



SARAFU

ENABLING OPPORTUNITIES

CORPORATE BRIEF

July 2023

WHAT IS SARAFU?

- SARAFU is a cutting-edge B2B e-commerce and logistics platform. SARAFU focuses on empowering small and medium size traders in Tanzania, particularly in Dar es Salaam, by providing them with a convenient platform to purchase fast-moving consumer goods (FMCG) and non-FMCG goods like electronics, cosmetics, and pharmaceutical products, and have them delivered to their outlets.
- With SARAFU, the manji shops can access a vast range of products, spanning over 700 SKUs sourced from some 200+ vendors/ suppliers, through our user-friendly mobile app.
- Currently, SARAFU:
 - Allows some 200+ vendors/ suppliers to reach the whole of Dar es Salaam;
 - Has a fleet of over 60 trucks on the road at all times;
 - Serves over 20,000 traders and minimarts in Dar es Salaam;
 - Fulfils 500,000+ of orders per annum;

Key Features & Benefits to our Partners

- **Expand your market reach:**

SARAFU has access to every street in Dar es Salaam, and soon beyond.

- **View and control Stock-keeping unit (sku) performance:**

Stay ahead of the game with real time sales performance for your products from SARAFU.

- **Enhanced Business Efficiency:**

Warehousing, logistics and last mile delivery are our core strengths.

- **Partner Support:**

SARAFU is committed to providing exceptional partner support. Our dedicated team is available 24/7 to assist partners with any inquiries, technical issues, or concerns they may have through a 24hrs call-center.

Key Features & Benefits to the Market

- **Streamlined Payments:**

SARAFU simplifies the payment process by consolidating various payment options into a single, user-friendly platform. This eliminates the need for multiple accounts or payment methods, ensuring a seamless experience for our customers.

- **Security and Compliance:**

SARAFU prioritizes the security of our customers' financial information and adheres to stringent industry regulations.

- **Enhanced Business Efficiency:**

SARAFU enables retailers to optimize their supply chain management by providing a diverse range of FMCG and non FMCG products. This, combined with our efficient logistics network, ensures that retailers can stock their stores with ease and focus on growing their businesses.

- **Accessible Technology:**

Our user-friendly mobile app and online platform make it easy for small retailers in Dar Es Salaam to buy stock online. We prioritize intuitive interfaces and seamless experiences to enhance convenience for our customers.

