



BANDIRA ADDIS MAP ENTERTAINMENT PLC

Nifas Silk Lafto Sub city, Wereda 08, H.No. 1496
Addis Ababa, Ethiopia

Tel. Office: +251 11 442 7561
Mobile: +251 91 141 4223

Website: www.AddisMap.com , www.Map.et, www.ethiopia-map.com
E-mail: info@addismap.com , addismap@gmail.com

BAME Plc. was established by a group of young Ethiopians who noticed the non-existence of accurate guide on movements in the country. Often at no fault of their own, travelers are subjected to vague directions resulting in their getting lost. It was this frustrating situation that inspired the founders to take on the task of creating a digital map of the city of Addis Ababa and, soon after, of greater Ethiopia, that can be used to help travelers businesses and individuals with the ever increasing challenge of logistics and travel guide. It had also the objective of offering a platform to sharing information on the business through its website, www.addismap.com

AddisMap is essentially a digital and thematic map which also serves as business directory and to date, has located more than 230,000 points in Ethiopia that are available exclusively on our database. Furthermore, it also provides advertisement space on the digital map and allows users to have visible access to the location and contact details of the various businesses through the Internet, mobile phones and mobile navigation devices.

Mission

To be the most innovative Geographic Information Systems (GIS) solution provider to businesses, governmental organizations, tourist attraction venues, and the general public providing full information on navigation using a variety of application software.

Vision

To provide our customers with complete a Geographic Information Systems (GIS) in Ethiopia, and improve management of their resources in the most efficient and effective manner.

To develop innovative GIS products and services with the aim of improving decision-making processes of our customers.

Our Merits

- Providing creative Geographic Information Systems (GIS) solutions to different clients with their own specific needs concerning navigation of transport usage, important sites and locations to result in:
 - economizing transport cost in terms of fuel cost
 - economizing on time usage while on the road
 - also taking in to consideration the tear and ware of the vehicle.
- Creative approaches to the clients' special needs in order to find unique and customized solutions
- Team work based on the implementation of progressive communications disciplines
- Professional quality of services provided by a highly motivated team
- Strong technological background

Core Business Services

1. Map based Application production
 - Providing businesses with map based solutions
 - Applications for navigation and mobile phone device.
2. Conducting map based customized EDS (Every Dealer Survey)
3. Development of Route To Market (RTM) [Go To Market (GTM)] structure
4. Development of Softwares and applications for Sales and Marketing
5. Production of customizable Road Maps and Tourist Maps in Soft and Hard copy
6. Event Management and promotion
 - Exhibitions and Bazaars,
 - Concerts and Musical tours
7. Multimedia production
 - Audio and video editing and production
 - Creative Commercials

- 2D/3D Modeling

Current products

Navigation map applications for vehicle GPS terminals, smart phones and tablets

- Locates more than 230,000 points with detailed address
- All major roads have been recorded by GPS
- The map contains local and official names
- Detailed administrative boundaries of Addis Ababa

Web Based Map Applications and Advertisement space

- Works as map based business web page directory
- 351 Business categories
- For more than 82,000 businesses created business page with detailed information
- More than 20,000 images of different business are available on the web site
- Has advertisement space on home and business page.

Map based marketing, sales & route Planning application and printouts

- Based on administrative boundary printout
- Unique and customized category based solutions
- Any large customizable color and size printouts

Customized thematic & road network map (Tourist Map)

- Based on our customers interest we prepare customized maps of Addis Ababa
 - Unique and customized category based colorful printable maps.
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