



THE SERVICE YOU EXPECT | THE PRICES YOU WANT!

# Company Profile

## **CIRCUIT ZONE LTD.**

3 Stone Street, Port of Spain 100608.  
Trinidad & Tobago.  
+1.868.627.9663, 625.9000 (Tel./Fax)  
[info@circuitzone.net](mailto:info@circuitzone.net)  
<https://www.circuitzone.net>

2 Chootoo Road, Aranguez South  
San Juan 280623

The Falls at West Mall  
West Moorings 110612

## **Bio:**

Circuit Zone Ltd, established in 2005 as brick-and-mortar stores and online web-store since 2018. Circuit Zone Ltd, a premier re-seller and distributor of cutting-edge computer technology, networking products and consumer electronics. We have authorized distributorship and/or partnership with some of the most popular brands in the industry.

## **Strategy:**

## **Vision**

To provide a comprehensive range of products across multiple product categories to a wide spectrum of end-users, including, professionals, corporations, contractors as well as public and private sector organizations.

## **Mission**

Whilst offering the broadest range of superior brands to our customers, with the most affordable prices, there be no sacrifice on the quality of service and delivery times.

## **Core Values**

- To deliver the best quality products
- Maintain prompt service and delivery of products and services
- Ensure customer satisfaction
- Remain in the forefront of technology

## Business and Administrative Information

Business Type: LLC Company

Store Locations:

Port Of Spain

#3 Stone Street -- Port-of-Spain 100608

Aranguez

Cor. Churchill Roosevelt Hwy. & Chootoo Road -- San Juan 280623

West Mall

The Falls at Westmall, West Moorings -- West Moorings 110612

Telephone Contact:

