



**MEISOUR**  
SOLUTIONS

# Business Profile

Helping you reach your business goals.

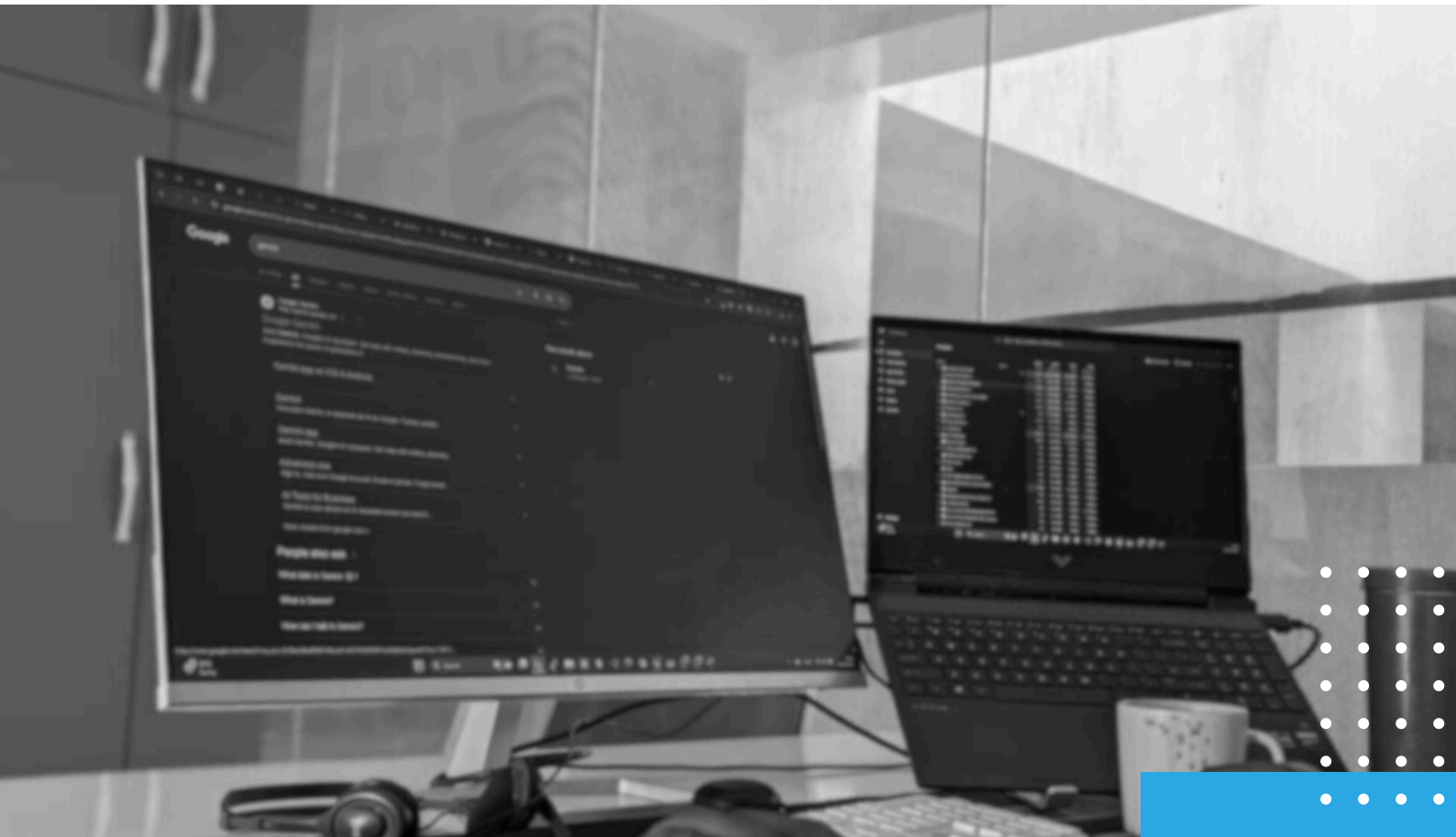
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\*\*Meisour Solutions stands as Africa's #1 Official Odoo Gold Partner, leading the way in innovative ERP solutions. Backed by a team of certified Odoo experts, accountants, and developers, we excel in ERP implementation, customization, troubleshooting, and development.

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# About Us

Meisour Solutions is the first official Odoo Gold Partner in Somalia and Somaliland, proudly delivering world-class business management solutions to organizations across diverse industries. With a commitment to innovation, reliability, and customer success, we help businesses transform their operations through powerful Odoo ERP implementations and customized digital ecosystems. Our team of certified Odoo experts ensures smooth implementation, customization, integration, troubleshooting, and support — enabling enterprises to unlock efficiency, reduce costs, and achieve sustainable growth.



