

2019

BIZNET ASHEN BOOKS

Kitengela Businesss Network

Connecting Businesses In Kitengela & Beyond

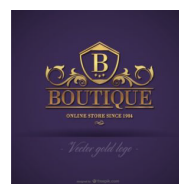
CATEGORIES



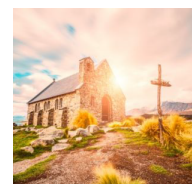
ACADEMICS
7 PRODUCTS



AUTO REPAIR
3 PRODUCTS



BOUTIQUES
1 PRODUCT



CHURCHES
3 PRODUCTS

**TERRY MBATA
(C.E.O)**



ABOUT US



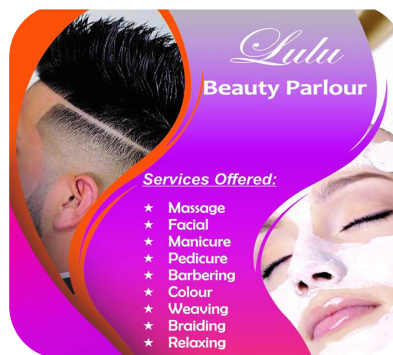
Marketing is an essential component of any company proliferation and growth.

Kitengela-biznet.co.ke is an online business marketing platform which will offer the residents and customers of the various goods and services a podium to interact and network with an overall objective of increasing business transactions. To ease visibility the locations of the listed Businesses will be availed on Google maps.

The website will also provide information on important events happening in Kitengela and beyond on News, Business, Fashion, Sports and entertainment.

Kitengela Biznet listing will be on:

- Hotels
- Hospitals
- Schools
- Companies
- Politics
- Emergency Numbers



HISTORY OF BIZNET

Ashen Books was founded in 2015 principally as a used books bookshop within Kitengela. In 2017 with the emergence of e-books and a surge of cheap books in the streets. It proved untenable to maintain the business which converted easily to selling school books.

In late 2017, a gap was noticed in the overall advertisement space within Kajiado county especially in the real estate and construction industry and Kitengela Biznet filled this void online. Market research indicated that a big fraction of Kajiado County residents was more comfortable with the printed advertisement and in March 2018, The first hard copy of the Kitengela Biznet arrived in the market. To date, Eight (8) copies of the Biznet magazine have been published and speedily entered the county advertisement market. Its client base extends from Namanga, Kajiado, Kiserian, Mlolongo, Athi-River, Chumvi and Machakos. It has an estimated readership of about 70,000-100,000.

It is housed at a rented Premise within Kitengela and a has a normal complement of office stuff of 6 desktop computers, two laptops, printers, copiers, with the usual office furniture. Steady and fast internet facility is readily sourced and available.

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OUR TEAM

1

Joseph Owuoth

This retired military officer provides overall direction in the running of Ashen Books. His last assignment in the Kenya Defence Force was editor in Chief of the military quarterly journal- Majeshi Yetu.



2

Terry Mbata

Terry is the CEO of Kitengela Biznet and is responsible for the day to day running of the institution. She holds a degree in Business management from Kenyatta University. Apart from her many duties as CEO she is also the business development manager and is overall in charge of the marketing strategy.



3

Julius Musungu

A Journalism graduate from St.Paul's University and a former reporter with the Nation Newspapers; Julius brings years of experience as a managing editor of the Biznet advertiser.



4

Zack Omoro

Zack is a creative fiction writer whose works have appeared in two international magazines, in the East African and occasionally in the Nation Newspaper. He is a features writer in the Biznet and holds a diploma in media studies.





5

Elizabeth Kiilu

Eliza is the office administrator and doubles as the receptionist. She has a certificate in public relations.



6

Abel Etabale

With a diploma in designs, Abel docket is in design and layout of the Biznet Magazine.



7

Denis Moitari

A holder of a diploma in ICT and a Computer Guru; David is chief of the ICT department and also responsible for online content.

The above team has been responsible for the designing of various advertisements for various clients and its coordination has been successful in presenting designed Artworks for approval, as well as negotiating the on the price with efficiency and effectiveness. The above team has the ability to collect advertisements, design advertisements negotiate for payment for the Nation Media Group.

Marketers- Biznet has a team of six (6) Marketers who are on a retainer and are paid on commission. Their duties are to source for clients specifically within Kitengela, Kajiado, Namanga, Athi-River, Machakos, and Mlolongo.



KITENGELA BIZNET

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