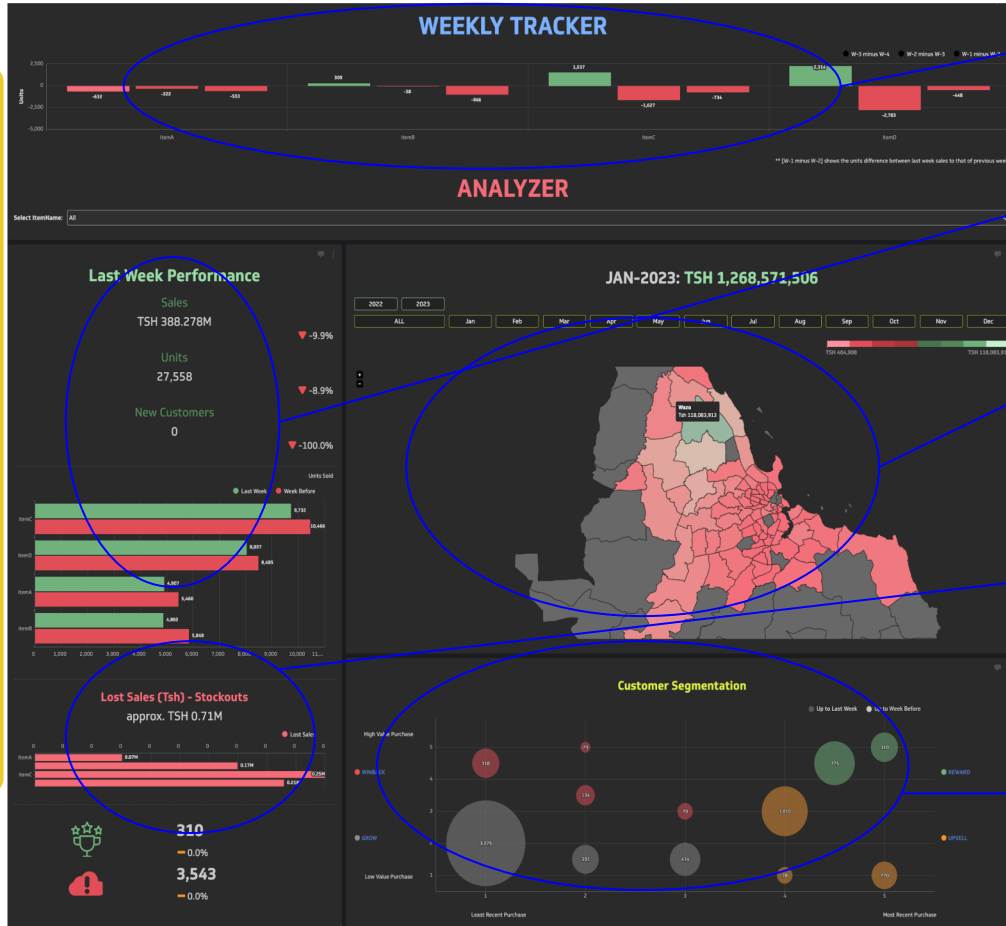
- **Customer Support:**

Azampay is committed to providing exceptional customer support. Our dedicated team is available 24/7 to assist customers with any inquiries, technical issues, or concerns they may have through a 24hrs call center.

OUR COMMITMENT TO OUR SUPPLIERS

- You want to penetrate a new products in the market?
 - Your products are losing market share and you want to catch up the competition?
 - ❖ **We can facilitate the penetration of your products to our network of 20,000+ shops all over Dar Es Salaam.**
 - You want to outperform in a specific region? You want to know how your product is performing in the market?
 - ❖ **Subscribe to our market intelligence tool.**
- By having a full suite of services (ranging from procurement to last mile delivery) available to the small and medium size shops, SARAFU is able to collect vast amount of data at granular level to gauge product performance across regions. We answer the following questions for you:
- Who are your customers?
 - Where are they located?
 - What parts of Dar es Salaam are your sales concentrated? Where are your sales weakest?
 - Are they buying your products?
 - How are your products performing week to week?
 - Are stock outs reducing your sales?

Your Interactive Dashboard



Identify sales variation by SKU for most recent three week period

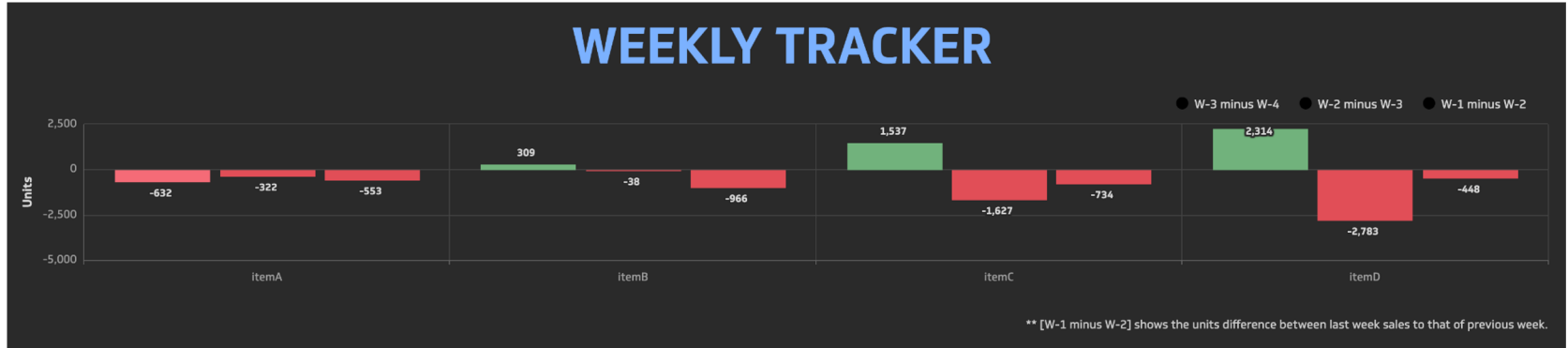
Weekly summary of sales demonstrating performance trend

Visually identify by month and year where your products are selling in Dar and where they are not, by total sales or by SKU

Estimate sales value and volume lost by your product going Out Of Stock on Sarafu - the customer clicked on your product page on the app but was unable to add to cart

