Prime
your digital partner

Wana Prime
COMPANY PROFILE

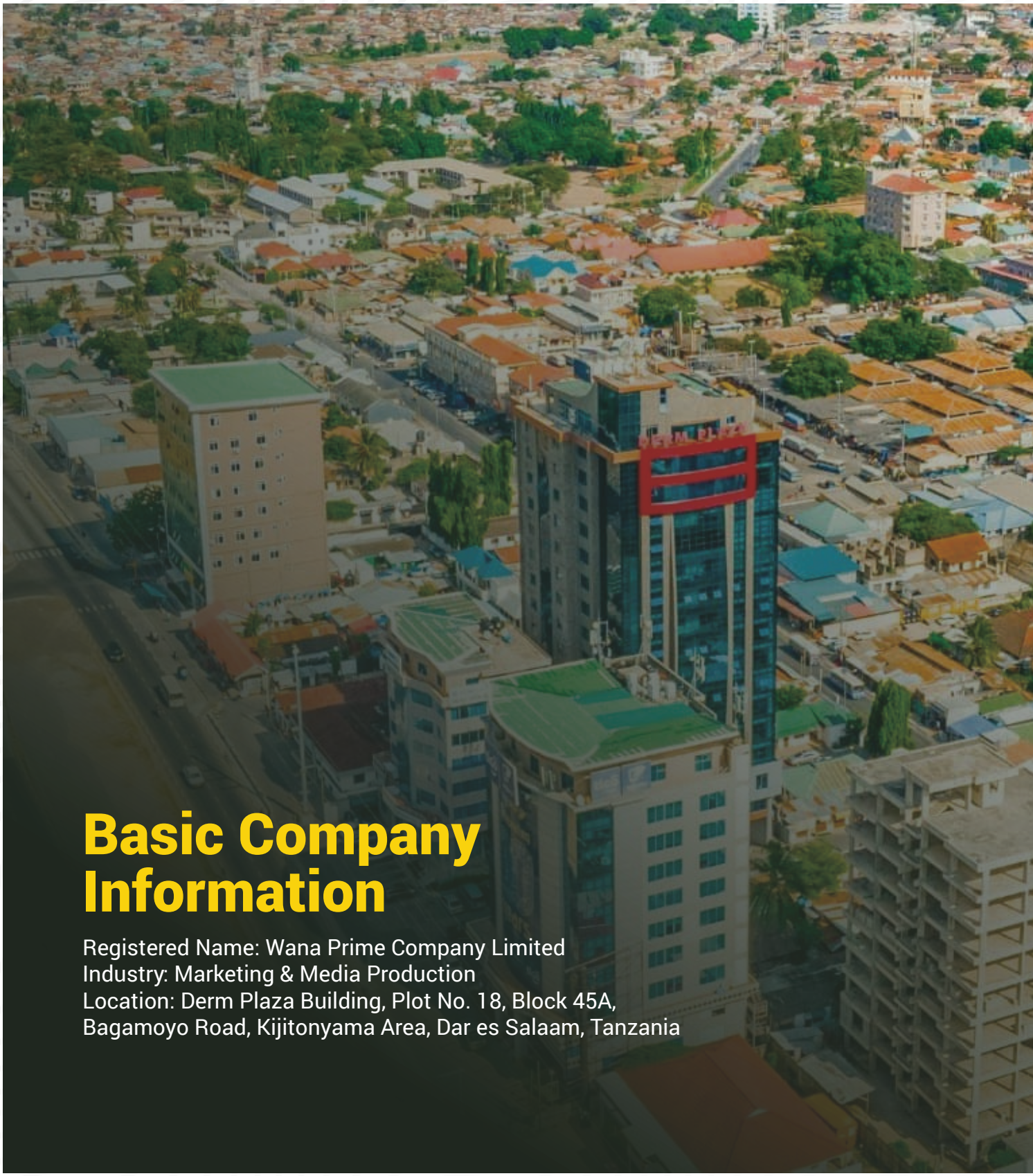
GET IN TOUCH

Location
Derm Plaza Building, Plot No. 18, Block 45A, Bagamoyo Road, Kijitonyama Area, Dar es Salaam, Tanzania

Website
www.wanaprime.co.tz

Phone number
+255 789 222 417

Email Address
wanaprimeltd@gmail.com



Basic Company Information

Registered Name: Wana Prime Company Limited
Industry: Marketing & Media Production
Location: Derm Plaza Building, Plot No. 18, Block 45A,
Bagamoyo Road, Kijitonyama Area, Dar es Salaam, Tanzania

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About the Company

Wana Prime Company Limited is a results-driven marketing and media production company dedicated to helping businesses grow through strategic visibility, compelling storytelling, and data-backed digital solutions. Established to bridge the gap between innovative businesses and the audiences they seek to serve, the company provides integrated marketing and media services that enable brands to stand out in an increasingly competitive digital landscape.

