



Where the Middle East Buys Technology



MARKET

CompuMe is a network of Megastores dedicated to the Digital and Information Technology (D and IT) products and services catering for corporate and individual customers. At CompuMe access to D and IT products and services has become a delightful experience. The minute you enter either the well designed Megastore or Web page, you will see and feel the result of several years of market research and benchmarking in D and IT retail and distribution.

ACHIEVEMENTS

Since 1998 CompuMe has gathered more than 30 Awards from various sources. The most recent awards are:-

- HP Retailer of the Year 2008 Egypt and Levant.
- Middle East Retail Academy (MERA) 2009 Awards: Retailer of the Year - Egypt and Levant

HISTORY

The Company started its operation in October 2001 with its first flagship Megastore in Roxi, Heliopolis, Cairo and recently opened a 1,100 sq. mt. state of the art Megastore in Lebanon Square, Mohandesine, Giza. Since CompuMe Egypt opened its first store in Egypt in 2001, it has rapidly expanded from this base to a total of three Megastores and one smaller Express store.

With these four Stores CompuMe has a presence in Cairo and Giza. These locations provide a strong local visibility and credibility. It is a strong network to build upon.

All the CompuMe's stores are located in accessible and visible traffic areas. They are designed to be convenient and provide an interactive shopping environment where families and individuals can stroll, pick up an IT magazine and touch and test the latest IT products and gadgets. The space is designed to convey a spacious, professional, comfortable environment.

PRODUCT

CompuMe's concept is to be the only D and IT products and services enabler in Egypt and the Middle East to offer its customers:

Bargain - CompuMe offers the best value for money on the market, with an unbeatable price/quality/service mix.

Expertise -CompuMe is recognised by its customers as a true IT expert. This is a key asset in a market where rapid changes in products and technologies are often confusing to customers. The role of the CompuMe Sales Advisors is to understand customers' needs and provide advice and solutions that best fit their requirements.



Guaranteed Peace of Mind -A dedicated team of IT engineers and specialists guarantees unparalleled levels of technical and value added services.

Ease in decision making -The customer is never alone. The depth of product selection, the range offered (including selection of custom made PCs), training and after sales services, ensure that the customer will choose the best products for his use, is assured of its use due to availability of training and support (repairs, upgrades, installation etc).

CompuMe products provide better ROI: installment financing, accidental damage and loyalty programmes allows customers to finance and protect their investment in the long run. This provides customers increased affordability of CompuMe's products (i.e. financing) and prolongs the life of the products (i.e. "PCclinic").

CompuMe is the only IT products retailer in Egypt to give its individual and corporate customers:

Value for Money - CompuMe offers the best value for money on the market. CompuMe is

not necessarily the cheapest but offers an unbeatable price/quality/service mix.

Expertise. CompuMe is recognised by its customers as a true IT expert. This is a key asset in a market where new products and technologies are often confusing for customers

Peace of mind - CompuMe helps the customer through the entire IT purchasing process:

Before the sale, CompuMe assists customers in understanding the products.

During the sale, CompuMe, due to its expertise, helps customers choose the product that best suits their needs.

After the sale, CompuMe offers a wide range of services to help customers maximise the usefulness of their purchases (training, warranty, installation, home delivery etc).

CompuMe's Business Model -The business model is structured around three main divisions and based on the type of customers.



CompuMe Retail - Individuals and SOHO (Small Office Home Office). This segment currently represents 60% of CompuMe's sales and remains its core activity.

CompuMe Business - SME (Small and Medium Enterprises). With dedicated sales forces this growing activity represents 38% of sales and is being reinforced. In general the corporate activity has a lower margin and generates volume as well as services as companies are in need of technical services more often than individual customers. Moreover the SMEs are the fastest growing segment in the market.

Large companies and Government - CompuMe has a team that caters for large project sales.



CompuMe Services (PC Klinik, TrainMe, ClickMe, Eshop) -The Service Division represents different Business Units with its own profit and loss account as well as targets. Each division and/or unit has an integral brand name and can, whenever the need arises, be established independently from the other divisions.

