



ACCEND DIGITAL  
SOLUTIONS

2025

# COMPANY PROFILE



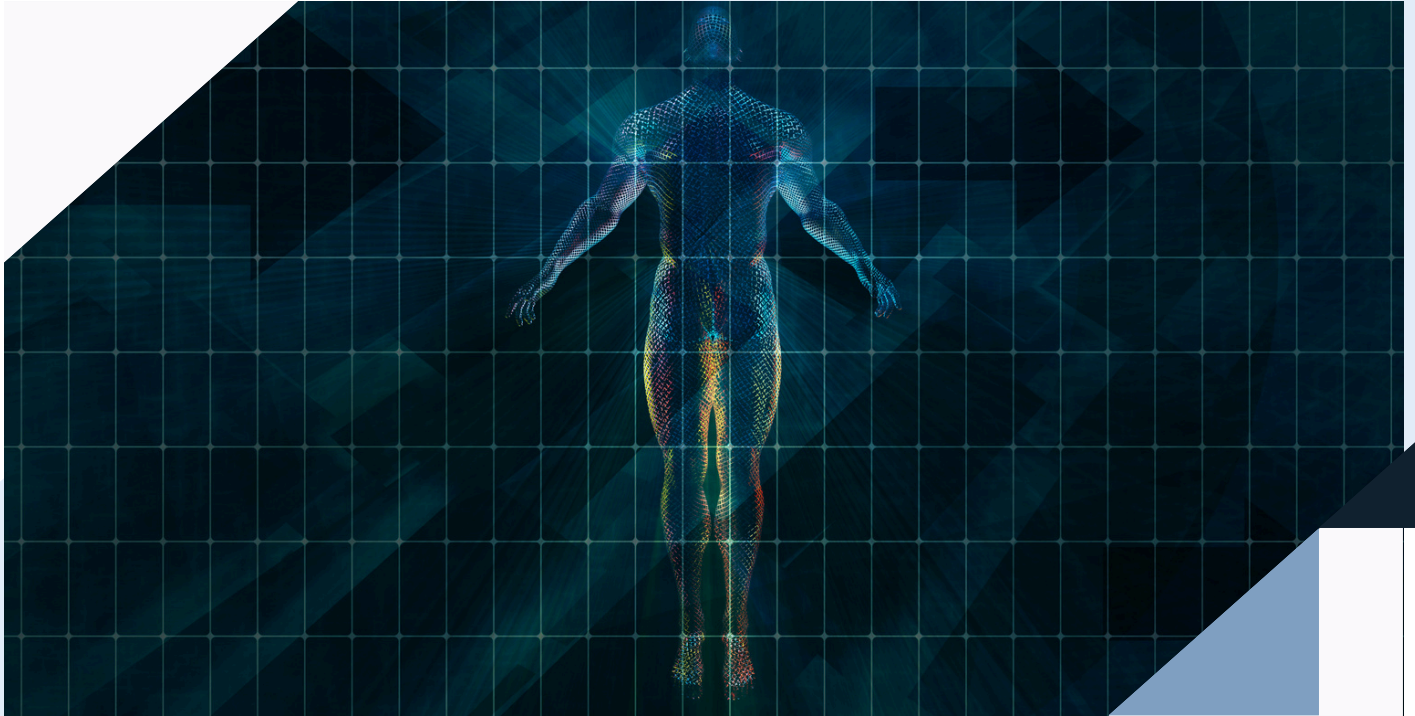
25495938470



[www.accenddigitalsolutions.com](http://www.accenddigitalsolutions.com)

we are a results-driven digital marketing agency dedicated to helping businesses of all sizes thrive in the online world.

# ABOUT US



Founded on innovation and driven by excellence, ACCEND DIGITAL SOLUTIONS is a dynamic technology partner dedicated to transforming businesses through cutting-edge digital strategies. We specialize in delivering tailored, end-to-end solutions that bridge the gap between vision and reality, empowering organizations to thrive in a rapidly evolving digital landscape.



