

Eye Studio

For a clearer tomorrow



Company Profile



Eye Care Partnership Between



and Eye Studio

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Eye Studio Profile

Masaki Opticians trading as Eye Studio commenced operations in 2016 and is a private entity registered in Dar-es-Salaam, Tanzania. With our growing presence in Dar es Salaam, we are one of the leading optical clinics offering general eye and vision examination, lens prescriptions, contact lenses, binocular assessment, color vision assessment and IOP measurements.

We source all our frames and lenses from authorized manufacturers globally. We are contracted with the following brand houses for optical frames and prescription lenses:

Optical lenses:

Essilor lenses from France and Dubai
Carl Zeiss lenses from Germany.

Prescription frames and sunglasses:

Luxottica eyewear (Rayban, Arman, Ralph Lauren, Prada etc) from Milan, Italy.
Marcolin eyewear (Tom Ford, Guess, Swarovski) from Italy.
Marchon eyewear (Lacoste, Calvin Klein, Ferragamo) from USA.
De Rigo eyewear (Police, CH, Escada) from Italy.
Safilo eyewear (Tommy Hilfiger, Hugo Boss, Marc Jacobs) from Italy.
Damar optical and KDC eyewear from South Africa for the non-designer range.

History of Eye Studio in Tanzania

Masaki Opticians (formerly trading as Premier Care Opticians) was founded in 2016 by Managing Director Mrs. Sayyeda Dhirani Dewji who envisaged the growth of optical care and quality eyewear in Tanzania. The company then rebranded to Eye Studio in mid-2019. With over 10 years' experience as a professional optometrist, Sayyeda founded the company with 3 staff based in Dar-es-Salaam.

Eye Studio has seen prolific growth over the last few years and has grown to be one of the leading optical clinics in Dar es Salaam. We now have plans to grow the clinics to other regions of Tanzania.

Number of Years in the business	4 Years
Number of Employees	5 Employees
Combined Employees' Years of Experience in Eye Studio	15 Years

Eye Studio Brand

Eye Studio brand was born from a strategic desire to be the leading optical clinic in Tanzania and beyond. The collective expertise and dedication of the team, as well as the footprint secured throughout the country, has given Eye Studio the impetus to strive for a domestic owned brand with endless opportunities.

The brand positioning is centred on empowering the people to deliver a great service through innovation and commitment. This is driven and supported by our 5 F's which are realised through our:

- Full value service and systems
- Friendly, knowledgeable and committed people
- Flawless values
- Free spirited, pro-active attitude
- Fervent passion

Brand Positioning

- 'For a Clearer Tomorrow' positions us as a leader in the optical industry and service leaders in our promise of superior customer service.
- Empowerment that cultivates innovation in our people, bringing superior service to our customers
- All managers are given the operating latitude and authority to accomplish their responsibilities within our goals and objectives.
- Without the customer and their need for our products and services we have nothing and therefore will exert every effort to see that the customer quality and service requirements are met.

Tagline

Eye Studio

For a clearer tomorrow



Branding

With the introduction of Eye Studio in Tanzania, we have branded our branches and marketing materials for consistency and to create a greater sense of brand unity across our business. The optical industry is color-sensitive and our “Red” is strong and instantly recognizable as part of our brand.

Branch Networks

	<i>Physical Address</i>	<i>Telephone</i>
Head Office	28 Chole Road, Next to CholePlaza	+255 745 804 965
Mikocheni Branch	2nd Floor - Sanitas Hospital, Baraka Plaza	+255 786 260 874

Customer Service

We promote superior customer service throughout all our branches and departments at all times. We resolve all queries within a maximum of 1 working day and an average of 1.5 days. Our optometrist and dispensing opticians are constantly being rated by our customers, achieving a high percentage of positive responses to ensure conformity to our brand ethos.

Partners and Insurance Agreements

We are partnered with various insurance organizations to provide services to our patients nationwide.

<i>Company</i>	<i>Country</i>	<i>Scope of Work</i>
Jubilee Insurance	Tanzania	Provide Jubilee Insurance patients with vision examination, prescription glasses and IOP measurements.
Strategis Insurance	Tanzania	Provide Strategis Insurance patients with vision examination, prescription glasses and IOP measurements.
Allianz Care	Ireland	Provide Allianz Care patients with vision examination, prescription glasses and IOP measurements.
Cigna HealthCare	Belgium	Provide Cigna HealthCare patients with vision examination, prescription glasses and IOP measurements.
Henner	France	Provide Henner patients with vision examination, prescription glasses and IOP measurements.



