

**EXCELLENCE DELIVERED**

**abc**  
GROUP  
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**Port  
FOLIO**

## 1. ABOUT US

ABC GROUP is a business company based in Butembo in the Democratic Republic of Congo. It was created in 2020 by Mr. Jackson MUHINDO K. and Mr. Olivier GALE W. respectively CEO and General Manager. Thanks to its versatility, ABC Group has managed to attract the attention of its clients who trust it irresistibly for its various services in diversified fields of activity with the same quality for each sector.

## 2. KEY INFORMATION

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## 3. BUSINESS STRUCTURE

We are quite aware that the success of any business lies in the foundation on which the business is built! We have decided to build our company on the right business foundation. We want to size a business of dedicated workforce who will go all the way to ensure that our customers are totally satisfied and they get value for their money. In other to achieve this, we are aware that it takes a business with the right employees and structure to achieve all what we have set to achieve, which is why we will be putting structures and processes in place that will help us deliver excellent services and run the business on auto pilot. With the wide range of our service offerings, we are only expected to employ more than it is required. Definitely, we will have various employees and ABC GROUP will employ professionals and skilled people to occupy the following position:

- Chief Executive Officer (CEO) ;
- General Manager
- Marketing and Sales Executive
- Administrative Officer
- Customer Care Executive
- Designer Executive

## 4. BUSINESS AREAS

More than ever attached to its values (Work - Quality - Respect of deadlines), ABC Group is permanently involved in the optimization of the quality of its service offers and the development of projects for its public and private sector clients by prioritizing their satisfaction at every stage of our collaboration.

## a. BUILDING AND CIVIL ENGINEERING

ABC Group is a Congolese Company created in 2020 and specialized in the studies and execution of construction works for Building and Civil Engineering (bridges and roadways, hydraulic works, sanitation, etc), interior architecture, rehabilitation and development. With the will to apply the new technical, environmental and energy regulations, ABC Group relies on teams capable of mastering the various references related to sustainable construction. ABC Group is also interested in the control of operational risks through the use of adapted tools:

- PPE (Personal Protective Equipment);
- Regular upkeep and maintenance of the machines used;
- SPC (Scheduling Piloting Coordination);



Faithful to its values (work-quality and respect of deadlines), ABC Group is involved in the development of public-private partnership projects in innovation and in the approach of environmental protection. projects in public and private partnership.

## b. LOGISTICS SUPPLY

We collect and process personal data from our clients in order to manage the business and contractual relationships that bind us to provide professional services. we offer the following services: stationery & office supplies - building materials and equipment - accessories - printing - screen printing - decorating, etc. Our operational approach is designed to reassure our clients that they will be satisfied following the process described below:





## Offering services

We do not process personal data with our customers to render contracted services. Administer, manage and develop our business and service offerings. We process personal data in order to conduct our business, including:

- Managing the business relationship with our customers;
- Developing our business and service offerings: Identifying customer needs and improving our services;
- Maintaining and using our computer systems;
- Hosting or facilitating the hosting and organization of events; and
- Administer and manage our internet or intranet sites, systems and solutions and/or applications.

## Ensure our security, risk management and quality control activities

Security measures will be put in place to protect our and our customers' information (including personal data), which involves detecting, investigating and resolving security threats. Personal data may be processed as part of the security screening we perform. For example: automated analyses to identify malicious emails. We have policies and procedures in place to ensure risk management and quality control of our services in relation to our customers. The manner in which we collect and store personal data is an integral part of our contractual procedures with clients. We monitor the services rendered for quality purposes, which may include the processing of personal data.

## Providing our customers with information about us and our services

Unless we disagree, we use business contact information to provide information about our business and services where we believe it may be relevant to the conduct of our business. For example: recent news and innovations in the relevant industry, offers of services or invitations to events.

## Comply with applicable regulations

Like other professional service providers, we are subject to legal, regulatory and professional obligations. In the course of our business, we must maintain certain records to demonstrate that our services are performed in accordance with these obligations, and some of these records may contain personal data.

## c. INFORMATION TECHNOLOGY

Today, and for some years now, innovations in the field of information technology and new technologies have followed one another with ever-increasing speed. This unceasing renewal contributes to maintaining the dynamism of digital service companies (DSCs). For ABC GROUP, an intellectual service is not purchased in the same way as equipment. ABC GROUP offers the following digital engineering or infrastructure services: integration, development, deployment, parameterization and helpdesk support.