Customer Satisfaction



Users Trust Meisour



Years Experience



Clients Served



# Words from the CEO



*Dear respected partners, colleagues, and clients,*

*It is with great pride that I present Meisour Solutions, Africa's first Odoo Gold Partner, trusted by businesses across Somalia, Somaliland, Ethiopia, the UAE, and beyond.*

*Since our founding in 2011, we have remained committed to delivering innovative, reliable, and customer-focused solutions. Over the years, our team of certified professionals has successfully implemented 500+ projects, empowering organizations in diverse industries to achieve greater efficiency, sustainability, and growth. Today, more than 1,000 active users rely on our systems to run their businesses with confidence.*

*At Meisour Solutions, we believe true success lies not only in technology, but in the trust and long-term partnerships we build with our clients. Our reputation for excellence and dependability is the foundation on which we continue to grow.*

*Looking ahead, we reaffirm our commitment to advancing digital transformation in the Horn of Africa and the wider region. As competition intensifies globally, we will continue to provide solutions that are not only modern and adaptable, but also deeply aligned with the needs of our partners and communities.*

*On behalf of the entire team, I extend my sincere gratitude to our clients for their trust, to our partners for their collaboration, and to our dedicated staff whose professionalism and expertise drive our success.*

*Together, we will build stronger, smarter, and more resilient businesses for the future.*

*Thank you*

**Eng. Abdirazaq Mohamed Bakri**  
Chief Executive Officer

## Our Mission

To empower businesses in the Horn of Africa and beyond with scalable, efficient, and innovative management solutions that drive growth, efficiency, and digital transformation.

## Our Vision

To be the leading technology partner in Africa for ERP and business management systems, recognized for innovation, trust, and customer success.



# Company History

**2011**

Developed and deployed custom ERP software solutions for several leading remittance companies, strengthening trust within the financial services sector.

**2015**

Scaled operations into a larger technology company, offering comprehensive software solutions for businesses across multiple industries.

**2020**

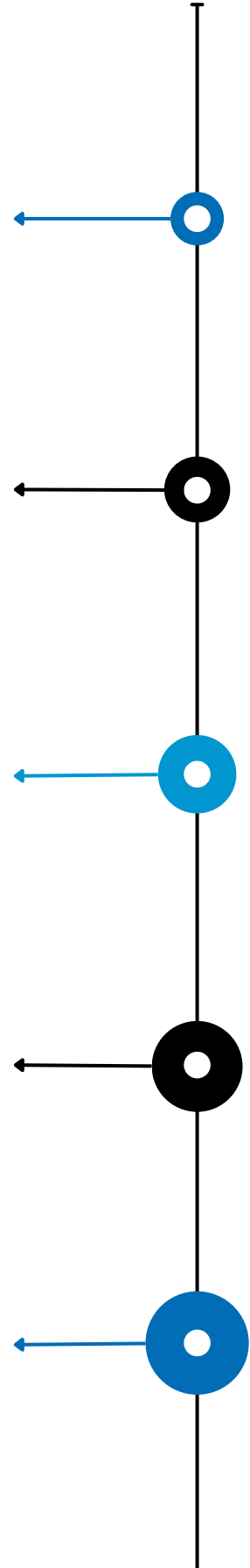
Reached a major milestone by successfully implementing ERP and management systems for over 100 enterprise-level customers.

**2022**

Achieved recognition as the first official Odoo Gold Partner in Somalia and Somaliland, marking our position as a trusted leader in ERP implementation and digital transformation in the region.

**2024**

Serving 1,000+ clients across industries, the No.1 Odoo Gold Partner in Africa, ranked top 45 globally, with expansions into Ethiopia, Saudi Arabia, and the UAE.



# Certified Gold Partner



What does that mean?

As an Odoo Gold Partner, we can integrate a wide range of specific business sectors with software that automates every business process. Also helping you to build cloud-based software where you have the facility to store and manage your business virtually from anywhere.



Being certified in Odoo versions 12, 13, 14, 15, 16, 17 and 18 is a significant achievement for our company. It demonstrates a commitment to staying up-to-date with the latest technology and providing the highest level of service to customers. We can ensure that our team has the knowledge and skills to effectively use and implement this powerful business management software.



# Our Services



Remittance Systems



HRMS



E-Commerce



Real Estate System



Hotel Systems



Digital Marketing



Micro-finance Systems



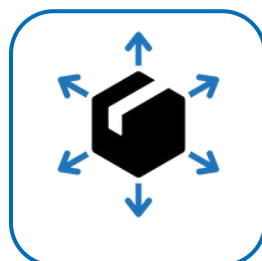
Petroleum Systems



Hospital Systems



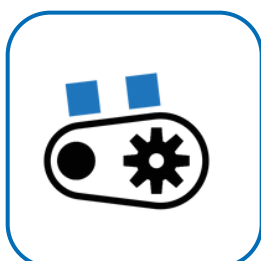
Billing Systems



Logistic Systems



Insurance Systems



Manufacturing Systems



Web Development



Telecommunication System

# Our Clients

Our clients are based primarily in east African countries; Kenya, Tanzania, South Sudan, and Somalia, some of our clients are based worldwide; in UAE, Indonesia, and China. Our clients are a variety of medium businesses, big cooperations, and enterprises.