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# KEY FACTORS

We are dedicated to providing only the best services in the following areas:

01

## Social Media Management

This service is dedicated to increasing engagement, visibility, and overall traction for businesses by professionally managing their social media accounts. It addresses the critical need for a dynamic and strategically managed social presence in contemporary marketing.

04

## Digital News Reporting

A unique service, this keeps clients well-informed on daily developments pertaining to business, economy, modern trends, and social life. This positions ADS as a valuable source of market intelligence, aiding clients in making informed strategic decisions.

02

## Digital Marketing (Strategy & Implementation)

This specific offering involves the development and execution of data-driven strategies aimed at maximizing online presence and effectively reaching target markets. This goes beyond mere execution, focusing on strategic planning to optimize digital outreach.

05

## Business, Product & Services Listing Platform

ADS operates a broader platform where businesses can list their products and services. This feature is designed to help businesses discover solutions to overcome challenges and achieve sustainable growth. These listings offer detailed information, empowering informed decisions and streamlining operations, suggesting a function akin to a B2B marketplace or directory.

03

## Sales and Marketing (Business Listing Page)

ADS provides a distinctive service through a dedicated business listing page on its modern website. The explicit objective of this feature is to boost product or service sales for clients by enhancing their visibility and accessibility to potential customers.

06

## Consultancy

ADS provides expert guidance to assist businesses in achieving their objectives. This service delivers strategic insights, practical solutions, and actionable recommendations meticulously tailored to unique client needs and challenges. ADS acts as a trusted advisor, identifying growth opportunities, developing comprehensive strategies, and supporting their implementation, signifying a deeper strategic partnership.



# PROBLEMS

Accend Digital Solutions addresses several key challenges faced by businesses in the digital era, including:

- Struggling to establish or enhance their online presence.
- Difficulties in engaging target audiences effectively.
- Challenges in driving measurable growth and achieving higher conversion rates.
- Navigating the complexities of the constantly evolving digital landscape.
- Optimizing processes, harnessing data analytics, and adopting state-of-the-art technology for digital transformation.



## The Society

Business people who lack the knowledge, manpower or equipment to navigate their businesses online.

## The Environment

The online environment is a robust place to boost your business presence and improve your sales.

## The Pandemic

- Struggling to establish or enhance their online presence.
- Difficulties in engaging target audiences effectively.
- Challenges in driving measurable growth and achieving higher conversion rates.



# SOLUTIONS

Accend Digital Solutions offers a comprehensive suite of digital marketing and web development services designed to overcome the aforementioned problems. Their solutions aim to elevate brands, engage target audiences, and drive measurable growth. Key service areas include:

## Web, App & Software Development

This encompasses web development, mobile app development (Android, Enterprise Apps, Web Apps), and AI-enabled web applications.

## Digital Marketing

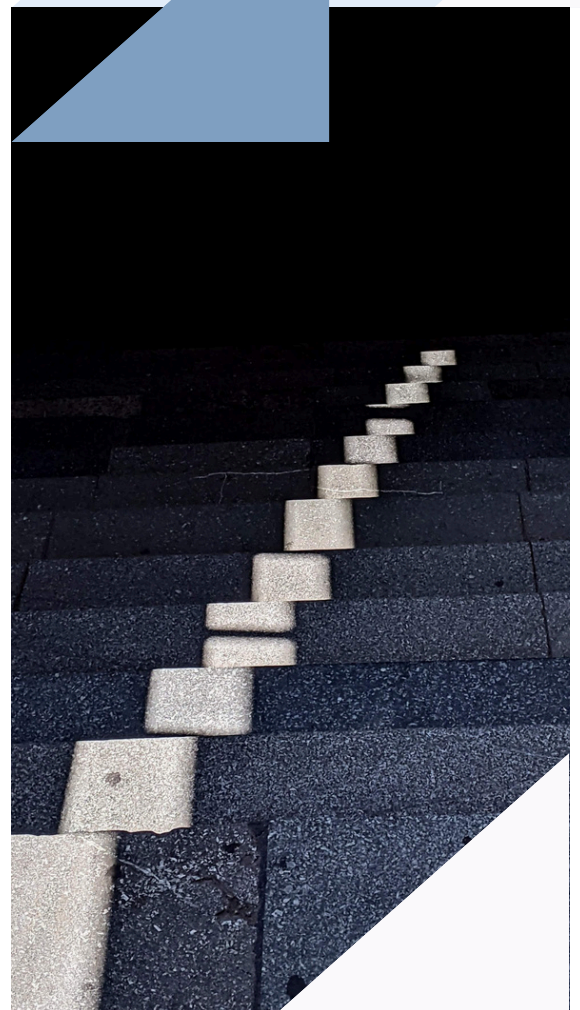
Services include SEO, content marketing, social media marketing, PPC (Pay-Per-Click), mobile app marketing, analytics consulting, local marketing, branding, video production, inbound marketing, and audio production.