At ABC GROUP, the digital sector is an area where the provision of service or advice is strongly linked to the skills and professional background of the performer. Some skills are rarer than others and some are also less sought-after or valued. ABC GROUP defines its approach as follows:



## For the provision of service:

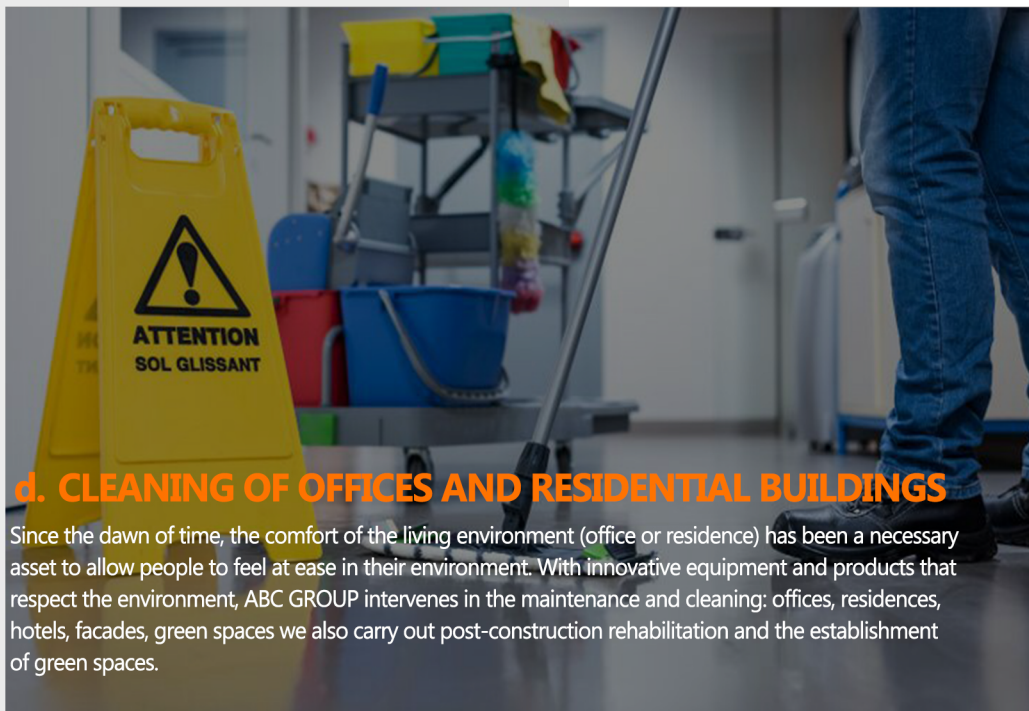
- To base the offers on a defined and calculated tariff according to the profile;
- To stop costing projects using the "wet finger" technique, but to correctly evaluate the load for a correct costing. This costing must be done in a very precise way and validated by the customer;
- Systematically refuse any reduction/pricing request without compensation and formal commitments from the client;
- Refuse any offer for which we do not have the competence;
- Require from the customer an expression of need and/or a specification worthy of the name. At least a formalization of the service to be carried out;
- To group together or at least to collaborate with other structures, according to its affinities for operations which one would not have the capacity to deal with;
- Not to negotiate a deal, without a technical validation. This can be done, for example, by technical pre-sales support from the project manager;
- To enforce the rules regarding payment terms by the clients;

## For the customers:

- Systematize the definition of expression of need and specifications;
- To set up the documentary tools necessary for the knowledge of the Information System;
- Make the effort to have the necessary human resources internally in terms of information system. Otherwise, to exploit solutions, such as employer groups;
- Systematically contract all services or establish written mission orders;
- To encourage direct collaboration with and between freelancers or small structures;
- To respect the rules regarding payment deadlines, which if not respected can have disastrous consequences on your service providers;

In the digital sector, it is impossible to maintain competitiveness without adapting to changes in the IT field. ABC GROUP is committed to diversifying its activities in order to meet the demands of tomorrow: these new needs may relate more particularly to the implementation of social networks, cybersecurity or cloud computing (i.e. data storage by online hosting providers).