In today's fast-paced digital economy, visibility is no longer optional, it is the foundation of sustainable business growth. Many organizations offer valuable products and services but struggle to reach the right audience, communicate their value effectively, or convert attention into measurable business outcomes. Wana Prime addresses this challenge by combining creativity, technology, and performance-driven strategies to position brands where they matter most.

Our approach is rooted in understanding each client's business objectives, target market, and growth ambitions. We design customized marketing systems that transform brand awareness into customer interest, customer interest into qualified leads, and leads into tangible revenue. By integrating media production, digital marketing, and technology-based solutions, we ensure that every campaign is not only visually compelling but also strategically aligned with performance goals.

At Wana Prime, we leverage modern digital tools, analytics, and emerging technologies, including AI-powered marketing solutions, to enhance campaign accuracy, optimize audience targeting, and improve return on investment. Our commitment goes beyond service delivery; we partner with our clients to build scalable growth frameworks that support long-term brand positioning and market competitiveness.

Message from the CEO

At Wana Prime Company Limited, we are committed to supporting businesses through strategic marketing and media solutions that enhance visibility and deliver measurable outcomes.

"Your business needs visibility. Visibility generates leads. Leads drive sales. Sales deliver ROI."

Peter Rusagira

CEO, Wana Prime Company Limited

Vision, Mission & Values

Our Vision

To be a leading digital marketing and media production partner in Africa, recognized for innovation, measurable impact, and long-term client growth.

Our Mission

To empower businesses with strategic marketing, creative media, and intelligent digital solutions that deliver visibility, growth, and sustainable ROI.

Core Values

Excellence

We deliver work that meets global standards.

Integrity

Transparency and honesty guide every partnership.

Innovation

We embrace new technologies, including AI-driven solutions.

Results Orientation

Every strategy is built to perform.

Partnership

We grow with our clients, not just for them.

Our Services

Wana Prime Company Limited offers integrated marketing and media solutions designed to support businesses at every stage of growth from brand awareness to customer acquisition and long-term retention. Our services are structured to help organizations enhance their digital presence, communicate their value effectively, and convert market attention into measurable business results.

Digital Marketing

- Performance-based digital advertising (Meta, Google, TikTok & more)
- Funnel strategy and lead generation campaigns
- Data analysis, reporting, and optimization

Content Creation & Media Production

- Professional photography and videography
- Commercial ads, brand films, and social media content
- Documentary production

Social Media Management

- Structured content aligned with brand goals
- Active audience engagement and page management
- Performance monitoring and reporting

Web Design & Development

- Corporate and e-commerce websites
- UX/UI design optimized for conversions
- Website maintenance and performance optimization

App Development

- Custom mobile and web applications
- Business automation tools
- User-focused design and scalable architecture

Strategy Development & Consultation

- Brand positioning and market entry strategies
- Marketing audits and growth roadmaps
- Sales and customer journey optimization

Training & Capacity Building

- Digital marketing training for teams and entrepreneurs
- Corporate workshops and tailored programs
- Practical, results-oriented learning

Influencer Marketing & Talent Management

- Influencer sourcing and campaign management
- Brand–influencer alignment strategy
- Performance tracking and reporting

AI-Powered Marketing Solutions

- AI-assisted content ideation and optimization
- Marketing automation and CRM integration
- Data-driven audience targeting and predictive insights

Target Market

Wana Prime Company Limited serves a diverse range of organizations seeking to strengthen their brand presence, expand market reach, and improve customer engagement through effective digital marketing and media solutions. **Our target market includes small and medium-sized enterprises (SMEs), large corporations, startups, and technology-driven businesses operating across various industries.**

We work with businesses in key sectors such as retail, real estate, education, healthcare, hospitality, and other service-oriented industries that require strategic visibility and consistent digital engagement to remain competitive in today's fast-evolving marketplace. Our solutions are tailored to meet the unique marketing needs of both emerging brands looking to establish market presence and established organizations aiming to scale their operations and enhance performance.