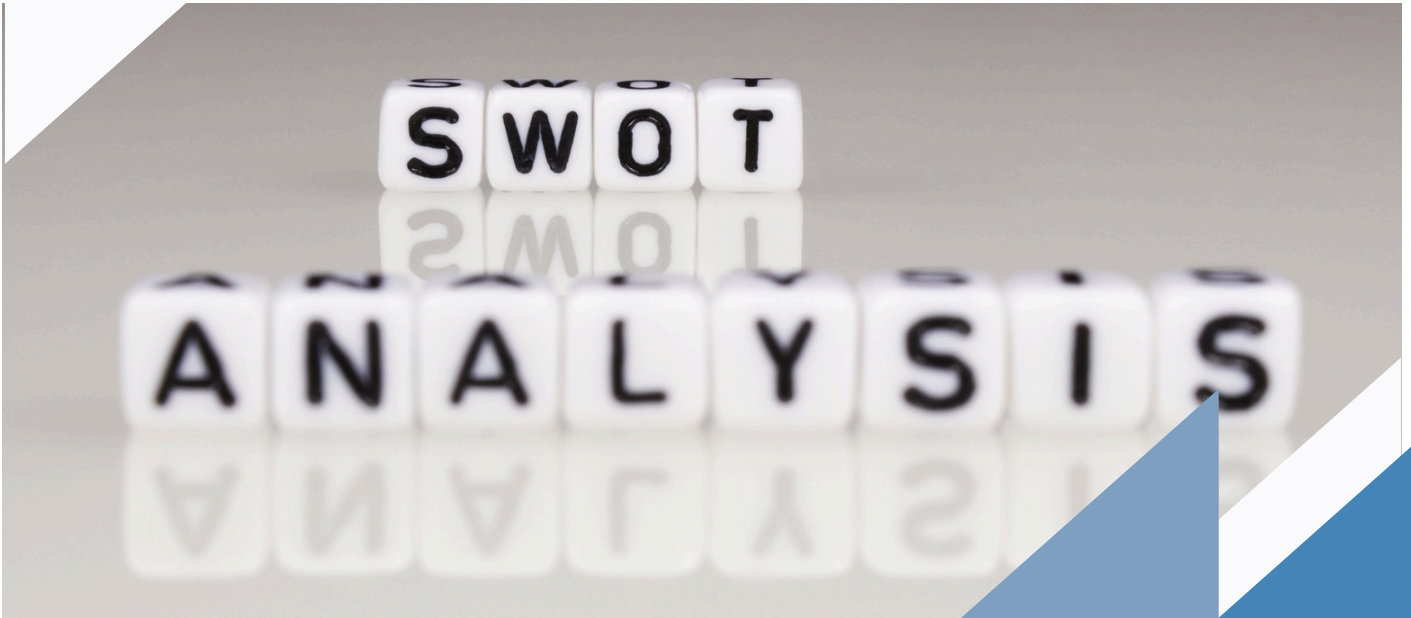
## Web Designing (UI/UX)

Focusing on user experience, they provide design services for websites, landing pages, e-commerce platforms, corporate sites, and general digital and graphic design.

## E-commerce Development

Solutions for platforms such as Shopify, Bigcommerce, CS-Cart, and WooCommerce.