## d. CLEANING OF OFFICES AND RESIDENTIAL BUILDINGS

Since the dawn of time, the comfort of the living environment (office or residence) has been a necessary asset to allow people to feel at ease in their environment. With innovative equipment and products that respect the environment, ABC GROUP intervenes in the maintenance and cleaning: offices, residences, hotels, facades, green spaces we also carry out post-construction rehabilitation and the establishment of green spaces.

## QUALITY OF SERVICE

**ABC GROUP** is committed to ensuring a quality of services satisfactory to its customers with regard to the three criteria below: Aspect, Comfort and Hygiene.

### - Aspect

Generally speaking, appearance is the outward appearance under which people present themselves to the eye. In the field of cleaning, appearance is the first visual impression of cleanliness and neatness.

### - Comfort

Comfort is the set of factors that determine a feeling of well-being. In the field of cleaning, comfort is appreciated through the following factors: Appearance (determined because of its importance in the paragraph above), Perceptions: olfactory and tactile, Security.

As far as olfactory perceptions are concerned, the services must eliminate, by using appropriate products, bad smells due to soiling of various kinds. As far as safety is concerned, ABC GROUP uses intelligently selected techniques and products for floor cleaning so that floors do not present any slippery surface likely to constitute a danger for users and are not likely to cause fires.

## - Hygiene

Hygiene is the set of practices and principles relating to the conservation of health. In the field of cleaning, hygiene is based on the sanitation of both surfaces and ambient atmospheres.



## e. RESTAURANT

**ABC GROUP** has a talented staff to ensure that this approach is the same for other types of clients such as couples, groups of friends of the generation including birthdays, etc. It all depends of course on the needs but it is always important to define the phases of the service according to each type of client.

### - Our strategy

To get a perfect restaurant service, you have to organize everything in advance and know who the confirmed or potential customers will be for the day.

### - A personalized welcome

It is important in the management of the restaurant to have a friendly, kind, fast waiter who looks happy to work. This is the profile desired by all customers. If you add to that a personalized welcome, you get the perfect employee. Restaurants that have customer databases and use them to offer a special welcome to their guests have seen an increase in turnover and growing loyalty.

In short, ABC GROUP offers a perfect catering service that depends on the myriad of details that we take into account and that we can manage. Restaurants that define protocols or apply them over the long term are certainly the most efficient. This is indeed the case for our company!

## f. TRACKING VEHICLES BY GPS SYSTEM

We are a leader in GPS fleet management equipment, wireless communications equipment and services. With the booming auto-industry where manufacturers, buyers and dealers are becoming interconnected by creating huge business opportunities, ABC GROUP is the solution. ABC GROUP is an information technology company that markets all the elements necessary to get the full functionality of GPS fleet management in the desired environment at its real time offering services in:

- GPS fleet management
- Wireless communication system.





Our products ensure the safety of vehicle and their families. It also controls and reduces costs for connected and monitored businesses. Since ABC GROUP is backed by reliable services, including flexible money back guarantee and highly dedicated staffs that are motivated by a passion for excellence, we will ensure that GPS installations as well as tracking / surveillance systems on all types of vehicles for our customers are well established. Moreover, since we know how important the customers and their lives are, we will ensure the safety and management in all sectors related so as to achieve a common goal. Thus we will follow a model of excellence to get there.

GPS car tracking business is one of the many businesses that can easily generate sales with little stress as long as they are well positioned and equipped to carry out their services. We are building a standard GPS car tracking business.

## SWOT ANALYSIS

Ordinarily we can successfully run a normal GPS car tracker installation and repair business without the stress of going through the required protocol of setting up a new business including writing a detailed business plan, but because of the fact that we intend becoming of the leaders in this line of business we want to establish, we don't have any option other than to follow due process.

## STRENGTH

The strategic locations we intend covering, the business model we will be operating on, ease of payment, wide range of GPS car trackers and our excellent customer service culture will definitely count as a strong strength for ABC GROUP. So also we have a well – experienced and qualified team that can go all the way to provide excellent services to our clients.

## WEAKNESS

A major weakness that may count against us is the fact that we are a new Company that aims at dealing in complex domains such car tracking installation, Maintenance Company, logistics supply and we don't have the financial capacity to compete with multimillion dollars GPS car tracking installation and maintenance companies or supply everything we are contracted for all over DRC.

