

**Digicrafts  
Kenya**



**DigiCraft**



# **COMPANY PROFILE**

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#websiteanaob

**MEET & PLAN**

Define Project Requirements

**DESIGN**

Define Brand, Colors and Typefaces

**DEVELOP**

Software In & Coding

**PRE - LAUNCH**

Multi - Browser &

# ABOUT COMPANY

Digicrafts Kenya positions itself as a premier digital collaborator, dedicated to propelling businesses forward in today's technologically driven landscape. Our core focus lies in providing comprehensive digital solutions, encompassing advanced web development and robust computing systems. Beyond technical infrastructure, we offer strategic marketing and visually compelling graphic design services. This integrated approach is designed to empower clients to navigate and succeed within the complexities of the digital era. Digicrafts Kenya's ambition is to become a dominant force in digital innovation, effectively serving as a catalyst for business growth and adaptation in an increasingly digital world. We aim to provide a holistic support structure, ensuring clients remain competitive and relevant.



# FOUNDER MESSAGE



**Mathenge Samwel**

"At Digicrafts Kenya, we believe in the transformative power of digital innovation. We're not just a software development and marketing company; we're your strategic partner in navigating and thriving in the digital age. Our mission is to empower businesses like yours with cutting-edge web development, robust computing systems, and impactful marketing and graphic design solutions. We understand that in today's dynamic market, staying ahead requires more than just technology – it demands a holistic approach. That's why we've built a team dedicated to crafting solutions that not only meet your needs but anticipate them. We are committed to being the leading digital innovation partner in Kenya, driving your success and ensuring your enduring relevance in an ever-evolving digital landscape. Let's build your digital future together."



**Digicrafts Kenya**



**Munyoki JOB**

## **CO-FOUNDER MESSAGE**

"As a co-founder of Digicrafts Kenya, I'm incredibly passionate about the potential of digital solutions to revolutionize businesses. We've built Digicrafts on the principle of partnership, understanding that your success is our success. We go beyond simply providing services; we're invested in building lasting relationships and delivering tangible results. Our focus is on crafting bespoke web development, robust computing systems, and impactful marketing and graphic design strategies tailored to your unique needs. We recognize the challenges of the digital age, and we're committed to empowering you with the tools and expertise to not only navigate them but to excel. We strive to be more than just a vendor; we aim to be your trusted advisor, guiding you towards sustainable growth and digital leadership. At Digicrafts Kenya, we're building the future of digital innovation, together."



**Digicrafts Kenya**



# MISSION

At Digicraft, our mission is to deliver innovative solutions that empower individuals and businesses to achieve their full potential. We are committed to excellence, sustainability, and creating value for our customers through high-quality products and services. Through:

- Delivering exceptional web development solutions.
- Driving digital transformation.
- Fostering growth and success.
- Maintaining ethical and sustainable practices.
- Nurturing a collaborative and innovative culture.

As we continue to grow and evolve, Digicraft remains steadfast in our mission to drive innovation and create meaningful change. We believe that by staying true to our values and maintaining a customer-centric focus, we can make a lasting impact on the industries we serve and contribute to a brighter, more sustainable future for all.



# VISION

To be the leading digital innovation partner, empowering businesses to thrive in the digital age through cutting-edge web development, marketing and graphic design solutions.

A photograph of a piece of brown cardboard with a jagged hole torn through it. The hole reveals a white surface underneath. The text 'Our Vision' is printed in black on the white surface.

Our Vision

# OUR SERVICES

## Web Development

Professional web development services including frontend, digital, and full-stack solutions.

- Custom website development.
- E-Commerce Websites.
- Modern framework expertise.
- Portfolio Websites.
- Cooperate Websites.

Unlock the potential of your online presence with our comprehensive web development services. Our Team specialize in creating responsive, user-friendly websites tailored to meet your business needs. Whether it's a dynamic web application or a sleek landing page, We leverage the latest technologies and frameworks to deliver high-performance solutions that engage users and drive results. Let's build something great together!

## Mobile App Development

Cross-platform and native mobile application development services.

- iOS and Android development.
- Cross-platform solutions.
- Native app expertise.

We offer tailored mobile app development solutions to bring your ideas to life. From cross-platform apps to native iOS and Android applications, We create user-centric, high-performance mobile experiences that engage users and drive results. Whether you're launching a new app or enhancing an existing one, our development process ensures seamless performance and an intuitive interface.

# Digital Marketing

Comprehensive strategies to enhance your online presence and drive engagement.

- Search Engine Optimization (SEO).
- Content Marketing.
- Pay-Per-Click Advertising (PPC).
- Email Marketing.

We specialize in crafting tailored digital marketing strategies that elevate your brand and drive results. From optimizing your website for search engines to creating engaging content and managing effective advertising campaigns, my approach focuses on delivering measurable outcomes. Let's work together to enhance your online visibility, engage your audience, and achieve your marketing goals!

# Graphic Design Services

Creative and professional graphic design solutions.

- Brand Identity Design.
- 3D Modelling.
- UI/UX Design.
- Logo.
- Posters.
- Printing.

Elevate your brand with professional and creative design solutions. From brand identity to 3D modeling and UI/UX design, We bring ideas to life with visually stunning graphics that align with your vision and business goals. Let's create compelling designs that captivate your audience!

# Social Media Management Services

Comprehensive strategies for effective social media presence and engagement.

- Content Creation and Scheduling.
- Audience Engagement and Community Building.
- Analytics and Performance Tracking

Enhance your online presence with tailored social media management solutions. From creating engaging content and building your community to analyzing performance metrics, I ensure your brand connects with your audience effectively. Let's elevate your social media strategy for maximum impact!

# Our Portfolio





# OUR GOALS

## Core Business & Service Goals:

- **Become the Leading Digital Innovation Partner:** Establish Digicrafts Kenya as the premier provider of comprehensive digital solutions in the region.
- **Deliver Cutting-Edge Web Development:** Consistently offer innovative and high-quality web development services, staying ahead of industry trends.
- **Provide Robust and Scalable Computing Systems:** Design and implement reliable computing systems that meet the evolving needs of clients.
- **Offer Effective and Measurable Marketing Solutions:** Develop and execute marketing strategies that drive tangible results and enhance brand visibility.
- **Create Visually Compelling Graphic Design:** Produce high-quality graphic design that effectively communicates client messages and strengthens brand identity.
- **Expand Service Offerings:** Continuously explore and integrate new technologies and services to meet emerging market demands.

## Operational & Internal Goals:

- **Attract and Retain Top Talent:** Build a skilled and motivated team of professionals.
- **Foster a Culture of Innovation:** Encourage creativity and continuous learning within the organization.
- **Optimize Operational Efficiency:** Streamline processes and improve productivity to deliver value to clients.
- **Maintain High Quality Standards:** Implement rigorous quality control measures to ensure consistent excellence in all services.
- **Embrace Technological Advancement:** Continuously update internal systems and knowledge to stay at the forefront of the industry.

## Growth & Market Goals:

- **Increase Market Share:** Expand Digicrafts Kenya's client base and market presence within Kenya and potentially beyond.
- **Build Strong Client Relationships:** Foster long-term partnerships with clients through exceptional service and support.
- **Establish a Strong Brand Reputation:** Cultivate a reputation for excellence, innovation, and reliability.
- **Drive Sustainable Revenue Growth:** Achieve consistent and profitable growth through strategic business development.



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 **Kisumu**

 **Narok**