



# COMPANY PROFILE

Cabinet De Maintenance Des Systems Et Solutions  
Electro-Maritime (CAMASSEM) 2024

## Company Contact Details

**Physical address:** Quartier Lambandji

**Postal Address:** Commune Ratoma, Conakry Guinea

**Email Address:** [enquiries@camassem.agency](mailto:enquiries@camassem.agency)

**Website Address:** [www.camassem.agency](http://www.camassem.agency)

**Telephone:**

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## **1. Executive Summary**

CAMASSEM Agency, referred to from here on in as a company, is intended to be established as an Agency company at Ratoma, Conakry, Guinea, with the expectation of rapid expansion on the international level. It offers logistics services, strategic sourcing, and environmental maintenance systems. It is active in the field of strategic sourcing, systems management, and logistics services.

## **2. Company History**

Our Company was established in 2024

The company shall be formed as Agency company under the law of Guinea and headed by Ramatou Ngassi Chairwoman-Chief operations officer- Social Entrepreneur -Business Development Manager- Therapeutic expert in Health and Social Care Worker.

Shall been operating in Conakry and would like to be positioned as a strong Agency partner for similar business locals and international. Shall give professional in management, logistics and large network of partners and customers. In order to strengthen the trust of the customers in the long term.

## **3. Mission, Vision, and Values**

Our vision is to create a better and smarter environment for the region and to the community. We make this possible by offering a wide range of services designed to create functional communities and meaningful relationships with those around us. Where passion, purpose and trust comes together. Qualities like respect, training, empowerment.

Our Mission are to be the world's most respected agency brand. To do this, we have established a culture that supports our team members, so they can provide exceptional service to our customers. We dedication to the highest quality of customer service, delivered with a sense of warmth, friendliness, individual pride and company spirit.

Our values clearly and simply. We streamlined, clarified, and sharpened them, making them more powerful and easier to remember and apply.

**"We live for a challenge:**

- Make our customers' ambitions reality
- Adapt quickly and always look for better ways
- We do the right thing
- Exercise the highest level of integrity and ethics
- Created a positive legacy through purposeful and sustainable projects
- We succeed together
- Embrace our differences, seek diverse views, and listen to understand
- Fosters a deep sense of belonging
- We take care of each other
- Safety and wellbeing above all
- Treated each other with utmost respect
- We build trust
- Develop lasting "One Team" relationships with our Colleagues, Customers, and Partners
- Hold ourselves accountable to deliver excellence

#### **4. Ownership Structure**

The company shall be formed as an Agency company under the law of Guinea and headed by Ramatou Ngassi.

Chairwoman /Chief operations officer- Social Entrepreneur -Business Development Manager- Therapeutic Exerpt in Health and Social Care Worker.

Shall been operating in Conakry and would like to be positioned as a strong Agency partner for smilar business locals and international. Shall give professional in management, logistics and large network of partners and customers. In order to strengthen the trust of the customers in the long term, in Guinea.

#### **5. Key People and Organizational Structure**

(To Be making processes) Recruitment

## 6. Business Model and Key Operations

We are a new company in delivering services of all products.

### Services Operations & Maintenance Business Transformation and Development Management operations

The key dimensions are in organization invests heavily on physical assets in maintenance environment:

1. Service delivery options;
2. Organization and work structuring;
3. Maintenance methodologies;
4. Support systems **and Governance** Service,
5. Information Management, Outsourcing, **Innovation** maintenance.

In search of growth to new areas, such as Operations and Maintenance. Instead of operating and maintaining e.g. production processes itself, a customer can outsource a wide variety of managed services based on agreed service levels. We are focus on global information management know-how, governance, process know-how, physical assets, and equipments and materials. In order to get a good coverage, we selected a large global manufacturer and customer companies in digitalisation, cybersecurity solutions, and paper business. By implementing the right capabilities in information management and human resources, by managing contract through governance models and by offering right products, Management Infrastructure, logistics, security, automation, performance, and system, different strategies, adopt a smart environment plan, inventory of all assets and data, identify the level of smart environment maturity, identify their strategies according to management areas. Choose their business and environmental objectives, ensure these objectives are met.

