

Zanzlink supports Makunduchi hospital with Telecoms equipment

By Guardian Reporter, Zanzibar

MAKUNDUCHI hospital in Zanzibar has received telecommunication support from Zanzlink, an internet service provider firm operating in Zanzibar that will enable out patients and those admitted to get telemedicine treatment.

Zanzlink Managing Director Sanjay Raja said recently that his firm has provided free internet access to Makunduchi hospital located in the South District of Zanzibar.

He said it is now able for the hospital to carry out their telemedicine services using the internet which will boost their operations.

"The donation will help the hospital to attend to many patients as opposed to previous time as they can now reach the majority patients from both inside the hospital and outside using the new service" he said.

Apart from the hospital, he said the company has also provided free Internet access to the 'Tamani Foundation' based in Matemwe area in Zanzibar which supports the local community by providing them with education in many areas including IT.

He said their new brand identity, symbolised by the introduction of a new logo, descriptive tagline and a re-designed website that will reflect the development and transformation of the company since its inception 14 years ago.

He also noted that the new brand identity is a better representation of the business and the significant shift in company's overall vision, look and message, a step that communicates to both current customers and potential customers that they continue to provide services that consistently outpace their competitors.

"The new identity is both modernized and more visually compact, connecting with consumers in a friendly and elegant way emphasizing that Zanzlink is a human approachable brand" he said.

Under the new brand identity, the Company adopted 'keeping you connected' as its tagline that will be used in all new marketing communications programmes.

This tagline is a concise statement that conveys the mission and vision of Zanzlink while emphasizing what Zanzlink strives to be on a daily basis for its customers.