



PRESS RELEASE - MTC TURN THE TIDE, BRINGS IT'S FIRST EVER MOBILE HOME IN THE VAST
KUNENE

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OPUWO – 30 MARCH 2019 – For the first time in Opuwo, Mobile Telecommunications Limited (MTC) has opened a brand new shop to serve the clientele of that town, making it the 36th MTC's overall store in the country, in bringing the new outlet and service to the frontier region.

Previously in the absence of a permanent MTC retail shop, the region was served by a serviced outreach program called Mobile Home on Wheels (M-HOW) bi weekly when MTC staffers would travel to the region after every two weeks.

In between when M- HOW was inactive, Opuwo residents and those in their surroundings either had to trek to the towns Outapi, Oshakati or Otjiwarongo Mobile Homes – a distance of nearly 270 kilometers in each direction in search for services.

The success of the outreach, was in part what motivate the decision to start the necessary groundwork of finding space to set up a shop in the town, so as to serve the region.

"Had it not been for the challenges we encountered in finding suitable premises, it would have been a reality longtime ago in 2017. We are however glad to state that the residents of Kunene and Opuwo are now indeed part of the 081 family with their own shop," said MTC's Chief Human Capital and Corporate Affairs Officer Tim Ekandjo

“Our customer philosophy and promise is to make sure that we provide quality telecommunication services to all our customers, where ever they are, through continuous and innovative thinking underpinned by excellent service – and the commissioning of the Opuwo mobile home is a testimony to that objective” said Ekandjo.

MTC’s decision to invest in the town Opuwo Mobile Home rests directly in the company’s newest strategic outlook as underwritten by its 081Every1 project, which seeks to ensure 100 percent population settlement coverage during the next three years, having this new addition to our family we believe that we have done justice, added Ekandjo.

What gave further motivation to the establishment of the shop was the astonishing customer growth MTC has witness not only in Opuwo but also, also in the region and from the surrounding constituencies needing communication services, enthused Ekandjo.

Besides its own network of Mobile Homes, MTC also relies on around 60 main dealers and over three-thousand small retailers who sell a diverse variety of MTC related services/products to a customer base of 2, 5 million from their business outlets.

Investment spend into setting up the shop was N\$800, 000, and is situated at Cuvelai Complex Centre, Shop 1, Opuwo Main Road.

The operating hours will be from, Monday to Thursday are 08h00 until 17h00, while Fridays from 09h00 until 17h00 and Saturday’s from 08h00 until 13h00. Staff compliment is two a supervisor assisted by a Sales and Data Service Advisor.