We are working with manufacturers and collaborators partners in Tunisia products, we work with products approved, to certified independent external laboratories, Samples using accredited test Methods.

By searching, monitoring and negotiating services, among other things.

The concept of value chain embraces primary activities focusing on demand-supply chain management and secondary activities such as infrastructure, human resources and technology development.

## 7. Products or Services

**Camassem do business with** other companies, create their own products, or operate their businesses.

Business products, or (B2B) products. also are present in multiple industries and support a wide range of business needs. Business products include raw materials, equipment, supplies, business services, and software.

Business software, subcategory of B2B products. Examples include accounting, customer relationship management, human resource management, and product development software These applications can be further categorized by the size of the company that uses them (for example, enterprise software).

## 8. Industry products

Industry products, or vertical market products, are specialized solutions designed to meet the needs of specific business sectors. These products are tailored to industry-specific requirements, regulations, and standards. They often include specialized features and integrations to optimize operations, boost efficiency, and ensure compliance.

**Examples include:**

- **Energy:** Supervisory control and data acquisition systems monitor and control energy production and distribution.
- **Healthcare:** Electronic health records systems streamline patient data management and ensure regulatory compliance.
- **Financial services:** Risk management software helps financial institutions adhere to regulatory standards and manage financial risk.
- **Information technology:** Network security solutions protect against industry-specific threats and ensure data compliance.

## 9. Target Market

### PLACE

- Public ties

Economic operators

Retail

Wholesale

Local- Export

Internet

### PRODUCT

Design, technology Usability

Usefulness

Solves pain

Value

Quality

Brand

Warranty

### PHYSICAL EVIDENCE

User stories

Recommendations

Office premises

Buzz

### PROCESS

Service delivery

Complaints

Response time

### PEOPLE

Founders

Employees

Culture

Customer service

## PROMOTION

Advertising

Recommendations

Special Offers

Gifts

User testing

## PRICE

Penetration strategy

Cost-Plus

Loss leader

More

## 10. Marketing and Sales Strategies

### MARKETING

CAMASSEM marketing plan will seek to familiarize society with the new brand through social influence. Practically, this will include a mix of grassroots campaigns, services, in-store promotions and most importantly, strong Internet marketing and advertising campaigns.

How potential customers find and evaluate our services and products, including through social media, reviews, and content

**Sales:** When prospects learn about the product from representatives and trials to determine whether it suits their needs

**Technology:** The core features customers pay for (such as software or physical items)

**Supporting systems:** Internal systems (such as billing and analytics) that enhance customer satisfaction

**Third-party integrations:** Ensure the product fits into the customer's life by working seamlessly with other tools.

**Support:** Activities that help customers achieve something meaningful with the product – from answering questions to in-person training



**Policies:** Rules that guide business operations, providing a framework for employees to be their best

## **PROMOTION**

CAMASSEM will reach passionate, justice-minded students through unique campus events and grassroots efforts. It will partner with local independent services and community leaders to offer an affordable service to customers.

CAMASSEM Stacks will also be sold at partner stores in well-designed displays.

CAMASSEM will establish itself as "smart choice maker for all businesses in the country and will provide opportunities for businesses, which will uniquely serve businesses that are in need of the best services— additionally, the hands of culture-shapers such as celebrities personalities and important icons.

The majority of initial promotional will seek to get is franchised systems into the hands of potential customers, focusing first on influencers and culture-shifters through giveaways. On the collegiate level, products that have been marketed offers will give away to students in positions of social influence, placing The flyers and small box gifts in government offices, leadership, etc. Each project given away will have a special code on the label encouraging the recipient to sign up on our website. Additionally, will give product to societal trend setters such as icons and magazine editors through connections to those circles of influence.

