

# Company Profile

The logo for AJ Promotions Limited features a large, light blue 'A' on the left, composed of numerous small, overlapping circles of varying sizes. To the right of the 'A' is a solid, light blue 'J'. Below these letters, the word 'PROMOTIONS' is written in a light blue, bold, sans-serif font.

AJ Promotions Limited

Events | Sports | Musical Shows | Exhibitions | Fashion Shows | Seminars | Training | Holidays | Your Search Ends Here!



## 1. About AJ Promotions:

AJ Promotions is a full service event management established in 2016 and gained solid years of experience in developing and managing events in Tanzania. AJ Promotions is a well integrated event management Company; our combined efforts enable us to offer strategy and creativity in all the events we execute. AJ Promotions continues to grow and is now considered one of the professional specialists that provide a wide range of services. With the experience of managing various events over the years, AJ Promotions has maintained its level of consistency in delivering the best service for its customers.

We have built a solid reputation through high quality relationships based on our distinguished services and delivery for our clients. AJ Promotions positions itself as a one stop solution to all corporate events. It is perfectly positioned to become a leading player in the sports and entertainment industry, we are the organizer of big events such as ;

- **Tanga City Marathon**
- **Tanga Cycling Championship**
- **Tanga Tourism and Hospitality expo**
- **Dar es Salaam Youth Swimming Competition.**

Undoubtedly the key component of the successful market entry and consolidation of sustainable business in each of these segments is due to the excellence in service and customer satisfaction.

## **2. Mission Statements:**

To become a leading company in event management, offering a ONE STOP SHOP SOLUTION for sports, music festivals and concerts, seminars, fashion shows and corporate events.

## **3. Vision Statement:**

Create and cultivate an open, creative, welcoming and family-oriented events management company.

## **4. Areas of Expertise**

AJ Promotions provide a ONE STOP SHOP facility for all types of events from Sports, Promotion of Products and Services, Music Festivals, Concerts, Seminars, fashion shows and corporate events (dinners, lunches, breakfasts, conferences, launches and other like occasions). AJ Promotions provide full event management and planning, including the creation and development of thematic concepts, food and beverage services, decoration and décor, and full entertainment for any event or campaign regardless of size or budget. Notwithstanding our infancy in the industry, we have already formed a strategic contractual alliance with the leading corporate in Tanzania. AJ Promotions is confident that this alliance will spread across the globe.

PROMOTIONS



## **5. Events Promotions and Management:**

Marketing is more than just an advertising campaign; it should result in revenue for your business. Understanding the different ways to promote your product or service can help you make the right choice for your business.

We specialize in Promotions of:

### **a) Products and Services**

This includes advertising, press releases, consumer promotions (schemes, discounts, contests), while below the line include trade discounts, freebies, incentive trips, awards and so on

### **b) Print and Graphics Arts media**

Depending on the type of message you want to communicate to your customers, our service including brochures, billboards, posters and banners.

### **c) Electronic Media**

AJ Promotion can arrange for advertise on Television, Radio and Social media.

### **d) Road shows in Action**

Our cost-effective promotional marketing road show operates Country-wide, with fully customized buses, trucks and cars that effectively take your brand message directly to your audience. Don't want a moving billboard? No problem, our promotional marketing road shows can involve venues and locations perfectly suited to your brand.

**e) Sports Management:**

We identify sports talent, and offer management and counseling to budding champions in all sports codes, and related commercial and marketing services. We focus particularly on the mass of potential in disadvantaged communities where our extensive contacts and credibility give us a leading edge on competitors. We are retained by a number of sports codes to develop marketing strategies and programs.

**f) Seminars & Conference:**

We don't believe in simply organizing a conference but encourage our clients to work with us at the planning stage so we can assist in developing and enlarging on the "theme" - which should be consistent with the strategic direction of your company and the objectives for that year. The theme is then integrated into every aspect of the conference from the opening video to the individual speakers and literature provided. Of course, our conference services include: Organization and set-up of your conference on venues, accommodation and airfares.



**PROMOTIONS**

6. SOME OF OUR CLIENTS



# AL-AQMAR

## CREATIVE SOLUTION



JUJO QUALITY HOLDINGS LIMITED



# JULITA'S WINES & SPIRITS



# Nyumbani Hotels & Resorts