Through digital platforms and data-driven campaign strategies, Wana Prime Company Limited supports clients in reaching targeted audiences not only within Tanzania but also across regional and international markets. Our ability to leverage technology-driven marketing tools enables businesses to connect with the right customers regardless of geographical boundaries, creating opportunities for growth, expansion, and sustainable brand positioning in both local and global markets.

Our Competitive Advantage

Wana Prime Company Limited differentiates itself through its ability to integrate creative media production with strategic marketing execution and technology-driven solutions. The company's approach is focused not only on enhancing brand visibility but also on ensuring that marketing initiatives contribute to measurable business performance and long-term growth.

With a strong understanding of digital consumer behavior and evolving market trends, Wana Prime Company Limited develops tailored strategies that align with each client's objectives and target audience. The integration of data analytics and AI-supported tools further enables the company to optimize campaign performance, improve audience targeting, and enhance return on investment.

In addition to delivering marketing and media services, Wana Prime Company Limited adopts a partnership-driven approach that emphasizes collaboration, accountability, and performance monitoring through defined key performance indicators (KPIs). This allows clients to track progress, evaluate outcomes, and make informed decisions based on real-time insights.

The company's multidisciplinary team structure ensures efficient project execution while maintaining consistency, quality, and strategic alignment across all marketing and media initiatives..

Company Structure & Capacity

Wana Prime Company Limited operates through a multidisciplinary team structure designed to support the effective delivery of marketing and media solutions across diverse client requirements.

The company is supported by experienced professionals in the areas of digital marketing strategy, creative design, media production, and technology development.

The operational structure enables the company to manage projects efficiently by integrating strategic planning, content development, campaign execution, and performance monitoring within a coordinated workflow. This approach ensures consistency in service delivery while maintaining alignment with client objectives and timelines.

In addition to its internal team, Wana Prime Company Limited collaborates with technology partners and specialized professionals to enhance project scalability and technical capacity where required. This flexible structure allows the company to undertake assignments of varying scope and complexity while maintaining quality standards and accountability throughout project implementation.

Through the effective utilization of skilled personnel, digital tools, and performance-driven methodologies, Wana Prime Company Limited is well-positioned to deliver integrated marketing and media services that meet the evolving needs of its clients.

Clients, Projects & Portfolio

Wana Prime Company Limited has worked with a diverse range of clients across various industries, providing strategic marketing support and professional media production services tailored to meet different business objectives. The company's client base includes startups, small and medium-sized enterprises (SMEs), established corporations, and service-oriented organizations operating within competitive market environments.

Through the delivery of customized digital marketing campaigns, branding initiatives, and media production projects, Wana Prime Company Limited has supported clients in enhancing brand visibility, strengthening market presence, and improving audience engagement. The company continues to partner with organizations seeking effective digital solutions to improve communication with their target markets and achieve measurable growth outcomes.

Our Clients

YARA
Knowledge grows

NEDC
National Enterprise and Development Chamber

MOHAN'S
OYSTERBAY DRINKS LTD.
SPIRITS I WINES I RED BULL

KINGLION
MOTORCYCLE • ROOFING SHEETS • SOLAR PRODUCT • PRE FABRICATED CEMENT BOARD

DADAZ
Sanitary Pads
Feel Comfort, Stay Free

NISSAN Tanzania

Client portfolio and project references are available upon request.

Why Work With Wana Prime?

Wana Prime Company Limited is committed to delivering strategic marketing and media solutions that are aligned with the specific objectives of each client. The company adopts a results-oriented approach that integrates creativity, technology, and data-driven insights to support effective brand positioning and sustainable business growth.

Clients choose to work with Wana Prime Company Limited due to its ability to provide integrated solutions that combine digital marketing strategy with professional media production. This approach ensures consistency in brand communication while enhancing the effectiveness of marketing initiatives across various platforms.

