ltd. aims to become a major player in the logistic sector through its experienced and committed staff.

Services provided include:

- Shipping Agent (Air, Road and Sea)
- Trans-shipment and Transportation
- Sea and Air Cargo consolidation
- Clearing and Forwarding
- Onsite delivery upon request



Caro Sea freight

The network is composed of experienced partners present in the following major cities of Dubai, Cairo, Shanghai, Guangzhou, Dar es Salaam, Mombasa, Bujumbura, Lubumbashi, Goma and Bukavu who constantly strive to exceed clients' expectations.

Our sales office shall maintain regular and effective communication with our clients by keeping you regularly informed on the progress of your cargo via e-mail, telephone or fax and you are able to view the progress of your cargo from the Track and Trace link on our website.

Our business unit is divided into two functional units:

- **The Transit Cargo Unit** handles cargo arriving from Mombasa and Dar es Salaam sea port for transshipments to the hinterlands, including Rwanda, Burundi, Uganda and Eastern Congo.

Its services include:

- ✓ Customs clearance and documentation
- ✓ Freight forwarding by rail or land to final destination
- ✓ Daily updates made available on the website or sent to clients by e-mail, fax or telephone.

- **The Local Cargo Unit**

- ✓ Customs clearance + documentation for both inbound / outbound cargo,
- ✓ Freight forwarding of import and export cargo to and from anywhere,
- ✓ Freight forwarding of export cargo to anywhere in the world,
- ✓ Removal services within and outside Rwanda,
- ✓ Warehousing and storage of import or export cargo,
- ✓ Daily update to clients by e-mail, fax or telephone.



Cargo Air freight

IV. Foreign Companies Representation

Under this product we specialize in the [development of short and long term joint ventures](#) with foreign companies seeking to expand their market in the Great Lakes Region. In return, the host Rwandan partner will benefit from advanced technology, managerial know-how and sector specific competencies unavailable at present in Rwanda.

The Business Philosophy is to:

- Promote investment opportunities with local and foreign investors while marketing all investment opportunities in Rwanda to targeted investors worldwide.
- Facilitate the establishment and smooth operation of investor projects.
- Advice partners on additional policies and initiatives needed to encourage and boost investment locally and regionally.

Our network

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