Port of Spain: 868 627 9663, 868 627-8000

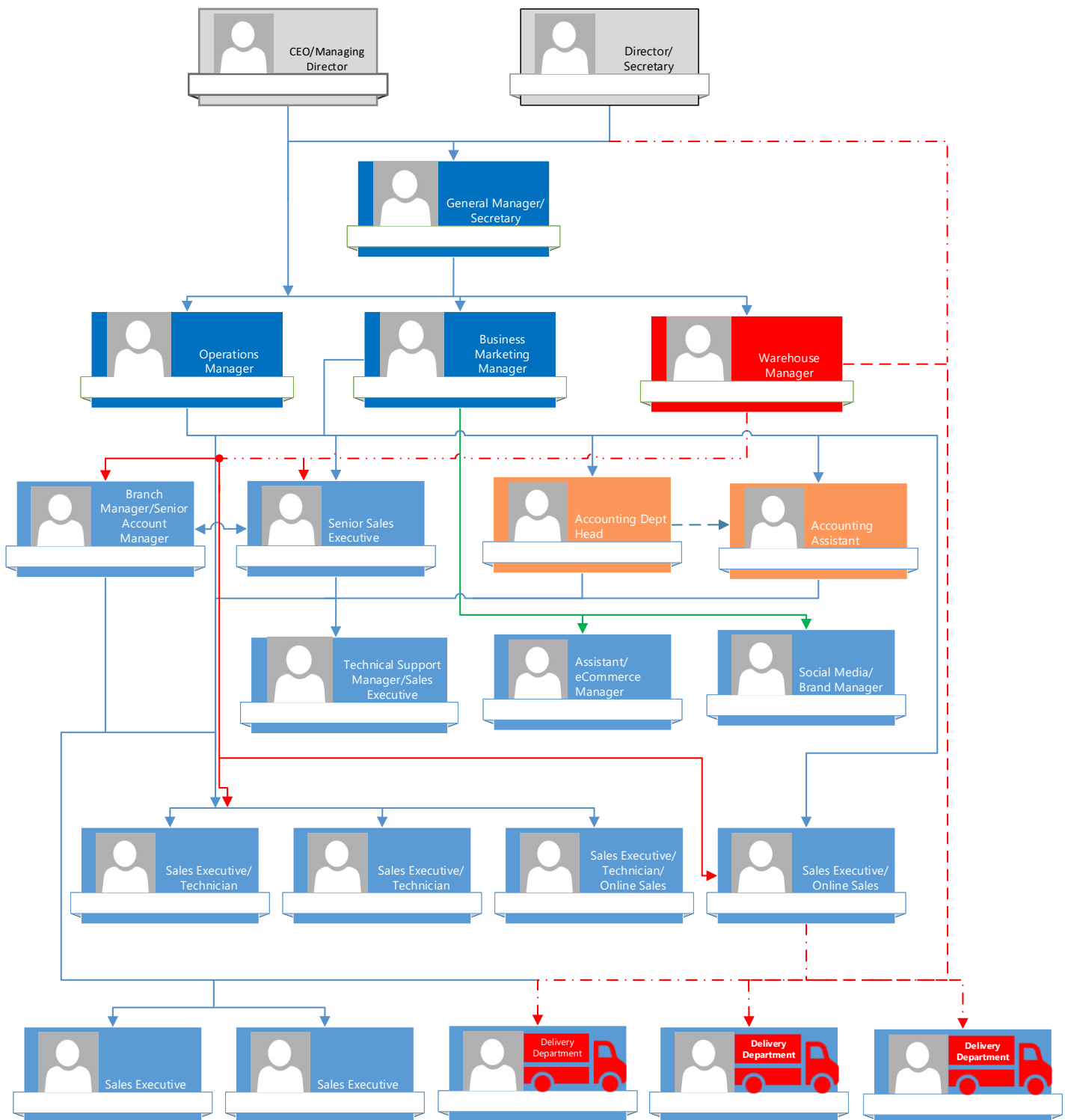
Aranguez: 868 674 9000, 868 674 4800

West Mall: 868 633 6000

PBX: 868 312-6818

Website: [www.circuitzone.net](http://www.circuitzone.net)

## Corporate Structure



## Top Customers

Our customers range from Government, Corporate, Wholesale and Retail. Some of our top customers are:

1. Amplia Communications
2. ANSA McAL
3. AP Scott Trinidad Limited
4. Bryden and Sons
5. CARIB (Caribbean Development)
6. Children's Authority
7. Columbus Communications Trinidad
8. Digicel Trinidad and Tobago
9. Guardian Shared Services
10. Land Survey Board
11. Massy Communications
12. Massy Group
13. Massy Stores
14. Ministry of Agriculture
15. Ministry of Education
16. Ministry of National Security
17. Ministry of Works and transport
18. NGC
19. Office of the Prime Minister
20. Parliament
21. PRW Enterprises
22. Republic Bank Limited
23. Royal Princess Members Club
24. Scotia Bank
25. Shell Trinidad
26. Steve's Electronics
27. Super Technologies
28. SuperPharm Limited
29. T&TEC
30. Vemco Ltd

## Top Suppliers and details on credit terms

Supplier	Address	Credit Terms	Credit Amount
Abboud Trading Corporation	10910 NW 92 Terrace Miami FL, 33178	30days	\$ 50,000.00
AllPlus Technology	2105 NW 102nd Ave. Suite 1 Doral FL 33172	30days	\$ 50,000.00
Data Tech	2980 NW 108th Ave. Miami FL 33172	45days	\$ 100,000.00
Distritech	12600 NW 25th Street Suite 107, Miami, FL 33182	30days	\$ 60,000.00
Imexx Technologies	11105 NW 33rd St. Miami FL 33172	45days	\$ 10,000.00
Intcomex	10310 NW 121st Way Suite 100 Medley FL 33178	45days	\$ 200,000.00
Juegos De Video Latinoamerica	Costa del Este Business Park Panamá	30days	\$ 50,000.00
MG Accessories	12650 NW 25th St. Suite 112 Miami FL 33182	60days	\$ 50,000.00
Suma Distributors	10850 NW 21 St. Suite 230 Miami FL 33172	30days	\$ 50,000.00
Unno Tekno	6451 NW 102nd Ave. Suite 4 Doral FL 33178	45days	\$ 50,000.00

## Authorized Partners with

Microsoft, DELL, HP, CISCO, JBL



Microsoft



## Authorized Resellers for

LG, ViewSonic, Epson, APC, Hikvision, Logitech, Forza, Nexxt Solutions, Ubiquiti



LG

ViewSonic®

EPSON®

APC®

HIKVISION

logitech

**forza**  
POWER TECHNOLOGIES

**NEXXT**  
SOLUTIONS



UBIQUITI  
NETWORKS

## Sole Authorized Dealer for

Nintendo



## Logistics

Universal Package Systems Limited which has been and continues to operate as the sole authorized contractor for UPS, in Trinidad and Tobago for over 28 years complements our in-house delivery personnel, to ensure our customers get prompt delivery of their goods, be it purchased online or instore.