**S**

### Strength

- Comprehensive service portfolio
- Client-centric approach
- Emphasis on ROI
- Innovative solutions
- Focus on user experience
- Capability to work with diverse industries and businesses of all sizes.

**W**

### Weakness

- High Level of Third Party Turnover Due
- Public Policies and Procedures

**O**

### Opportunity

- Expanding market reach within targeted industries
- Leveraging emerging technologies (AI, new digital platforms)
- Forming more strategic partnerships.

**T**

### Threat

- Highly competitive digital marketing and web development landscape
- Rapid technological changes requiring constant adaptation
- Potential economic downturns affecting client budgets for digital services.



# OVERVIEW

Accend Digital Solutions identifies as "digital storytellers" focused on enhancing human connections through technology. Our mission is to empower businesses with innovative digital marketing solutions, aiming to be a leading agency known for expertise and commitment to client success. We prioritize seamless digital transformation with a user-centric, results-driven, and ROI-focused approach.

## PORTFOLIO

# PRODUCT PORTFOLIO



### Web & App Development

Custom web applications, mobile applications (Android, Enterprise, Web), WordPress, Drupal, Joomla, Sitecore development.



### Digital Marketing

SEO, Content Marketing, Social Media Marketing, PPC, Mobile App Marketing, Analytics Consulting, Local Marketing, Branding, Video Production, Inbound Marketing, Audio Production.



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# PRODUCT PORTFOLIO



## E-commerce Solutions

Development on platforms like Shopify, Bigcommerce, CS-Cart, and WooCommerce.



## Design Services

UI/UX design for websites, landing pages, e-commerce, corporate sites, digital design, and graphic design.



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# MARKET SIZE

Accend Digital Solutions aims to empower businesses of all sizes and targets a wide array of industries, a quantitative data on their market size, market validation, or traction (e.g., number of customers, revenue figures, or specific growth metrics) as indicated by available sources in the web are outlined below. However, Accend Digital Solutions does not have their metrics mapped out as more research is still underway to establish their specific market size based on a number of factors, including, but not limited to, our SWOT analysis.