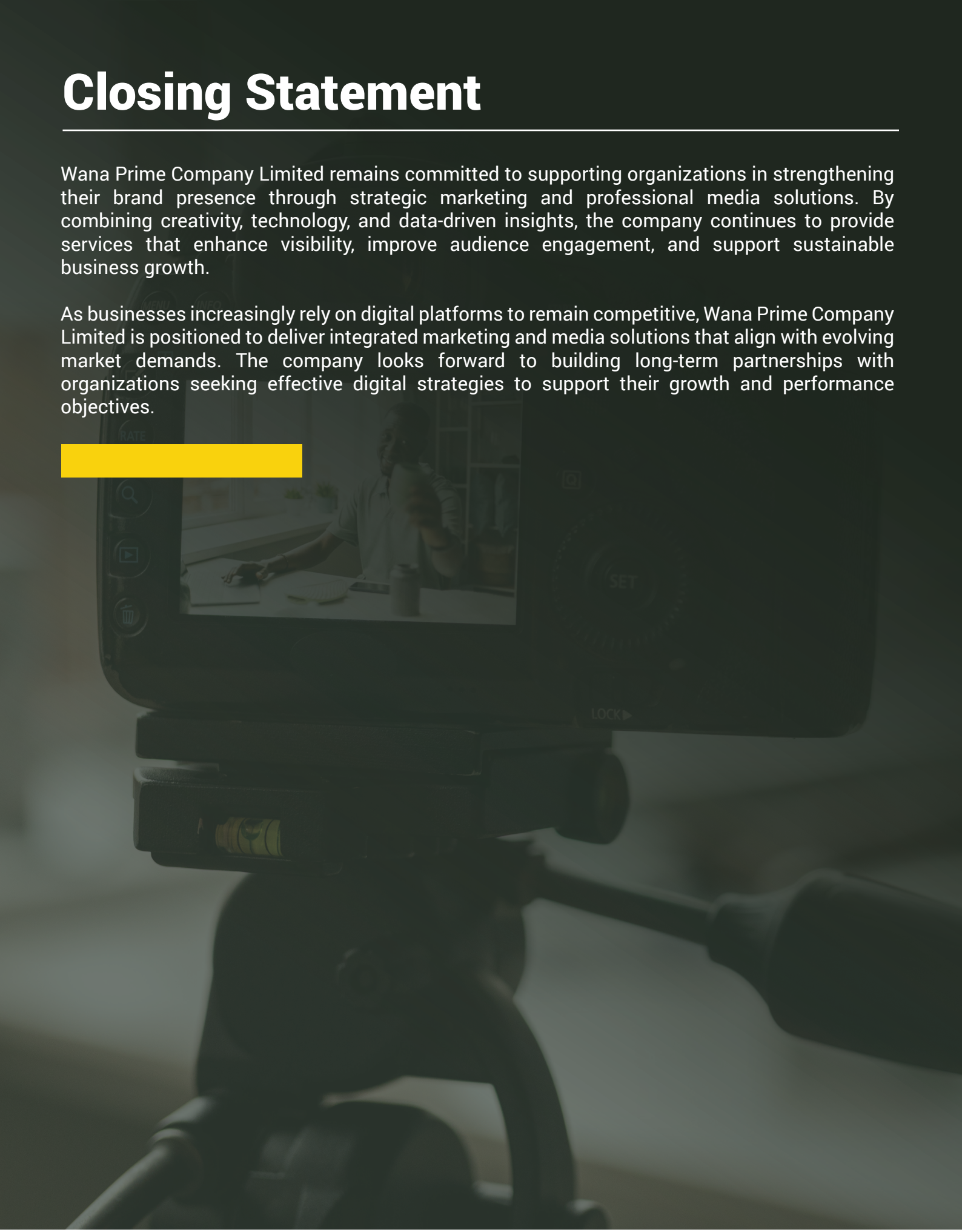
With a strong focus on performance, accountability, and long-term collaboration, the company works closely with its clients to develop marketing systems that improve visibility, generate qualified leads, and support measurable business outcomes. Wana Prime Company Limited remains dedicated to building lasting partnerships that contribute to the continued growth and competitiveness of the organizations it serves.

> ***"We don't sell services. We build visibility.***
> ***We create demand. We deliver ROI."***

Closing Statement

Wana Prime Company Limited remains committed to supporting organizations in strengthening their brand presence through strategic marketing and professional media solutions. By combining creativity, technology, and data-driven insights, the company continues to provide services that enhance visibility, improve audience engagement, and support sustainable business growth.

As businesses increasingly rely on digital platforms to remain competitive, Wana Prime Company Limited is positioned to deliver integrated marketing and media solutions that align with evolving market demands. The company looks forward to building long-term partnerships with organizations seeking effective digital strategies to support their growth and performance objectives.