We aim to make our online customer purchase experience seamless and easy. The customer follows simple steps to complete the purchase once they have selected their items.

When a customer enters a shipping address, the same address is used as the billing address by default. Customers can choose to provide a different billing address. You can change the default in the **Order processing** section.

Where payment is made. At this point UPS linked service is enabled.

When a pickup is requested with UPS, their drivers are automatically notified of the request and will be present at our doorstep before the end of the business day to collect the shipment. Shipments can be easily tracked from phones, tablets and desktops. This tracking service allows us the ability to know exactly where the shipment is in the delivery process and once it has been delivered to its final destination, we will receive a proof of delivery receipt via e-mail alerts.

The fees for delivery are based on geographical location. Which are categorized into the following:

1. Metro Areas
2. Rural Areas
3. Tobago Deliveries

The delivery charges are aggressively priced in order to stimulate online sales in customers looking for easier, reliable and more affordable delivery solutions.

## Warehousing

Goods arriving at the warehouse, is promptly received into our database and then sent to remote stores. Some goods are set aside for online purchasing and placed into a holding area within the warehouse and treated as another store to allow online customers to receive their purchase promptly.

## The Customer experience when shopping at Circuit Zone

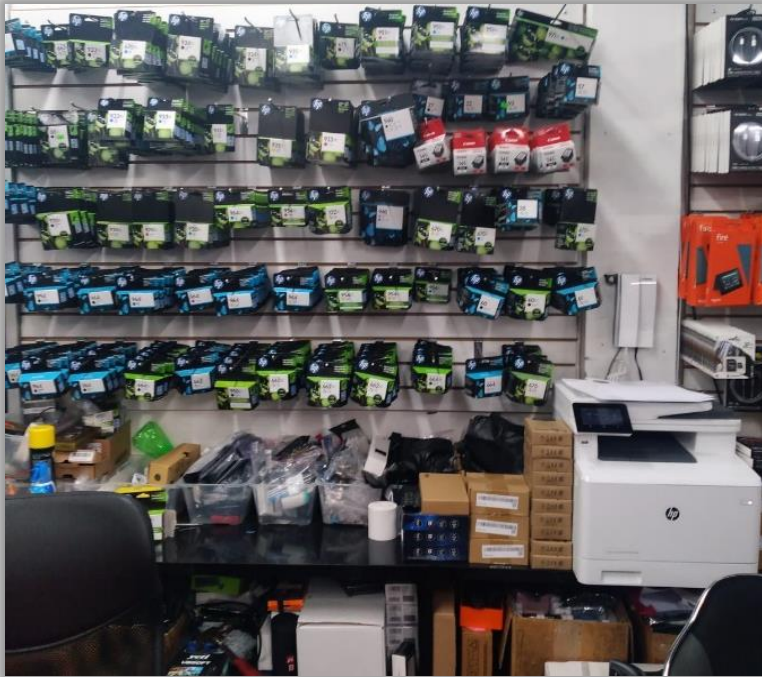
1. Our customers have the convenience of purchasing through our corporate branches located at Stone Street, Port of Spain, and Chotoo Road, Aranguez South, San Juan. And for the convenience of the extended hours, our well stocked mall branch at The Falls at West Mall, West Moorings.
2. When customers enter our well-stocked stores, with thousands of items to choose from, they are greeted by courteous staff who are always willing to assist.
3. The customer may also browse through the isles to find items that meet their needs.
4. We also carry a wide range of OEM computer parts and small consumer electronics, that are not readily available in the isles, but are brought to the customer upon request for viewing and purchase.
5. Our sales executives are always willing to assist from selection to invoicing.
6. We accept payment via Credit and Debit Cards, PayPal, US Dollars, Bank Transfers and Certified Cheques.
7. Customers may also purchase from our website <https://www.circuitzone.net>, at their convenience, be it at home, work or wherever they have internet access and a web browser. New items are added to our website as they arrive into our stores.
8. Orders placed through our website goes through the various check points and processing before being dispatched to ensure accuracy and compliance. All orders are shipped on the next business day.
9. Customers requiring delivery for their purchases are facilitated either through our delivery fleet or through the courier services.
10. After sales services and beyond warranty services are available at our repair and service centres located at our Stone Street and Aranguez branches.