**\$900 million**

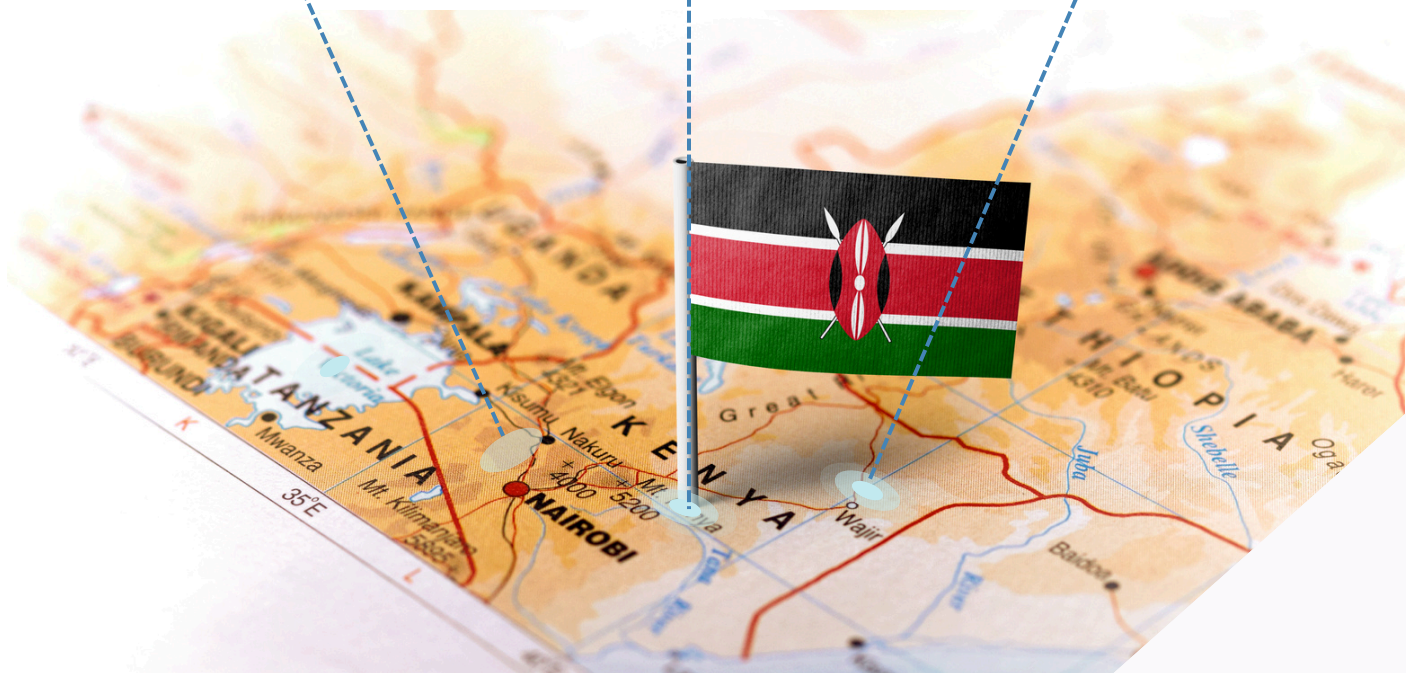
e-commerce

**US\$3.19 billion**

Digital Investment

**KSh 662 billion**

Digital Economy



\*These metrics are based on projections from different data analysts

# MARKET TARGETING

Accend Digital Solutions targets a broad range of clients, including:



## All businesses

67%

Accend Digital Solutions supports businesses, particularly start-ups, in developing their brand journey. The company offers tailored services to help emerging companies establish a strong market presence through strategic insights and innovative digital solutions. Their team collaborates closely with clients to effectively communicate brand stories across platforms, promoting growth and long-term success in a dynamic marketplace.



## Various Industries

33%

Various industries such as Media, Information Technology, Public Sector, Banking, Retail, Transportation & Logistics, Real Estate, Manufacturing, Designing, Advertising & Marketing, Hospitality, Healthcare & Medical, Government, Education, Consumer Products, Business Services, Art, Entertainment & Music, and Automotive.



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# MARKET VALIDATION

## 1. Market Overview and Size

The global digital transformation market is experiencing significant growth, with projections valuing it at USD 1.65 trillion in 2025 and an estimated USD 4.46 trillion by 2030, growing at a CAGR of 21.93%. This robust growth is driven by various factors, including enterprise AI adoption, cloud-first spending, and regulatory mandates for digitalization.



### 2025 ESTIMATES

USD 1.65  
trillion

### 2030 ESTIMATES

USD 4.46  
trillion



### Story About Market Validation

While global figures are strong, the Kenyan market for digital solutions aligns with these trends. Businesses of all sizes are increasingly recognizing the necessity of digital transformation to remain competitive, improve efficiency, and enhance customer experience. The demand extends across various sectors, including BFSI (Banking, Financial Services, and Insurance), healthcare, retail, and manufacturing.



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# COMPETITIVE ADVANTAGE

Accend Digital Solutions differentiates itself through several key aspects:

## INNOVATION

We thrive on "thinking outside the box" and crafting solutions that defy convention, ensuring challenges are met with fresh perspectives.

## TECHNOLOGY INTEGRATION

Empowering businesses to stay at the forefront by seamlessly integrating the latest advancements.

## CLIENT EMPOWERMENT

We place control in the client's hands, enabling them to navigate industry changes and achieve lasting success.

## DIGITAL STORYTELLING

We emphasize crafting human connections through technology, bringing "life, warmth and humanity to technology."

## USER-CENTRIC APPROACH

Our focus extends beyond aesthetics to the psychological aspects of users, ensuring intuitive, efficient, and satisfying interactions.

## RESULTS-DRIVEN & ROI-CONSCIOUS

We highlight delivering tangible impacts, optimizing resources, and strengthening client trust by demonstrating clear returns on investment.



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# SUPER TEAM

Our Departments work sufficiently and efficiently. Here are our three main interactive departments.