Proposed Service Level Agreement

Appointment Management

<i>Service Attribute</i>	<i>Measurement</i>	<i>Standard</i>	<i>Comment</i>
Call Response	Turnaround Accuracy	10 minutes within office hours - 100%	After-hours, numbers will be given for assistance (0788 384016)
Appointments	Turnaround Accuracy	Immediate if done via phone or email	Appointments can be done via phone/email or website.
Availability of Prescription frames	Turnaround	Answer within 10 minutes	If a prescription frame or lens ordered is not available immediately, we will procure it from our contracted partners globally within 10 working days.
Amendments of appointment details	Turnaround Accuracy	Immediate communication with relevant branch - 100%	Amendments can be made telephonically or electronically
Cancellations of appointments	Turnaround Accuracy	Immediate communication with relevant branch - 100%	Cancellations can be made telephonically or electronically

Proposed Service Level Agreement

Operations

<i>Service Attribute</i>	<i>Measurement</i>	<i>Standard</i>	<i>Comment</i>
Delivery and Collections	Response	A reply will be supplied within 15 minutes	For our corporate clients, we offer delivery of glasses within the Peninsula and Mikocheni area.
Availability of frames and lenses	Availability	Eye Studio will ensure that an adequate number of prescription frames and lenses are available at all locations.	Should Eye Studio not be able to supply the requested prescription frame/lens, the same will be sourced through our distributors at no additional cost.
Assistant at clinic	Accuracy of charges, damage checks sheets are signed by optometrist and patient.	100%	
Cancellations of appointments	Clean, original, tested and brand new with authenticity cases	100%	Eye Studio to adhere to the minimum standards at all times. Should there be any discrepancies, a full refund or replacement will be availed.

Invoicing

<i>Service Attribute</i>	<i>Measurement</i>	<i>Standard</i>	<i>Comment</i>
Invoice and Statements	Delivery	Will be submitted via email and in person	Any errors to be reported for corrections.
Payment	Statement	Invoices to be paid 30 days from statement	All bank transfers to be sent to Eye Studio finance team with the respective invoice number.
	Information printed on invoice	Each invoice delivered will have the following details printed on it: Name of patient, Type of frame, Type of lens, Total cost of glasses and Dioptre for future use.	
Queries	Turnaround time	72 hours with solution	If further investigation is needed, time frame would be advised

Proposed Service Level Agreement

Account Management

<i>Service Attribute</i>	<i>Measurement</i>	<i>Standard</i>	<i>Comment</i>
Review Meetings	Frequency	Quarterly	Unless requested otherwise
Update on products and services	Frequency	Ad hoc	

Reporting

<i>Service Attribute</i>	<i>Measurement</i>	<i>Standard</i>	<i>Comment</i>
Reports	Delivery & Frequency	As requested	All reports and informations can be delivered electronically
Sharing of relevant information and trends and exception reporting	Frequency	Monthly meeting	Ad hoc reports will be sent as exceptions appear and need to be dealt with
Update on products and services	Frequency	Ad hoc	

Pricing Structure

<i>Service Attribute</i>	<i>Measurement</i>	<i>Standard</i>	<i>Comment</i>
Price revisions	Proposed Pricing	All prices to be invoice as per the agreed pricing schedule.	All rate changes to be communicated 30 days prior.

Experience and Clientele Listing

<i>Company</i>	<i>Years of Service</i>	<i>Scope of Work</i>
The World Bank Tanzania Country Office	2017 to date	<ul style="list-style-type: none"> • Provision of vision screening for all staff members. • Vision examination and prescription glasses for staff on contract basis.
World Food Programme (WFP)	2017 to date	<ul style="list-style-type: none"> • Provision of vision screening for all staff members in Dar es Salaam and Kigoma region. • Vision examination and prescription glasses for staff.
United Nations Development Programme (UNDP)	2018 to date	<ul style="list-style-type: none"> • Provision of vision screening for all staff members. • Vision examination and prescription glasses for staff.
United Nations Children's Fund (UNICEF)	2018 to date	<ul style="list-style-type: none"> • Provision of vision screening for all staff members. • Vision examination and prescription glasses for staff.
United Nations High Commissioner for Refugees (UNHCR)	2018 to date	<ul style="list-style-type: none"> • Provision of vision screening for all staff members in Dar es Salaam and Kigoma region. • Vision examination and prescription glasses for staff.
Food and Agriculture Organization of the United Nations (FAO)	2019 to date	<ul style="list-style-type: none"> • Provision of vision screening for all staff members in Dar es Salaam and Kigoma region. • Vision examination and prescription glasses for staff.
Oxfam International	2019 to date	<ul style="list-style-type: none"> • Vision examination and prescription glasses for staff members on contract basis.
Total Tanzania Ltd	2017	<ul style="list-style-type: none"> • Vision examination and prescription glasses for staff members through insurance agreement.



Food and Agriculture Organization
of the United Nations



World Food
Programme



TOTAL



OXFAM



unicef

Contacts

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