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PROJECT REPORT

**ZANLINK (Zee Communications Ltd)
Zanzibar, Tanzania**



Zanlink is an Internet Service Provider (ISP) based in Zanzibar, Tanzania. The company is established in 2000 and supplies a variety of internet related services such as website design, hosting solutions and network installations. Over the past 7 years Zanlink has established itself as a reputable and reliable company, and has subsequently been awarded with an increasing growth in customer base in Zanzibar Island. In spite of low marketing and selling activities, a good growth and profit was realized over the last years. The company is very well organized and has a highly motivated and cooperative staff of 12 employees.

To support the company in the development of a strategic plan, Zanlink has requested PUM:

- support to diversify services and grow business;
- build capacity of staff in technical as well as management aspects;
- help build organizational, technical and financial capacity;
- help cope the business/company with the most intense IT atmosphere;

The applied approach to fulfil these support requirements was to investigate the way of working of the company by means of interviews, customer visits, investigation of business and management processes. Other aspects considered were staff experience, customer set, customer orientation, research & development, marketing & selling, operations, etc.

My conclusions and recommendations are related to the requests for support and address those business areas which are eligible for improvement. One of the main recommendations is: Zanlink should implement changes in particular operational areas like Customer Care (Helpdesk).

Support in the area of planning and implementation of a Customer Care department will enable Zanlink to improve its operational efficiency, increase customer satisfaction and change cost structures.

Follow-up activity is an internship at a Dutch ISP. A Zanlink employee should acquire there the necessary skills and experience to be able to implement a Customer Care department.