SALES AND MARKETING  
DEPARTMENT

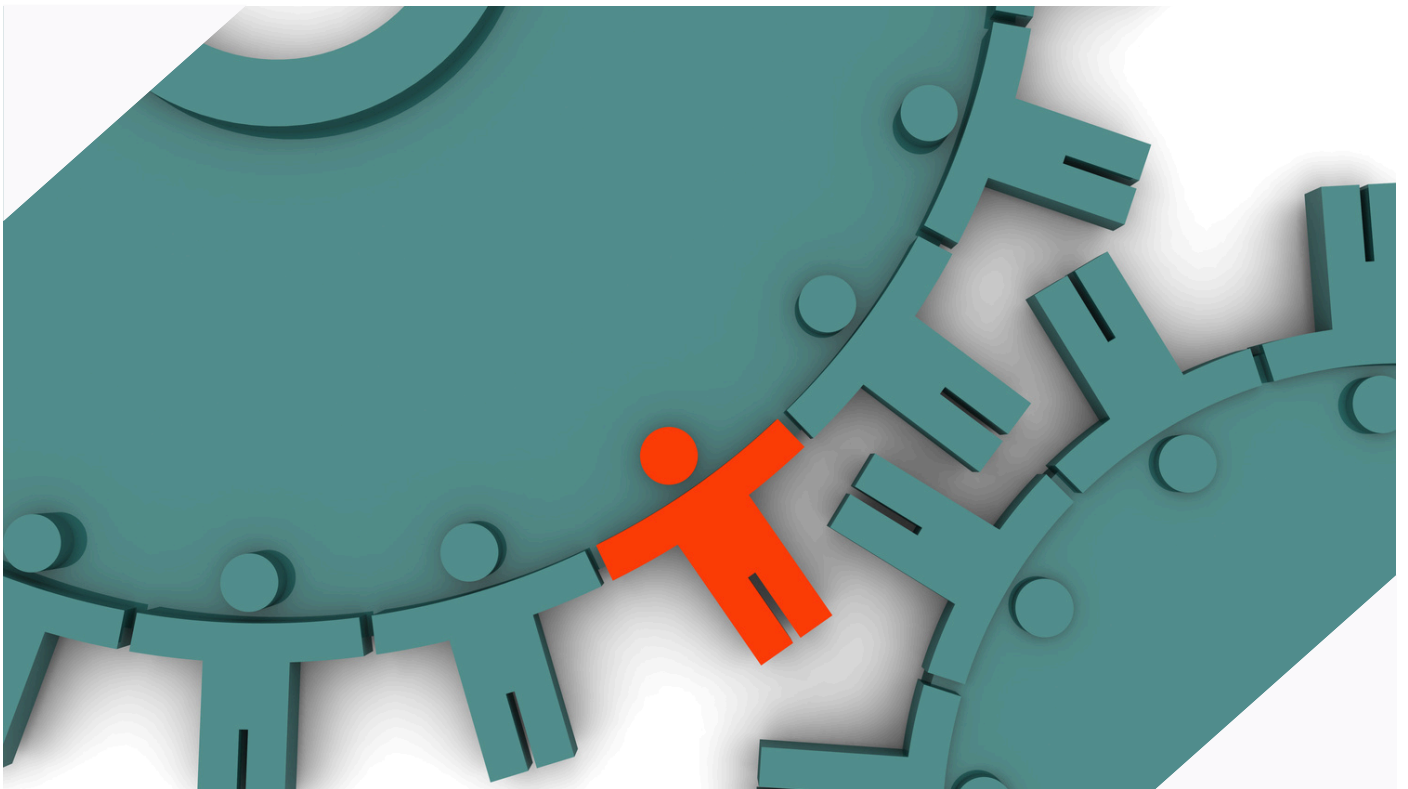
92%

CUSTOMER CARE  
DEPARTMENT

96%

PRODUCTION  
DEPARTMENT

97%





James Munyaka  
Chief Executive Officer



Nyanjom Simon Peter  
Production Executive



Nahason Kimathi  
Marketing Executive



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# THANK YOU

"Marketing is a never ending journey who's fruits are formidably sweet and reliably exciting"

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