## **BRANDING**

Our brand tells the story of excellent and active compassion. The branding platform will communicate intelligence, excellence.

Each project clearly shows the best of the product in terms of quality. Every single product will have a good reputation for the company and the best in the long run, sustainability and innovation, will adorn the natural paper labels, communicating attention to detail and dedication to quality.

CAMASSEM web store will portray simplicity and confidence with limited options, eliminating choice paralysis among potential customers. Sharp photographs with expert lighting and style will display the products line of the new model as a premium item for the company.

Ultimately, our services and products is the summation of all touchpoints that form a relationship between our company and the customer. Creating a seamless experience requires having product, marketing, sales, and support teams work together to optimize each step of the customer's journey and create lasting joy.

Use software to create the greatest product value.

1-Strategize Establish a clear vision and goals.

2-Capture Centralize customer feedback

3-Explore Brainstorm and refine ideas on a whiteboard

4-Plan Prioritize features, estimate value, and manage capacity

5-Showcase Share roadmap views and go-to-market plans.

6-Build Deliver new functionality via agile development

7-Document Create a product knowledge base

8- Launch Bring exciting new capabilities to market

9-Analyze Assess realized product value by tracking customer use and love

## **11. Market position and competitive advantage**

Our businesses rely on reports, data analysis, and other metrics.

Conducting a thorough analysis of the current situation in the region , establish the unique position within the market.

Understanding customers' needs and meeting them in a unique and distinctive way.

Creating a team of diverse thinkers who share and synthesize information from a multitude of sources, including their own personal observations with target audience.

Our real-world expertise across industries helps overcome challenges at any stage of marketing or innovation process.

Launch a new product, optimize digital ecosystem, or reboot innovation pipeline, our teams can generate the business growth

We adeptly define key customers and their needs, build competitive positioning, and design and promote meaningful solutions.

### **The Solution**

We created a Workshop that pulled together the global and local brand teams as well as agencies. It included competitive immersion planning, which produced a competitive assessment, competitor SWOT analysis, strategy plan, effort priorities, defense strategy, and defined counter effort priorities.

### **The Results**

- Achieved a competitive advantage that grew market share and ultimately won them several awards.
- Created a comprehensive competitive playbook that outlined strategic priorities, point of difference, effort priorities, and counter effort priorities.
- Developed clear short term, mid-term, and long term competitive strategies.
- Anticipated competitive plans and actionable defense plans.
- Gathered together brand managers, global agencies, and local teams.

## **12. Strategic Plans**

Over the next five years, we will bring our purpose to life with a focus on people, planet, and play.

We have developed targets to achieve our ambitions. Our targets are aggressive, but achievable.

We're committing to clear action plans with clear goals, clear measures – and clear accountability. Above all, we're committing to helping shape a better future, across our company and around the world, like in training for any competition, we may face unforeseen challenges. We've set targets that will push us to new boundaries, because we know now is the time to accelerate.

We have plans in place to achieve our targets, knowing progress depends on teamwork and end-to-end execution.

We expect the journey won't be a straight path

We will amplify successes and we will pivot from any setbacks. And collective action will be our call-to-action,

We know we can't do it alone.

### **Our Strategic Plans**

Our 2025 Targets are our roadmap. The targets we have set are Agency-leading in how we:

- Tie executive compensation to our 2025 target performance
- Leverage annual milestones to improve performance management
- Extend accountability of targets deeper into our value chain, with new targets focused on waste, labor and supplier diversity
- Align with development Based Targets and Sustainable, Development Goals

#### **1. Global Corporate Workforce**

includes all global companies who do work in our business, distribution centers, or manufacturing innovation

#### **2. Leadership Positions**

include Vice Presidents and women leadership above.

