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# Company Profile

**Primomarka Info Processors Limited**

*Impactful Economic Policy Management thro' Digital Lens*

# About Us

Primomarka Info Processors Limited is a Kenyan Economic Policy Management and Digital Services Company incorporated in April 2025 under the Companies Act, 2015. Founded at a time when organizations are increasingly shifting toward data-driven decision-making and technology-enabled service delivery, Primomarka bridges the gap between transformational economic policy leadership and the supporting data and technological innovations for smart organizations.

We are driven by the belief that technology-driven policy decisions should be practical, affordable, and transformative. We support public sector institutions, county governments, corporates, SMEs, NGOs, and development partners in transformative policy development, innovative policy research and data analytics, digital transformation, and improved service delivery.

Our approach is dual-focused: we adopt **Global Best Practices** — international technology-led policy standards and digital compliance models — and ensure **Local Relevance** by customizing these to Kenya's policy, legal, and socio-economic context. Backed by a founder with 35 years of high-level government service, we serve as both a technology partner and a strategic advisor.

## Vision

To be Africa's most trusted and innovative partner in technology-led policy, planning and governance solutions and digital transformation, recognized for driving sustainable development, inclusive growth, and technological excellence.

## Mission

To deliver affordable, innovative, and scalable technology-led policy and governance solutions that empower businesses, government institutions, and organizations to make informed decisions, enhance efficiency, and create lasting impact for citizens.

## Core Values

- **Integrity** — transparency and accountability in every engagement.
- **Innovation** — continuously exploring new technologies for cutting-edge solutions.
- **Excellence** — setting high standards and ensuring quality outcomes.
- **Customer-Centricity** — designing solutions around client needs.
- **Sustainability** — embedding long-term value and resilience in all projects.

# Service Portfolio

## I. Public Policy Research & Strategic Management

- PFM reform advisory
- Enterprise performance optimization
- Public Debt Management (DSA & DeMPA)
- Leadership & strategic management support
- Policy research, analysis and reporting

## II. Website & Systems Development

- Responsive, SEO-optimized websites
- E-commerce with M-Pesa/Visa/Mastercard
- Workflow automation (approvals, HRM, finance)
- Citizen service portals
- APIs, mobile apps and intranet/extranet

## III. Data Processing & Analytics

- Data collection, validation & secure storage
- Real-time dashboards
- Predictive analytics & ML models
- Statistical modeling
- Data migration, cleaning, archival & M&E;

## IV. Technology-led Business Transformation & Advisory

- ICT strategic planning & roadmaps
- Business process re-engineering
- Compliance & governance (ODPC, ISO, COBIT)
- Feasibility studies & ICT master plans
- E-procurement advisory & capacity building

## V. Technical Assistance & Project Support

- Implementation support for donor/government projects
- System installation & customization
- Database design & maintenance
- ME&R; frameworks
- Technical manuals & on/off-site support

## VI. Digital Marketing & Branding

- SEO and SEM campaigns
- Social media strategy & analytics
- Corporate branding & identity
- Content writing & digital storytelling
- Multimedia production

## **VII. Resource Mobilization & Economic Advisory**

- Donor engagement & financing advisory
- Proposal writing & grant development
- Economic modeling & cost-benefit analysis
- Policy advisory for economic & ICT reforms
- Liaison with development partners

## **VIII. Business Process Documentation & Knowledge Management**

- End-to-end process mapping
- Standard Operating Procedures (SOPs)
- Workflow documentation
- Knowledge management systems
- Change management & policy manuals

# Target Market

## Government & County Agencies

E-government portals, digital registries, PFM reforms, data management, M&E; systems and citizen engagement platforms.

## SMEs & Start-ups

Affordable websites, e-commerce platforms and digital marketing that enhance visibility and scale with growth.

## Corporates

System integration, technology-led strategy consulting, and advanced analytics for efficiency and governance.

## NGOs & Development Partners

Monitoring, evaluation & reporting platforms, donor compliance systems, impact reporting and liaison services.

## Education & Training Institutions

E-learning platforms, student information systems, ICT infrastructure and capacity building in policy and budgeting.

# Leadership

## Founder & Chief Executive Officer — Michael Kahiti

Michael Kahiti is a distinguished economist and public sector leader with more than 35 years of experience in government service spanning economic planning, public policy, institutional reforms, governance, and negotiation of major development initiatives. His expertise covers economic modeling, strategic negotiations, administrative leadership, and resource mobilization.

Supported by a professional management team: Chief Operations Officer; Head of ICT & Technical Services; Finance & Administration Manager; Economists, Statisticians & Policy Analysts; and ICT Consultants & Associates.

# Contact Information

<b>Headquarters</b>	Nairobi, Kenya
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<b>Twitter / X</b>	twitter.com/primomarka
<b>Facebook</b>	facebook.com/Primomarka
<b>Business Hours</b>	Mon-Fri 8:00 AM - 5:00 PM   Sat 9:00 AM - 1:00 PM   Closed Sun & Public Holidays