

# LAMIRY TECH SOLUTIONS COMPANY

*Company Profile & Service Positioning Document*  
**Business Optimization & Financial Technology Solutions**

**“We help businesses grow revenue through digital visibility and protect profits through financial intelligence.”**

## About Lamiry Technology Solutions

Lamiry Tech Solutions Company is a results-driven, integrated technology and financial advisory firm headquartered in Dar es Salaam, Tanzania.

We exist at the convergence of Web design, digital marketing, business intelligence, and financial control, delivering end-to-end solutions that accelerate revenue growth and protect profit margins for SMEs and retail enterprises.

Unlike traditional agencies or accounting firms, Lamiry Tech operates as a unified performance partner. We combine web and digital expertise, data analytics, and rigorous financial systems to give clients a single integrated view of their business, from customer acquisition to cash flow.

## What Sets Us Apart

### We Are Not Just...

- ✓ A digital marketing agency
- ✓ An accounting or audit firm
- ✓ A generic IT provider

### We Are...

- ✓ A Business Optimization Firm
- ✓ A Financial Technology Partner
- ✓ An Integrated Performance Engine

### Our Clients Get...

- ✓ Unified digital + financial clarity
- ✓ Revenue growth backed by data
- ✓ Profit protected by strong controls

## Our Three-Pillar Integrated Model

Lamiry Tech delivers holistic business performance through three interconnected service pillars. Each pillar reinforces the others — creating a continuous loop of growth, measurement, and profit protection.

### DIGITAL GROWTH

#### Revenue Acceleration

- ✓ Professional Web Design & Development
- ✓ Search Engine Optimisation (SEO)
- ✓ Digital Marketing Campaigns
- ✓ Lead Generation & CRM Integration
- ✓ Online Sales Optimisation
- ✓ Brand Positioning Strategy

*We build measurable revenue systems, not just websites.*

### BUSINESS INTELLIGENCE

#### Strategic Decision-Making

- ✓ Sales & Revenue Analytics
- ✓ Customer Behaviour Tracking
- ✓ Inventory Trend & Profitability Analysis
- ✓ Marketing Performance Reporting
- ✓ Financial Forecasting & Modelling
- ✓ Executive Performance Dashboards

*We bridge marketing data with financial outcomes.*

### FINANCIAL CONTROL

#### Profit Protection & Compliance

- ✓ Financial Statements Preparation
- ✓ Monthly Inventory Cycle Counting
- ✓ Internal Control System Design
- ✓ Audit Readiness & Support
- ✓ Shrinkage & Leakage Reporting
- ✓ Risk Assessment & Compliance Advisory

*We ensure growth translates into real, retained profit.*

## How It Works: Our Integrated Performance Flow

We follow a structured four-step implementation approach designed to connect every service we offer into a coherent, measurable business performance system.

01	<b>Digital Infrastructure</b>	Website development, SEO configuration, and digital campaign deployment to establish your online presence and revenue pipeline.
02	<b>Systems Integration</b>	Google Analytics, CRM, POS, accounting software, and ERP integration to unify your data ecosystem.
03	<b>Financial &amp; Operational Analysis</b>	Deep analysis of sales vs. marketing spend, gross margins, inventory turnover, CAC, ROI per channel, and cash flow trends.
04	<b>Performance Reporting</b>	Monthly dashboards with financial statements, marketing reports, inventory variance, and strategic recommendations.

**Example Integration:** An SEO campaign drives website traffic → Analytics measures conversion rate → Financial analysis determines profit margin per product → Management makes an evidence-based decision to scale.

## Our Four Specialised Divisions

### Business Intelligence & Analytics

- Sales & Revenue Dashboards
- Financial Modelling & Forecasting
- Customer & Market Behaviour Analysis
- Decision Support Systems

### Digital Growth

- Web Design & Development
- SEO Strategy & Execution
- Digital Marketing Campaigns
- Online Sales & Conversion Optimisation

### Financial Control & Compliance

- Financial Statements Preparation
- Monthly Inventory Cycle Counting
- Internal Audit & Controls Design
- Risk Assessment & Audit Support

### Systems & ERP Integration

- ERP Implementation (Odoo, ERPNext)
- POS System Integration
- Accounting Software Setup
- Business Process Automation

## Service Packages

Our service packages are designed to meet clients at their current stage of growth and scale with them over time.

<b>SME Growth Package</b> <i>Small &amp; Medium Enterprises</i>	<b>Retail Control Package</b> <i>Retail &amp; Inventory-Heavy Businesses</i>	<b>Corporate Strategy Package</b> <i>Growth-Stage &amp; Corporate Clients</i>
<ul style="list-style-type: none"> <li>▶ Professional Website Design</li> <li>▶ SEO Setup &amp; Optimisation</li> <li>▶ Monthly Performance Dashboard</li> <li>▶ Basic Financial Reporting</li> </ul>	<ul style="list-style-type: none"> <li>▶ Monthly Inventory Cycle Counting</li> <li>▶ Sales &amp; Margin Analysis</li> <li>▶ Shrinkage &amp; Variance Reports</li> <li>▶ Internal Control Review</li> </ul>	<ul style="list-style-type: none"> <li>▶ Advanced Business Analytics</li> <li>▶ Financial Forecasting</li> <li>▶ Audit Readiness Support</li> <li>▶ Digital Optimisation Strategy</li> <li>▶ Executive Performance Dashboard</li> </ul>

## Our Competitive Advantage

<p><b>Deep Domain Expertise</b></p> <ul style="list-style-type: none"> <li>✓ Financial controls &amp; compliance</li> <li>✓ Retail inventory risk management</li> <li>✓ ERP systems &amp; process automation</li> <li>✓ Digital marketing strategy &amp; SEO</li> </ul>	<p><b>Integrated Intelligence</b></p> <ul style="list-style-type: none"> <li>✓ Marketing performance linked to profitability</li> <li>✓ Real-time dashboards bridging all functions</li> <li>✓ One partner for digital, data, and finance</li> <li>✓ Measurable ROI on every engagement</li> </ul>
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## Legal & Professional Compliance

Lamiry Tech operates in strict accordance with Tanzanian professional and regulatory requirements:

- Statutory audit services require NBAA registration and are delivered exclusively through certified professionals (CPA-T) or registered audit firm partnerships.
- All financial reporting, internal control, and audit-readiness services adhere to applicable International Standards and local regulatory frameworks.
- Client data and financial records are handled under strict confidentiality and data governance protocols.

## Vision & Mission

<p><b>VISION</b></p> <p>To become the leading SME and retail performance optimization firm in Tanzania — delivering intelligent, technology-driven financial solutions that empower sustainable business growth.</p>	<p><b>MISSION</b></p> <p>To integrate digital innovation, financial expertise, and data intelligence to help businesses increase revenue, strengthen operational controls, and achieve measurable, sustained performance excellence.</p>
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## Long-Term Strategic Direction

Lamiry Tech is on a deliberate trajectory to evolve from a service firm into a technology-enabled platform company. Our roadmap targets:

- A leading Retail Performance Analytics firm serving multi-outlet retail chains across East Africa
- A Business Intelligence solutions provider with proprietary SME performance dashboards
- A Financial Systems & ERP implementation specialist for growing enterprises
- A developer of scalable, cloud-based financial and operational monitoring tools

### The Lamiry Tech Promise

- 01 — Digital growth translates into measurable revenue.
- 02 — Revenue translates into real, retained profit.
- 03 — Profit is protected through intelligent financial systems.
- 04 — Every decision is driven by accurate, real-time intelligence.