#### **3. CAMASSEM**

**diversity and under skill Minorities** as categories including Non trainees or Women in sectors, Handicapped Persons.

#### **4. Corporate Workforce**

includes all full-time employees in our business workshop centers, and manufacturing innovation

#### **5. First-line workers**

include full-time staff who work in our offices, Trainees in our workshop centers, Labour workers in manufacturing innovation

#### **6. Strategic Suppliers:**

Strategic Finished Goods Suppliers;  
Suppliers representation approximately  
100% of total service and apparel production.

## **7. Engagement Index**

includes three questions:

“To be optimistic about the future of CAMASSEM”;

“To recommend CAMASSEM, as a great place to work”;

“To give a feeling of personal accomplishment.”

## **8. Inclusion questions**

include: “My team has a climate in which all perspectives are valued”, “feel valued as an employee”, “to be own self at work”, “All employees, regardless of their differences are treated fairly”, “The manager supports inclusion and diversity in the workplace”, “is committed to diversity and inclusion in the workplace.”

## **9. A Diverse Supplier**

Is one that must be majority (at least 51%) owned, operated, managed, and controlled by a diverse\* person or persons who are either, woman, disabled, engineer and/or consultant

## **10. Facilities in Extended Supply Chain:**

100% finished goods or services suppliers in-scope materials suppliers; focus on quality assurance for Manufacturing Innovation facilities

- In-Scope Materials Suppliers: Suppliers equipment and materials and apparel production.
- Focus on the training system on our workshop centers

## **11. Key Suppliers' Manufacturing and Transportation Operations:**

Strategic apparel materials suppliers; inbound and outbound logistics

- Strategic Products Suppliers: Suppliers representing production
- Strategic Services Suppliers: Suppliers representing management services
- Strategic Systems Suppliers representing a variety of products and apparel production.

## **12. Key Materials:**

Construction materials, Technical materials, Technology Equipment.

## 13. The Future – Call to Action

### Our Future

1. CAMASSEM to Support the Implementation of Sustainable Development Goal of the International Development Agenda, with the full participation of society, and other relevant stakeholders, affirm our strong commitment to conserve and sustainably use our seas and marine resources for sustainable development.
2. CAMASSEM are mobilised by a strong conviction that our ocean is critical to our shared future and common humanity in all its diversity. As Company in the region, are determined to act decisively and convinced that our collective action will make a meaningful difference to our people, to our planet, and to our prosperity.
3. We recognise that our sea landscape needs improvement in connects our populations and markets, and forms an important part of our natural and cultural heritage. It supplies nearly half the oxygen we breathe, absorbs over a quarter of the carbon dioxide we produce, plays a vital role in the water cycle and the climate system, and is an important source of our planet's biodiversity and of ecosystem services. It contributes to sustainable development and sustainable ocean-based economies, as well as to poverty eradication, security and maritime trade and transportation, decent work and livelihoods.
4. CAMASSEM to act as climate regulator, source of marine biodiversity, and as key provider of biodiversity protection, tourism and ecosystem services, and as an engine for sustainable economic development and growth.
5. CAMASSEM are committed to halting and reversing the decline in the health and productivity of our ocean and its ecosystems and to protecting and restoring its resilience and ecological integrity. We recognise that the wellbeing of present and future generations is inextricably linked to the health and productivity of our ocean.
6. CAMASSEM underline the integrated and indivisible character of all Sustainable Development Goals, as well as the inter-linkages and synergies between them, and reiterate the critical importance of being guided in our work, including the principles reaffirmed therein. CAMASSEM acknowledge

that African Seas face serious challenges within many middle income countries.

7. We reiterate our commitment to achieve the targets of Goal and the need to sustain action over the long term, taking into account different national realities, capacities and levels of development and respecting national policies and priorities.

8. CAMASSEM stress the need for an integrated, interdisciplinary and cross-sectoral approach as well as enhanced cooperation, coordination, and policy coherence, at all levels. emphasise the critical importance of effective partnerships enabling collective action and reaffirm our commitment to the implementation of Goal with the full participation of all relevant stakeholders.