## OPPORTUNITIES

The fact that we are launching out in the Eastern RC, provides us with unlimited opportunities to deliver services to a large number of corporate organizations with fleet of cars, car owners, government and household; constructions, restaurant, cleaning and logistics supply services We have been able to conduct thorough feasibility studies and market survey and we know what our potential clients will be looking for when they patronize our services; we are well positioned to take on the opportunities that will come on our way.

## THREAT

Just like any other business, one of the major threats that we are likely going to face is economic downturn. It is a fact that economic downturn affects purchasing / spending power. Another threat that may likely confront us is the arrival of a GPS car tracking installation and Maintenance Company. Government policies can also pose a major threat to businesses such as ours.

## OUR COMPETITIVE ADVANTAGE

Our competitive edge is that we are a standard and well trained time to deliver excellent services that is positioned to handle both corporate clients and individual clients. We can confidently say that the strategic locations we intend covering, the business model we will be operating on, ease of payment and our excellent customer service culture will definitely count as a strong competitive advantage for ABC GROUP.

- For the time being, TOGREE Company Limited has no real competitors that can match and compete with the quality of services we offer and our business offerings et al. Our customer service will be customized to meet the needs of all our customers.
- Lastly, all our employees will be well taken care of, and their welfare.

## SALES FORECAST

One thing is certain, there would always be corporate organization and individual clients who would need the services. We are well positioned to take on the available market in Eastern DRC and we are quite optimistic that we will meet our set target of generating enough income / profits from the first six months of operations and grow our business and our clientele base.

We have been able to critically examine the market of our services, we have analyzed our chances in the industry and we have been able to come up with the following sales forecast. The sales projection is based on information gathered on the field and some assumptions that are peculiar to similar startups in DRC.

Below are the sales projection for ABC GROUP, it is based on the location of our business and of course the wide range of related services that we will be offering.

- First Fiscal Year : **\$25,000**
- Second Fiscal Year : **\$75,000**
- Third Fiscal Year : **\$100,000**



## OUR PRICING STRATEGY

Our pricing system will be based on what is obtainable in line with business, we don't intend to charge more (except for premium and customized services) and we won't charge less than our competitors are offering DRC.

Be that as it may, we have put plans in place to offer discount services once in a while and also to reward our loyal customers especially when they refer clients to us. The prices of our services will be same as what is obtainable in the open market.

## PAYMENT OPTIONS

The payment policy adopted by ABC GROUP is all inclusive because we are quite aware that different customers prefer different payment options as it suits them but at the same time, we will ensure that we abide by the financial rules and regulation of DRC.

Here are the payment options that ABC GROUP will make available to her clients: Payment via bank transfer, Payment with cash, Payment via online bank transfer

## ADVERTISING AND MARKETING STRATEGY

**ABC GROUP** is set to establish a standard for multiservice business in DRC. That is why we will adopt and apply best practices to promote our business. Good enough there is no hard and fast rule on how to advertise or promote a GPS car tracking installation, maintenance, constructions and logistics business.

The challenge is that most similar companies do not have the required money to pump into publicity and advertising. The cash they have will be reserved to take care of overhead and operational cost. We will ensure that we leverage on all conventional and non – conventional publicity and advertising technique to promote our business.

## SUSTAINABILITY AND EXPANSION STRATEGY

The future of a business lies in the numbers of loyal customers that they have the capacity and competence of the employees, their investment strategy and the business structure. If all of these factors are missing from a business (company), then it won't be too long before the business close shop. One of our major goals of starting ABC GROUP is to build a business that will survive off its own cash flow without the need for injecting finance from external sources once the business is officially running.

We know that one of the ways of gaining approval and winning customers over is to offer our services a little bit cheaper than what is obtainable in the open market. We are well prepared to survive on a low-level profits margin for a short period of time.

**ABC GROUP** will make sure that the right foundation, structures and processes are put in place to ensure that our staff welfare are well taken of. Our company's corporate culture is designed to drive our business to greater heights and training and re – training of our workforce is at the top burner. As a matter of fact, profit-sharing arrangement will be made available to all our management staff and it will be based on their performance for a period of ten years or more. We know that if that is put in place, we will be able to successfully hire and retain the best hands we can get in the industry; they will be more committed to help us build the business of our dreams.

