



Where the Middle East Buys Technology

MARKET

CompuMe has broken new ground in the Middle East computer industry. At CompuMe access to 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 IT retail and distribution.

accessible and visible traffic areas. They are interactive shopping environments 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

Guaranteed peace of mind: A dedicated team of IT engineers and specialists guarantees unparalleled levels of technical support and value added service.

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 due to availability of training and support (repairs, upgrades, installation, etc...).

CompuMe products provide better ROI: Installation financing, accidental damage and loyalty programmes allow 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 the customer on understanding the products.

During the sale, CompuMe, through 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 Enterprise). With dedicated sales forces this growing activity represents 38% of sales and is

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 CompuMe sales advisors is to understand customers' needs and provide advice and solutions that best fit their requirements.



ACHIEVEMENTS

Since 2001 CompuMe has gathered more than 40 Awards from various sources. The most recent awards are:-

- Middle East Retail Academy (MERA) 2010 Awards: Retailer of the year – Egypt
- Seagate Retail Award 2010
- Creative Preferred Partner 2009/2010
- Lenovo Distinguished Core Channel Award (Retail - Egypt 2010)

HISTORY

The company started its operation in October 2001 with its first flagship Megastore in Roxi, Heliopolis, Cairo and recently opened a 480 sq mt state of the art Megastore in Smouha Square, Alexandria. Since CompuMe Egypt opened its first store in Egypt in 2001 it has rapidly expanded from this base to a total of six stores.

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

All the CompuMe stores are located in



being reinforced. In general the corporate activity has a lower margin and generates volume as well as service as companies are in need of technical services more often than individual customers.

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

CompuMe Services (PcClinic, Installation, e-shop) In its network of stores CompuMe currently provides consumers (individual and corporate) with the latest IT products. The offering includes computer hardware, software, accessories (mice, printers, etc...) IT consumables and mobile phones.

Services: CompuMe's service offer is designed to increase CompuMe's value and differentiate it from the market.

Technical services: PcClinic service allows customers to walk into CompuMe stores and get help directly from expertise "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.

Installation: At CompuMe they believe that technology should make your life easier. That's why they have created an

altogether way to buy – and enjoy – technology.

They don't just offer an extensive range of the latest and greatest technology and entertainment products and services at great prices; they also provide you various payment plans up to five years.

e-shop: Through compume.com you can browse the latest technology in their stores, without leaving your couch. Compume.com is very informative and full of useful tools which will make browsing and deciding your needs a pleasure; all you need to is placing an order and it will be delivered to your door.

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 doesn't 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 stage.

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 e-mails and comments on their website www.compume.com will help them to optimise the quality of their products and services.

compume.com

Things you didn't know about CompuMe

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Superbrands