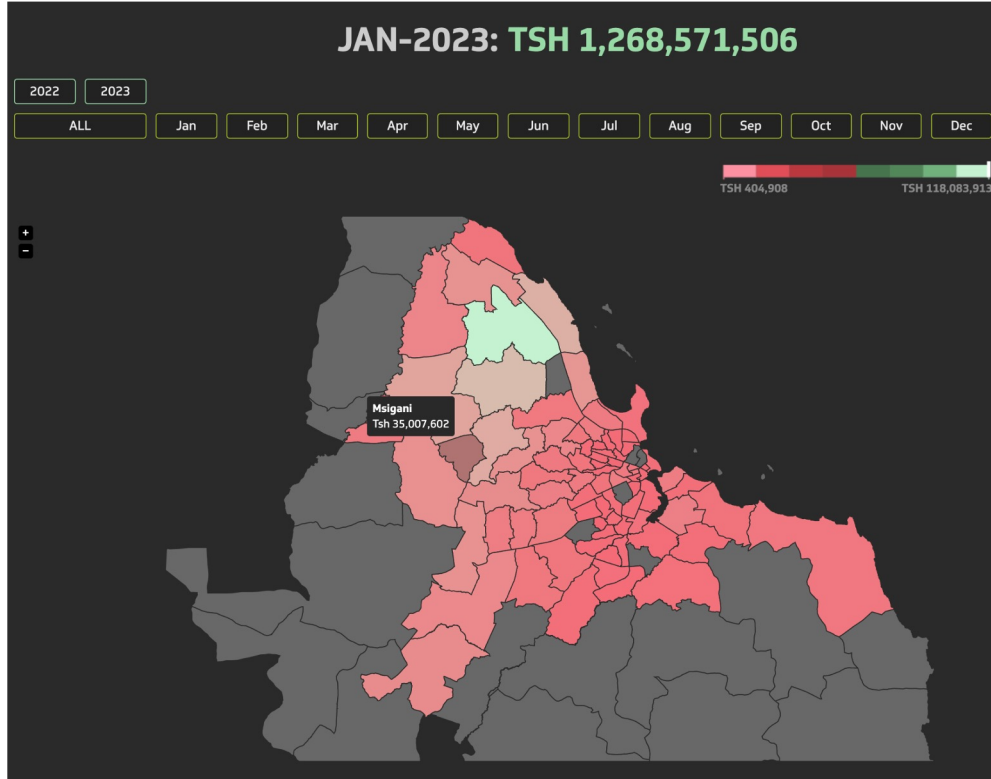
Segment your customer base and target market to them. Hi value/Frequent customers / Low Value Frequent Customers, Hi Value Churned customers and others

Weekly Sales Variation



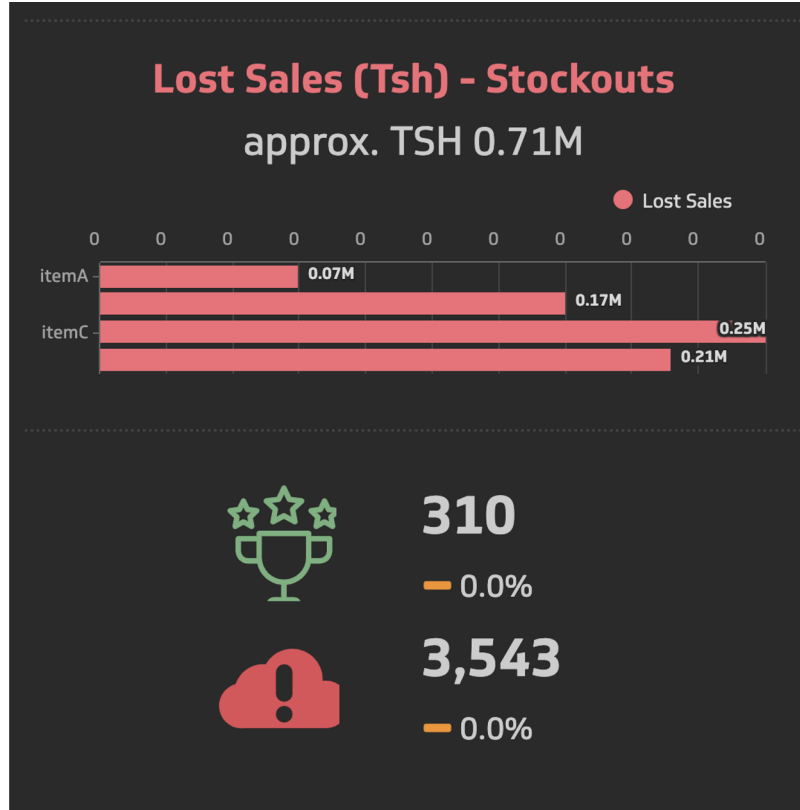
- Set targets for your marketing team and ensure they are met week to week
- Identify by SKU which products are underperforming