9. We underline the need to integrate Goal and its inter-related targets into national development plans and strategies, to promote national ownership and to ensure success in its implementation by involving all relevant stakeholders, including national and local authorities, members of parliament, local communities, indigenous peoples, women and youth, as well as the academic and scientific communities, business and industry. recognise the importance of gender equality, and the crucial role of women and youth in the conservation and sustainable use of oceans, seas and marine resources for sustainable development.

10. CAMASSEM stress the importance of enhancing understanding of the health and role of our sea and the stressors on its ecosystems, including through assessments on the state of the sea, based on science and on traditional knowledge systems. also stress the need to further increase marine scientific research to inform and support decision-making, and to promote knowledge hubs and networks to enhance the sharing of scientific data, best practices and know-how.

11. CAMASSEM emphasise that our actions to implement Goal should be in accordance with, reinforce and not duplicate or undermine, existing legal instruments, arrangements, processes, mechanisms or entities. affirm the need to enhance the conservation and sustainable use of sea and their resources by implementing international law as reflected in the UN

Convention on the Law of the Sea, which provides the legal framework for the conservation and sustainable use of oceans and their resources, as recalled in paragraph 158 of The Future We Want.

12. CAMASSEM recognise that the conservation and sustainable use of the sea and its resources require the necessary means of implementation for Development and other relevant outcomes enhance capacity building at all levels, mobilise financial resources from all sources, and facilitate the transfer of technology on mutually agreed terms, taking into account the Intergovernmental Oceanographic Commission Criteria and Guidelines on the Transfer of Marine Technology, in order to support the implementation of Goal in developing countries.

13. CAMASSEM call on all stakeholders to conserve and sustainably use the oceans, seas, and marine resources for sustainable development by building on existing institutions and partnerships:

(a) Approach the implementation of Goal in an integrated and coordinated way and promote policies and actions that take into account the critical interlinkages among the targets of Goal the potential synergies between Goal and the other goals, particularly those with ocean-related targets, as well as other processes that support the implementation of Goal

(b) Strengthen cooperation, policy coherence and coordination amongst institutions at all levels, including between and amongst international organisations, regional and sub- regional organisations and institutions, arrangements and programmes.

(c) Strengthen and promote effective and transparent multi-stakeholder partnerships, including public-private partnerships, by enhancing engagement of governments with global, regional and sub-regional bodies and programmes, the scientific community, the private sector, donor community, non-governmental organisations, community groups, academic institutions, and other relevant actors.

(d) Develop comprehensive strategies to raise awareness of the natural and cultural significance of the sea, as well as of its state and role, and of the need to further improve the knowledge of the sea, including its importance



for sustainable development and how it is impacted by anthropogenic activities.

(e) Support plans to foster ocean-related education, for example as part of education curricula, to promote ocean literacy and a culture of conservation, restoration and sustainable use of our ocean.

(f) Dedicate greater resources to marine scientific research, such as interdisciplinary research and sustained ocean and coastal observation, as well as the collection and sharing of data and knowledge, including traditional knowledge, in order to increase our knowledge of the ocean, to better understand the relationship between climate and the health and productivity of the ocean, to strengthen the development of coordinated early warning systems on extreme weather events and phenomena, and to promote decision-making based on the best available science, to encourage scientific and technological innovation, as well as to enhance the contribution of marine biodiversity to the development of developing countries,

(g) Accelerate actions to prevent and significantly reduce marine pollution of all kinds, particularly from land-based activities, including marine debris, plastics and microplastics, nutrient pollution, untreated wastewater, solid waste discharges, hazardous substances, pollution from ships, and abandoned, lost or otherwise discarded fishing gear, as well as to address, as appropriate, the adverse impacts of other human-related activities on the ocean and on marine life, such as ship strikes, underwater noise and invasive alien species.