In its network of Stores CompuMe currently provides consumers (individual and corporate) with the latest IT products. The offering includes Computer Hardware, Software, Accessories (mouse, printers etc), IT consumables and Mobile Phones. Phones are distributed through a partnership with i2, the leading Nokia Distributor in the Middle East and Egypt. i2 has created corners in CompuMe stores and CompuMe benefits from i2 expertise and buying power to create an attractive offer.

Services - CompuMe's service offer is designed to increase CompuMe's value proposition, widening the differentiation with its competitors.

Technical services - PC "Klinik" service allows customers to walk into CompuMe's Stores and get help directly from experienced "PC doctors". Customers also have uninterrupted twelve-hours-a-day access to a technical help desk by phone, email or Internet. Fully trained staff are always on hand to deal with all aspects of hardware and software maintenance, fault diagnosis and repair.

Training - Corporate and retail customers have access to professional training and skill services covering all aspects of the networks or facilities @ TrainMe, the training division of CompuMe. Customers planning to train either themselves or their staff can participate in comprehensive programmes held in state-of-the-art training rooms. All these programmes are designed to improve their customers' IT skills either through individually tailored training or traditional courses.

Internet Café - "ClickMe", the CompuMe internet Cafe, is a purpose-built environment with top of the line PCs and flat screens, designed to enhance people's interactivity with computers. The "ClickMe"



adventure has been created to give every individual a competitive edge in life. The CompuMe store in Roxi houses the largest Internet Café in the Middle East with some 75 PCs.

RECENT DEVELOPMENTS

Over the last months, in order to follow an increasing demand from customers, CompuMe has expanded its offer to include "Digital" products, digital cameras, home theatre solutions, DVD players and Plasma TVs. The product range is growing rapidly. The enlarged range of products is an important element in the Strategic Expansion Plan.

PROMOTION

CompuMe is promoting, and have joint marketing activities with, various vendors and partners in the IT field such as HP, Creative, Intel, Microsoft and many other partners and vendors

CompuMe is using different kinds of advertising to promote the CompuMe brand as well as the multinational brands through above the line activities such as radio, TV, newspaper advertisements, below the line activities such as brochures and flyers, wireless activities such as sms campaigns, web based activities such as online advertising and through the line activities such as road shows, conducted in clubs, schools and universities.

BRAND VALUES

CompuMe has developed the following seven customer commitments to allow its sales advisors to deliver the best customer experience:

The Widest Range of IT products in Egypt -

CompuMe today provides a major competitive advantage by having a wider range of IT products than any of its competitors. In addition CompuMe commits to its clients to "search order and procure any products, even those currently unavailable in their Stores - at no extra charge."

Independent - in contrast to most of CompuMe's competition the company does not represent just one brand but offers many competing brands. This allows the company to offer its customers the products that best suit their needs.

Skilled and Enthusiastic Sales Advisors - Its knowledgeable sales advisors accompany customers through the decision making process from pre-sales, during sales and after sales stages.

Mistakes are allowed - CompuMe will refund or exchange within fourteen days any purchases.

Guaranteed Peace of Mind - You can choose to protect your investment with doorstep collection and delivery and call centre support seven days a

week, Accidental Damage and Extended Warranty programmes for up to three years.

Latest Innovations -

CompuMe is at the forefront of technological development, bringing you the latest trends and innovations. You can see, touch and test them all.

Customer Satisfaction is Priority - CompuMe will reply to all queries within five working days. Your emails and comments on their website www.compume.com will help them to optimise the quality of their products and services.

www.compume.com



Things you didn't know about CompuMe

CompuMe is owned and managed by a group of Egyptian business entrepreneurs.

CompuMe has four stores across Cairo, and is planning for more expansion during the coming two years to have a total of seven outlets by the end of 2010 - this may include Alexandria, Hurghada, Sharm El Sheikh and Delta.

Superbrands