## Our Aranguez Branch









## Our Stone Street Branch









## Our West Mall Branch







## Media & Social Media

With over 49,000 likes on Facebook, our company saw a dramatic increase in the customer demand that were asking for us to have an online presence and as it pertains to deliveries. Over the holiday seasons, we get bombarded with messages and comments on our Advertisements on Facebook asking for deliveries.

<https://www.facebook.com/circuitzoneltd/>



[https://www.instagram.com/circuitzone\\_ltd/](https://www.instagram.com/circuitzone_ltd/)



<https://mobile.twitter.com/circuitzone>



We advertise in both the Guardian and Trinidad Express newspapers extensively as well as on social media, particularly from our Black Friday Sale to Christmas. We continue to advertise but specifically promote our online store on social media and on Google Ad words.

Our online store started servicing Trinidad and Tobago, but plans are being made to expand regionally to the leeward neighboring islands of the Lesser Antilles, and will follow with brick-and-mortar shops in these countries to provide faster delivery and local support for the products we distribute.

## Product Categories

- TV and Home Theater
- Tablets and Mobile Devices
- PC and PC Gaming
- Gaming Consoles & Games
- Speakers and Portable Audio
- Digital Home and Media Players
- Office and Small Business
- Cameras, Photo, Video, Drones
- Networking Products
- + More

## Services

- TV and Home Theater
- Tablets and Mobile Devices
- PC and PC Gaming
- Network Installation & Maintenance
- Surveillance Equipment Installation & Maintenance



## 1. Securing our Online presence.

Our store is currently powered by Shopify, and migrating towards WooCommerce, hosted on Secured Semi-dedicated Servers in the United States for Speed, Security and Availability, we intend to link our WooCommerce store UPSL for precise and reliable shipping.



## 2. Improving Our Company Image

This alone should be enough reason to begin selling online. It's an extremely important factor considering that without an online presence; prospective clients could begin to wonder how serious we are about business.

Today, companies of all sizes and industries are establishing a successful online presence.

We feel as if we don't have an online presence then we can't expect our prospects to take us seriously and we will lose business to competitors that do have an effective online presence.

Losing business- to foreign Super companies such as Amazon.

As everyone knows, Amazon has been killing brick and mortar small and large businesses over the past decade. As time goes forward, this is becoming exponentially more indicative. To keep up with progress and technology, we see that we must be willing to change our business model and eventually focus primarily on this goal for the near and distant future. This means possibly phasing out some of the retail operations of our brick-and-mortar stores. The exception has been accepting Trinidad and Tobago government purchase orders and other specific customers.

### 3. 24/7 365 Hour Availability

While some fast-food restaurants, grocery stores, and gas stations manage 24-hour service, it is impossible for most businesses. That is, without the internet. A key benefit to having an E-Commerce website, is that our clients and prospects can read about our products and place orders anytime- day or night, on regular business days or holidays. Imagine what being open 3-4 times longer could do for our business. We would no longer have to worry about our business closing at the end of the day.

Even if we have a traditional offline services type business, we can generate leads and inquiries while we are closed and follow up with those prospects and customers once we open the next day.

### 4. Better Customer Support

The internet allows us to answer questions and solve customer problems—all without taking any of our time. We can create a video, a product spec sheet or a FAQ (frequently asked question) section once, and we can direct clients to that information for years. Not only does it save you time, but you'll be providing better service. Our clients and prospects are looking for specific information, such as:

- Before they make a buying decision
- To solve a problem with an existing purchase
- Researching alternatives before making a buying decision
- Reduce errors in information given to customers
- We can relay a consistent message and information given to customers as it pertains to products on our website before people buy.
- We can guarantee that all staff whether junior or senior will give the customers the proper advice as it pertains to products. We would like to consistently guide the customer in the same way rather than give them the wrong information.
- Every owner of any business would like to know that his or her employee gave the customer the right information. E.g.” Hello sir what I the difference between LED and OLED. It would be terrible if the employee gave the wrong information especially on the consumer electronic field where the average customer is not versed in tech savvy dialogue.
- See our website link here for demonstration:
- <https://circuit-zone-ltd.myshopify.com/collections/test>

With an online presence you can give them just the information that they are looking for, and just when they are looking for it. This means fewer phone calls with problems and more satisfied customers.

Email marketing is one of the most effective ways to develop a relationship and increase sales.