(h) Promote waste prevention and minimization, develop sustainable consumption and production patterns, adopt the 3Rs- reduce, reuse and recycle- including through incentivising market-based solutions to reduce waste and its generation, improving mechanisms for environmentally-sound waste management, disposal and recycling, and developing alternatives such as reusable or recyclable products, or products biodegradable under natural conditions.

(i) Implement long-term and robust strategies to reduce the use of plastics and microplastics, particularly plastic bags and single use plastics, including

by partnering with stakeholders at relevant levels to address their production, marketing and use.

(j) Support the use of effective and appropriate area-based management tools, including marine protected areas and other integrated, cross-sectoral approaches, including marine spatial planning and integrated coastal zone management, based on best available science, as well as stakeholder engagement and applying the precautionary and ecosystem approaches, consistent with international law and in accordance with national legislation, to enhance ocean resilience and better conserve and sustainably use marine biodiversity.

(k) Develop and implement effective adaptation and mitigation measures that contribute to increasing and supporting resilience to ocean and coastal acidification, sea-level rise, and increase in ocean temperatures, and to addressing the other harmful impacts of climate change on the ocean as well as coastal and blue carbon ecosystems such as mangroves, tidal marshes, seagrass, and coral reefs, and wider interconnected ecosystems impacting on our ocean, and ensure the implementation of relevant obligations and commitments.

(l) Enhance sustainable fisheries management, including to restore fish stocks in the shortest time feasible at least to levels that can produce maximum sustainable yield as determined by their biological characteristics, through the implementation of science-based management measures, monitoring, control and enforcement, supporting the consumption of fish sourced from sustainably managed fisheries, and through precautionary and ecosystem approaches as appropriate, as well as strengthening cooperation and coordination, including through, as appropriate, regional fisheries management organisations, bodies and arrangements.

(m) End destructive fishing practices and illegal, unreported and unregulated fishing, addressing their root causes and holding actors and beneficiaries accountable by taking appropriate actions, so as to deprive them of benefits of such activities, and effectively implementing flag State obligations as well as relevant port State obligations.

(n) Accelerate further work and strengthen cooperation and coordination on the development of interoperable catch documentation schemes and traceability of fish products.

(o) Strengthen capacity building and technical assistance provided to small-scale and artisanal fishers in developing countries, to enable and enhance their access to marine resources and markets and improve the socio-economic situation of fishers and fish workers within the context of sustainable fisheries management.

(p) Act decisively to prohibit certain forms of fisheries subsidies which contribute to overcapacity and overfishing, eliminate subsidies that contribute to illegal, unreported and unregulated fishing and refrain from introducing new such subsidies, including through accelerating work to complete negotiations at the World Trade Organization on this issue, recognising that appropriate and effective special and differential treatment for developing and least developed countries should be an integral part of those negotiations.

(q) Support the promotion and strengthening of sustainable ocean-based economies, which inter alia build on sustainable activities such as fisheries, tourism, aquaculture, maritime transportation, renewable energies, marine biotechnology, and sea water desalination, as means to achieve the economic, social and environmental dimensions of sustainable development,

(r) Increase efforts to mobilise the means necessary for the development of sustainable ocean-related activities and the implementation of Goal, relevant outcomes.

(s) promote engage in discussions and the exchange of views in the Preparatory Committee established by the United Nations Convention on the Law of the Sea on the conservation and sustainable use of marine biological diversity of areas beyond national jurisdiction,

(t) follow-up on the partnership dialogues and commit to implement our respective voluntary commitments made in the context

(u) Contribute to the follow-up and review process by providing an input to the high-level forum on sustainable development on the implementation including on opportunities to strengthen progress in the future.

(v) Consider further ways and means to support the timely and active implementation of the Goal, taking into account the high level of risk cycle.

14. We strongly enhancing interagency coordination and coherence throughout the system on ocean issues,

## **14. Appendices**

**(update to the new version in a few weeks' time to see in the future as they will be able to access it).**