Geographic Sales Distribution



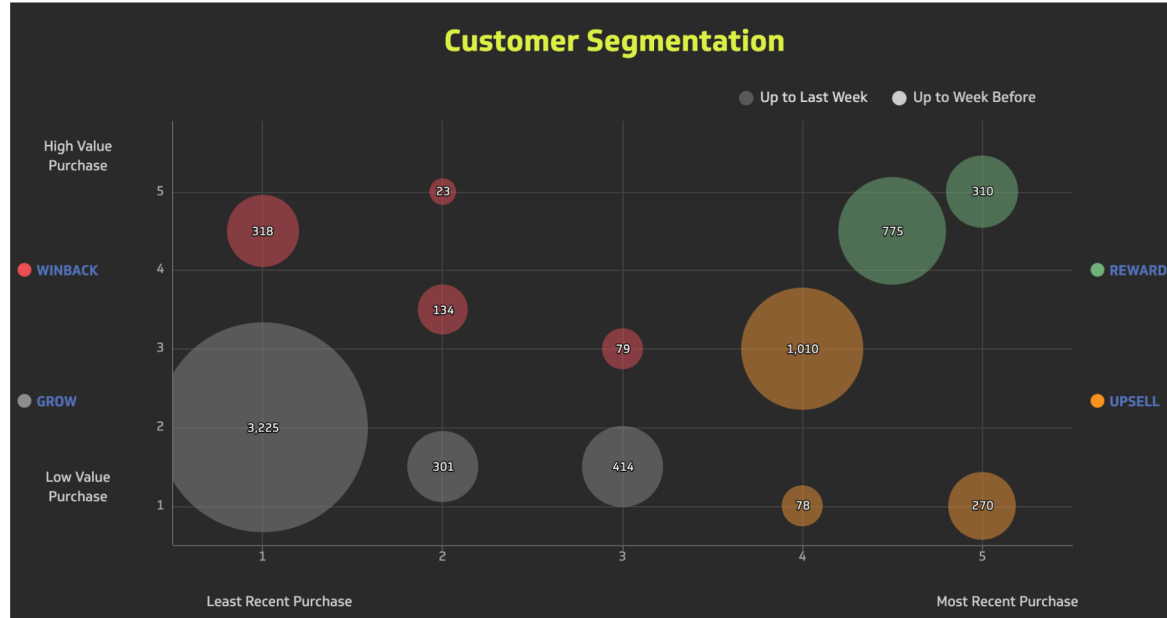
- Quantify where your sales are in the city at the district level
- Analyze company wide or by SKU
- Track sales regions over time by month
- Determine where you need to increase marketing spend or focus your efforts to attract new customers

Manage Supply Chains Better



- **Identify Stock outs at retailer level** as soon as they happen and restock to **avoid lost sales**
- Calculate lost sales due to stock outs - Sarafu tracks user behavior and calculates based on our historical average when a customer who looks at a product will buy if that product was in stock
- Manage your operations team to **reduce lost revenue** that allows competitors into your market share

Customer Segmentation



- Green: High value / Very Recent customer - Reward them
- Yellow: Low Value / Recent Customer - Upsell them
- Red: High Value / Lost customer - Bring them back to your products
- Grey: Low Value / Lost customers - Expand your base

Partner with Sarafu to Grow Your Business

- **Real Data from Real Customers** - There is no other platform that can provide real data and real customer information. We only allow purchases on SARAFU with digital methods, ensuring that pricing and customer information are correct. All other platforms do not have accurate information about who your customers are and what they are buying because they all deal primarily in cash through sales agents who do not keep accurate records.
- **Build Relationships with Retail Shops** - With Sarafu we can identify same store sales month on month helping you determine who your best customers are and who your churned customers are. We can help facilitate a direct one to one relationship with the retailer to encourage them to purchase your products and benefit from your promotions.
- **Data that Drives Decision Making**-We are sharing information about your customers with you at no cost. Sell through Sarafu and generate market intelligence on your customer base and sales that no one else can provide in Tanzania.
- **Confidentiality** - All your unique data is strictly confidential and only available to you as the supplier.



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