

# **LIHKET TRADING PLC**

**Licensed Real Estate Marketing and  
Management Partners**

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## Licensed Real Estate Marketing and ManagementPartners

### 1. About Us

#### 1.1 Background

The business started 12 years ago in 2007 as a marketing share company (named Gize Meri Marketing S.C) in collaboration with Ayat Share Company and Alfa educational and training agency, causes for the foundation and birth of Lihket Trading Plc.

Lihket Trading plc is established by four energetic entrepreneurs and composed staffs who all highly skilled, enthusiastic individuals from a diverse range of professional discipline. We have diversified experts in the field of business Information Technology (IT), Marketing and engineering that are capable to identify, promote, valuation, negotiation and close transaction deals on behalf of the company during selling of properties and marketing services.

**We concluded the sales of the** leading Real Estate, **Tsehay Real Estate** As marketing agent and performed promotion and sells the property of the developer successfully.

#### 1.2 Purpose

The rapidly increase of housing demand, lack of facilitated real estate marketing system, shortage of information and absence of efficient and effective real estate marketing company lack of intermediaries among property owners, financial institutions, and mortgage organized and real estate developers and shortage of orga nized property management companies has caused the industry of plug in to traditional way of financing property acquisition system. Because of these factors the property management, mortgage finance and real estate business in Ethiopia is poor, backward traditional and even incompatible with most of other African countries.

Understanding the above gaps and facilitate the business process, our company Lihket Trading plc has selected to work and implement this marketing business with the leading real estate developers in Ethiopia. Further our company will also prepare different business and industry analysis report which can be potentially used by real estates during their strategic and product development process.

## 1.3 Mission

The vision of Lihket trading plc is to offer modern marketing service, Modern and advanced property management, Mortgage facility and consulting business services to clients and play a role in improving and standardizing the integrated mortgage finance system real estate and property management industry in Ethiopia.

## 1.4 Vision

Our Vision is to become the leading marketing company, Property Management Company, mortgage/ loan facilitator and professional consulting and training service in Ethiopia.

## 1.5 Core Values

- Customer satisfaction
- Integrity
- Responsibility and Accountability
- Transparency and Trustworthiness
- Tight to schedules and agreement

## 1.6 Our team members

- Are strong and passionate
- Understand your needs, and current market
- Work long hours across 7 days a week
- Are able to provide your professional property advice on the most appropriate strategies and method of sales.
- Can access to the local market appraisal data for the most updated sales information
- Include a professional in house marketing team that understands the key to successful and cost effective marketing techniques.

Lihket reality group is a fast growing real estate agent company with solid fundamental structure. We currently have offices located at Tsehay Real Estate compound and around CMC Michael. We are still continuing to expand our services across Ethiopia.

## 2. We are different

### 2.1 Our Unique Proposition

The fact why we are different:

- New and integrated business approach which is never started before in Ethiopia ( our former company Gize Meri Marketing S.C was the first marketing company in Ethiopia)
- Synergetic business environment which can help Different parties to work together.
- Special business concept which can drive real estate to marketing profession, mortgage, property management service one steps forward.

In addition Lihket Trading Plc is equipped with:

- Excellent understanding of Real estate marketing industry.
- Relevant and diversified academic background.
- Wider and strong network with diaspora, international and local NGO's and Potential communities in Ethiopia.
- Good exposure in Real estate marketing, property management mortgage/loan service.

### 2.2 Target Customers

Our target customers are any potential customers who want to buy properties and get loan facility. Further our, special target customers also include: Diasporas, Employees working in international and local non-governmental and governmental organizations.

Founders of Lihket Trading plc

1. Befikadu Bekele- BA,MA
2. Haileyesus Belete- BA
3. Amare Beshah- BA, MBA
4. Amanuel Alemayehu- BA, MA

