



CLAYS AFRICA (CA) INSURANCE AGENCY COMAPANY LIMITED



Insurance Services

ABOUT US;

CLAY'S AFRICA INSURANCE AGENCY CO.LTD is a business firm which was founded in 2021 in Dar es Salaam, Tanzania. At clay's Africa insurance we believe there is a better way of bringing quality and fast Services to our customers. We have more valuable, best customer services, less invasive ways were customers. We are highly passionate in what we do and our mission is to fully serve our stockholders by providing fair, equitable and just returns by unwavering commitment as well as dedication to our responsibilities.

Executive Summary:

Clay's Africa Insurance Agency co.ltd is a company that provide insurance services to various institutions/company cars, buildings. Our company is the agency of Bumaco Insurance company. Our company have experience of more than two years dealing with insurance services. Some of our royal customers are Open Sanit Company, Tunajenga Pamoja Africa Limited, Clays Distributors and more than five thousand private customers.

OUR SERVICES

Insurance services for;

- Motor Insurance
- Fire Insurance
- Public Liability
- Contractor all Risk
- Goods in Transit Insurance
- House Insurance
- Comesa



MISSION STATEMENT OF THE COMPANY:

VISION:

“To provide our policyholders with quality insurance products and excellent services, assuring financial stability and longevity”

CORE VALUE

- **Respect**-we treat our clients and each other with appreciation, dignity and courtesy
- **Commitment**-we give each client our full attention, anticipating their needs, being honest and upfront with all details, terms and conditions
- **Integrity**-with transparency, we conduct ourselves ethically and honestly in everything we do.
- **Professionalism**- As we interact with our client and other businesses, we strive to be courteous, honest and responsible
- **Passion**

Mission Statement

- Financial security and protection for our clients
- To provide the good customer care and services
- Invest in several production industries as per market forces
- Utilize fully local capability in terms of resources and venture with foreign companies for more capital, technology and other resources in meeting our vision.

MARKETING PLAN:

We are using various marketing strategies such as visiting different companies, convincing individual's owners of private cars.

Other marketing tools to be used include:

- Public Relations-before the product is launched and during the course of its establishment various stake holders in this industry including customers will be informed of the project and the intended products.
- Direct marketing.

- ICT (Information Communication and Technology) Example e-mails, websites and other social Media tools such as Facebook, Twitter, WhatsApp and Instagram.
- Print Media
- Banners/Records
- Viral Marketing (Reference marketing through word of mouth) and
- Door to door marketing-this is meant at meeting targeted market in the specific areas.

Other marketing media such as billboards, radio, television, street/road shows will not be used initially due to the fact that the initial production is targeted to be medium scale production. And any massive marketing scheme may result to unsatisfactory market satisfaction.

Locations

Registered Office: Tabata-off Mandela Road
P.O. Box 24877
Dar es Salaam
Contact: +255 742 385 842/712 393 596
Email; claysafricainsurance@gmail.com

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Bankers

NMB BANK
P.O. Box
Mandela Road -Dar es Salaam

Experience

— Established 2020

OUR TEAM

Name: Charles Gerald Tumaini
Designation: Managing Director
Contacts; +255 717 543 750/755 543 750
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Name: Saltary Marceliani Msacky
Designation: General Manager
Contacts: +255 755 308 250/620 403 759
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Name: Alfred Gerald Msacky
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Name: Beatrice Nathan Nkya
Designation: Office Administrator and Sales
Contact: +255 742 385 842/712 393 596
Email address: Claysafricainsurance@gmail.com

OPERATIONS:

Clays Africa (CA)insurance agency co.ltd are located in Dar es Salaam-Tabata off Mandela Road

COMPANY INFORMATIONS

Filled Date:	08th August 2020
Name of the Company:	Clays Africa (CA) insurance agency co.ltd
Type of Business:	Insurance services
Registration Details:	242491
Taxpayer Identification Number (TIN)	155- 125-772
Postal Address	24877
City:	Dar Es Salaam
Country	Tanzania
Payment Terms	Cheque/ Transfer
Currency:	Tsh/USD \$
Banking Information:	: CLAYS AFRICA (CA) INSURANCE AGENCY CO.LTD Bank Name: NMB– Mandela Branch Account: 23810029004 Bank Swift Code: Bank Address: P.O. Box Dar es Salaam

