

# MaDaFu Publications Limited

P. O. Box 80518 - Post Code - 80100, Mombasa, Kenya.

K. T. PLAZA - Haile Selassie Avenue, 2<sup>nd</sup> Floor, Office Suite No. 1, opp. Tuskys Bandari

Web: [www.madafu.biz](http://www.madafu.biz) Emails: [yaris@africaonline.co.ke](mailto:yaris@africaonline.co.ke) [editor@madafu.biz](mailto:editor@madafu.biz)

Wednesday, 05 December 2018

Dear Respected **MaDaFu** Reader,

This is to introduce to You the MaDaFu Newspaper Classified which is about to be launched in Mombasa.

## **PURPOSE <> MISSION <> VISION**

**Buy & Sell Goods & Services from Your next door Neighbour or Someone half way across the World via MaDaFu! Get to know about Goods & Services available near or away from You! Trade directly with Your opposite Buyer & Seller with no other intermediary. Read MaDaFu, Call, Deal, Pay, Get what You want, when You want it! Get the Best Possible Bargains as You Trade Directly with the Buyer or Seller. To be a National and Regional Newspaper for All.**



**The Social & Business Newspaper with Anything & Everything from Kenya**

## **MEANING...**

**MaDaFu is a Kiswahili name for the Coconut. Madafu contains all the necessary ingredients necessary to sustain a person in times of adversity when no food or water is available. The same concept and reason is applied in "Business" sense that the MaDaFu Newspaper will provide all the necessary "Ingredients" for the beloved Reader to Buy and Sell Goods and Services Directly from another fellow Reader at the best price possible...getting the Best Deal possible!**

**B**asically, MaDaFu will be a FREE Monthly Newspaper initially, which will contain all Business and Service Deals for anyone to Capitalise on. It will contain Future wise, remedies and improvements for the everyday challenges and make life easier and enjoyable for People of all ages. It will have a Major Entertainment & People Section which will have Letter's to the Editor, Horoscopes, Jokes, Brainteasers, Achievements, Awards, Births & Death notices, Educative articles, Science Fiction articles, World's Weird and unusual Stories, Recipes from renowned Chefs around the World, MaDaFu Classifieds - Buy and Sell Anything and Everything you want to have or want to have at Bargain Prices,

People Profiles and Achievements, Company Profiles and Bargains just for MaDaFu Readers, Health & Wellness Topics and Forums for Question and Answers from Local and International Panel of Experts of Medical Professionals, Latest Fashion, Business & Financial Section for Money Matters and Gains, Environment and Green Measures, Religious Topics and Festivals, Science & Technology Topics, Tours & Travel Deals, Matrimonial, Personal Messages, Art & Culture, Advertisements, Cars Portal, Property Portal, International and Local Stock Exchange Analysis, Jobs & Company Vacancies, Hollywood and Bollywood Snippets etc.

**MaDaFu - The Business & Service Classified with Anything & Everything from the Kenyan Coast**

**YOU** - The Reader is very important to **MaDaFu** in giving the necessary input for the Success of it. Kindly send your Adverts, Comments, Opinions, Articles and Thoughts to **editor@madafu.biz** for possible improvement and Progress of MaDaFu.

**Be part of MaDaFu!**

**Enjoy it...!**

## **MaDaFu Newspaper Power Salient Features**

---

- > **Distribution - 25,000 to 30,000 Copies, more later!**
- > **Price - Pick & Walk - Free of Charge!**
- > **Image - Full Colour, Highest Quality & Design!**
- > **Coverage Area - Entire Kenya!**
- > **Collection Points - All Major Outlets in Kenya!**
- > **Target Population - Children to Professionals!**
- > **Impact - Maximum Reach to the Target Market!**
- > **Web - Email Delivery and E-Newspaper Version!**
- > **Post - Subscription Copy to your Post Box!\*\***
- > **Delivery - To your Office or Home on request!\*\***
- > **Future - National Distribution and Regional (E.A)!**
- > **Customer - Increased Contact & Choice Network!**
- > **Business - Increase due to Customer Knowledge!**

*\*\* Paid Service as per charges of the Courier Company.*