



AFROFOCUZ

COMPANY PROFILE



About Us

Established in Zambia, AFROFOCUZ aims to bridge the gap between international brands and African market. As its name suggests, the company's primary focus is on harnessing the vast potential of the African continent. It is backed by Olive Innovations Ltd., its parent company, which has a strong history of innovation and success since 2014, and collaborates closely with them to drive growth and expansion.

Our primary footprint spans the SADC and Central African regions. To amplify our impact, we've established a strategic subsidiary in the UAE's Free Economic Zone. This enables seamless procurement from international brands and efficient export to African countries, leveraging our extensive networks for streamlined distribution and sales.



Scenario

Many African countries face obstacles such as political instability, foreign exchange limitations, and strict controls on transactions, making it difficult for in-country distributors to operate independently. As a result, they rely on more developed markets like the UAE to support their transactions and product purchases.

The African market requires better-organized distributors and channel partners for the seamless functioning of brands. AFROFOCUZ aims to bridge this gap and overcome these challenges, providing a conduit to the African market and facilitating the growth of international brands in this vibrant and dynamic region.



Cogency

AFROFOCUZ is a leading distributor in Central and Southern Africa, headquartered in Zambia with operations spanning SADC and Central African countries, including Malawi, Zimbabwe, Mozambique, Botswana, and the DRC.

The Expertise

- Our promoters boast a proven track record of success with top electronics and appliance brands such as Samsung, Sony, LG, Philips, and Kenwood. Currently, we distribute select brands across Africa.



Our Diversified Portfolio

Through our group companies, we operate in:

- Automobiles – Our member Company, Smart Motors Ltd, is the authorized distributor for Hero Motor Corp and Piaggio commercial vehicles in Zambia, Zimbabwe, and Malawi.
- Electronics - AFROFOCUZ distributes iconic electronics and appliances like SONY, Kenwood, Delonghi, Nikon, Brandt, WAHL.
- Solar & Renewable Energy - Our solar and energy storage products division represents, Ecoflow, Luminous, Beacon and many others.

Extensive Network

Our distribution channels cover modern trade and traditional markets, with partnerships including wholesale traders and sub-distributors. We're expanding our product portfolio by collaborating with leading brands to cater to all market segments.

Future

The future of the African market is poised to shape the trajectory of the global market. As major brands increasingly turn their attention to Africa as a key destination for expansion, Afrofocuz is well-positioned to introduce quality brands to this vibrant continent. Leveraging our core strengths in distribution and logistics management, we are committed to bridging the gap and connecting international brands with African consumers. By doing so, we aim to contribute to the growth and development of the African market, which in turn will have a profound impact on the world market.

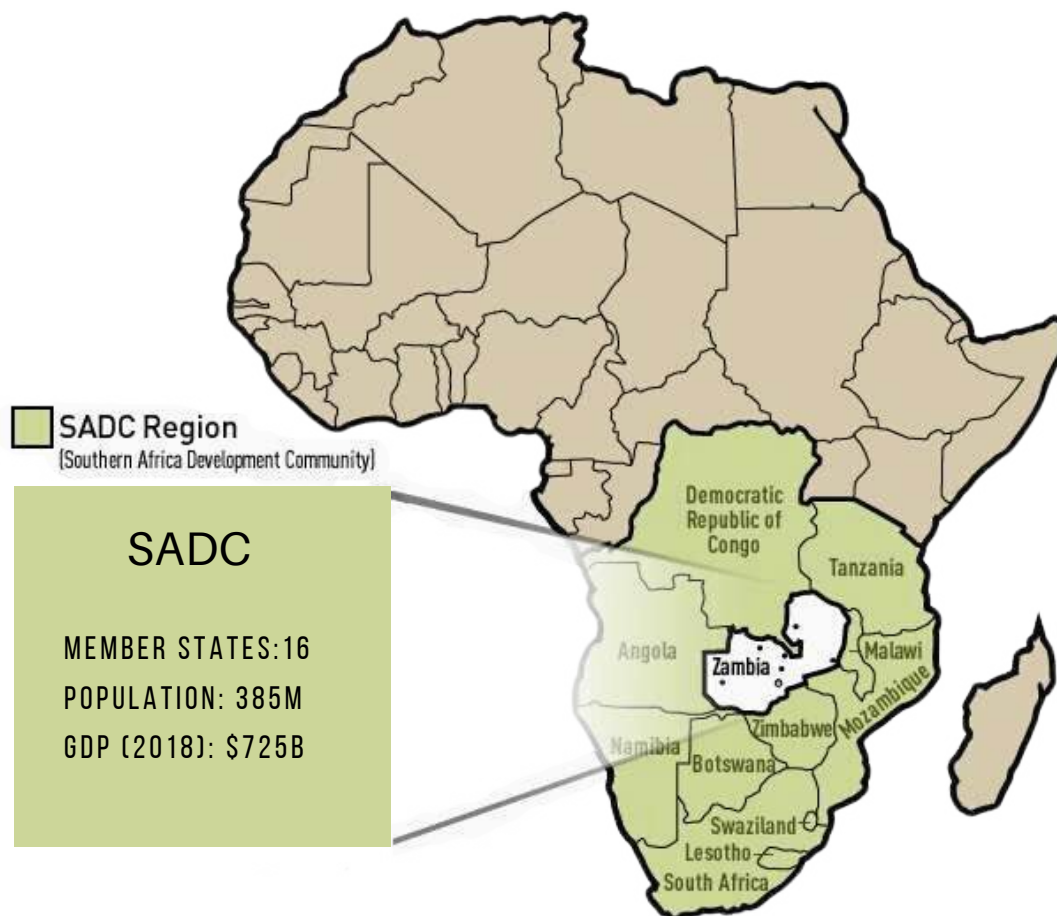


Growth and Expansion Strategy

Afrofocuz is dedicated to accelerating its growth and expansion across Africa through the following key initiatives:

- **Product Diversification:** Continuously expanding our product range to meet emerging market needs, with a focus on high-demand sectors.
- **Strategic Partnerships:** Strengthening our collaborations with various international brands.
- **Regional Expansion:** Extending our distribution networks into other African countries and beyond, with a focus on long-term sustainability in regions with foreign exchange limitations.

This will enable Afrofocuz to enhance its competitive edge, increase market share, and contribute to the economic growth and development of Africa.



Conclusion

With a clear vision, robust strategy, and commitment to excellence, Afrofocuz is poised for unprecedented growth and expansion across Africa. Leveraging our expertise, network, and partnerships, we will continue to bridge the gap between international brands and African markets, fostering economic development and customer satisfaction. Embracing the continent's vast potential, Afrofocuz is dedicated to becoming the trusted gateway to Africa's thriving consumer markets.

Brand Partners



SONY

Nikon[®]

DeLonghi

De Dietrich 



WAHL[®]

KENWOOD



BRAUN

Brandt



SEEKEN

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