Registrations & Licenses

THE UNITED REPUBLIC OF TANZANIA

BUSINESS LICENSE

B.L. NO : BL01396912025-2600011170

The Business Licensing Act (Act No. 25 of 1972)

License Details

Issuing Office:	KINONDONI MUNICIPAL COUNCIL
Tax Identification No:	181-340-096
License Issued To:	WANA PRIME COMPANY LIMITED
For the Business of:	ADVERTISING AND MARKETING LOCAL
Business Licensing:	NEW LICENSE
Date of Issue:	2025-10-01
Expiring Date:	2026-09-30
Principal/Branch:	PRINCIPAL

Business Location

Region:	Dar es Salaam
Ward:	Makumbusho
Street:	Makumbusho

Payment Details

Amount of Fee Paid:	200,000.00

This digital copy does not require a signature of authority

CONDITIONS & NOTES:

1. This license shall be conspicuously displayed at the place of business
2. Renewal applications must be submitted within 21 days of the license expiry; Otherwise, penalties begin at 25 % of the license fee and rise by 2 % for each additional month, up to 47 %.

C.I

TANZANIA

BRELA

BUSINESS REGISTRATIONS AND LICENSING AGENCY

Certificate of Incorporation of a Company

Section 15

No: 181340096

I HEREBY CERTIFY THAT

WANA PRIME COMPANY LIMITED

is this day incorporated under the Companies Act, 2002 and that the Company is Limited.

GIVEN under my hand at Dar es Salaam this **19th** day of **JANUARY TWO THOUSAND AND TWENTY FIVE.**

REGISTRAR OF COMPANIES TANZANIA

PRINC ASST. REGISTRAR OF COMPANIES

CTIN: 1135934

TRA

TANZANIA REVENUE AUTHORITY

CERTIFICATE OF REGISTRATION

FOR

TAXPAYER IDENTIFICATION NUMBER (TIN)

(ISSUED UNDER SECTION 23 OF THE TAX ADMINISTRATION ACT 2015)

THIS IS TO CERTIFY THAT

WANA PRIME COMPANY LIMITED

HAS BEEN REGISTERED WITH THE TANZANIA REVENUE AUTHORITY AND ASSIGNED THE TAXPAYER IDENTIFICATION NUMBER

181-340-096

WITH EFFECT FROM: 19 JANUARY 2025

TRA LOCATION: KINONDONI TAX OFFICE: MWENGE

PHYSICAL LOCATION:

STREET / AREA: MAKUMBUSHO NEAR DERM PLAZA

ALFRED T. MREGI

COMMISSIONER FOR DOMESTIC REVENUE

NOTE: THE REQUIREMENTS UNDER WHICH THIS CERTIFICATE IS ISSUED ARE STATED OVERLEAF

TRA

TANZANIA REVENUE AUTHORITY

ISO 9001: 2015 CERTIFIED

TAX CLEARANCE CERTIFICATE

(Issued Under Regulation 103 of Tax Administration (General) Regulations, 2016)

Licencing Authority; TIN : 101-186-555
HALMASHAURI YA MANISPAA YA KINONDONI
MWANANYAMALA/ MWINJUMA ROAD
31902
DAR ES SALAAM

Tax Certificate Number: 131-0251-4648
Issuing Office: Kinondoni
Telephone: 022-2771841
Date of issue: 26 September 2025
Expiry Date: 31 December 2025

Taxpayer Name	WANA PRIME COMPANY LIMITED		
Trading Name			
Taxpayer Identification Number	181-340-096	Vat Registration Number	
Company Registration Number			

Business Premises located at :
REGION : DAR ES SALAAM,
DISTRICT : KINONDONI,
STREET : MAKUMBUSHO NEAR DERM PLAZA

This is to certify that the above registered Taxpayer has complied with tax laws and has been granted Tax Clearance Certificate with respect to the following business(es):

1	Other business support service activities n.e.c.
2	Market research and public opinion poling
3	Advertising

Alfred T. Mregi
COMMISSIONER FOR DOMESTIC REVENUE
26 September 2025

Disclaimer :

1. This certificate is issued free of charge
2. This certificate should be tendered in its original form and it is valid only if it is embossed with QR Code
3. This Tax Clearance Certificate shall not preclude the Commissioner General from demanding and recovering taxes established after issuance of this Certificate.

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