## General Trading



## Medical Wholesalers



## Retailers



## Petroleum & Lubricants



## Electric & Water Billing



## Manufacturing



## Telecommunication



## Remittances



## Insurances



## Microfinance & Investments



## Logistics



## Hotel & Restaurants



## Organizations



## Construction & Realestate





# Case Studies

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## Background

Sabawanaag General Trade is a diversified trading company in Somaliland & Somalia, operating through its subsidiaries: Towfiiq General Trade, Towfiiq Bakery & Sweets, Silver Horn Trading, Taran Star General Trade, and High Star International. With a wide range of businesses spanning food production, retail, and international trade, the group has become a key player in supplying goods and services to communities nationwide.

## Challenge

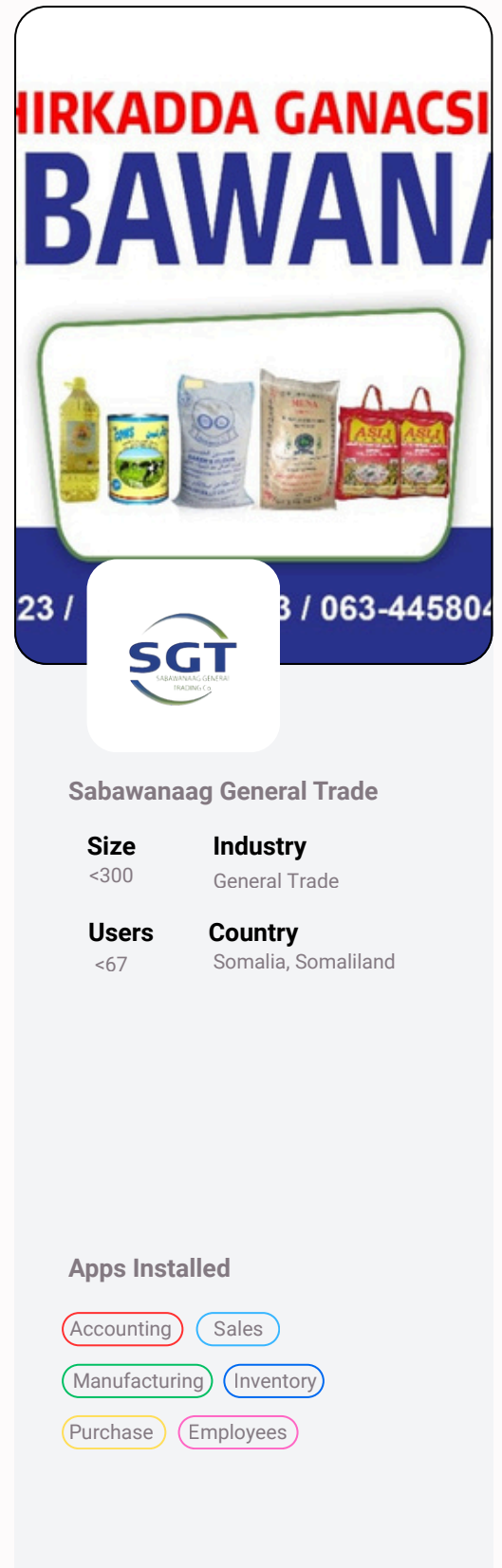
Manual processes and separate systems for sales, stock, manufacturing, and accounts created inefficiencies, delays, and limited visibility across subsidiaries.

## Solution

Meisour Solutions deployed a customized Odoo ERP integrating Sales, Accounting, Inventory, Manufacturing, Employees, and Purchase apps into one unified platform.

## Results

The group now benefits from real-time stock and manufacturing tracking, automated purchases, faster sales processing, simplified employee management, and instant financial reporting—boosting efficiency and decision-making across all subsidiaries.



The image shows a screenshot of a business profile for Sabawanaag General Trade. At the top, there is a banner with the text "HIRKADDA GANACSI BAWANAAG" in red and blue. Below the banner is a photo of various food products including a bottle of cooking oil, a tin of instant noodles, a bag of flour, a bag of rice, and two bags of instant noodles. Below the photo is the SGT logo (Sabawanaag General Trading Co.) and a phone number "063-445804". The profile includes the following information:

- Sabawanaag General Trade**
- Size:** <300
- Industry:** General Trade
- Users:** <67
- Country:** Somalia, Somaliland

Under the heading "Apps Installed", there are six colored buttons representing different Odoo modules: Accounting (red), Sales (blue), Manufacturing (green), Inventory (yellow), Purchase (orange), and Employees (purple).

## Background

Wadaag Group is a diversified financial services provider in Somaliland, operating through its subsidiaries: Wadaag Investment, Wadaag Insurance, Wadaag Microfinance, and Wadaag Bank. With its wide range of services, the group plays a vital role in empowering businesses and individuals by offering investment opportunities, financial inclusion, insurance coverage, and modern banking solutions.

## Challenge

As Wadaag Group expanded its subsidiaries, the company struggled with managing operations across multiple business units using disconnected systems and manual processes. Subscription management, accounting, customer support, HR, procurement, and document tracking were fragmented, resulting in inefficiencies, delayed reporting, and lack of transparency across the organization.

## Solution

Meisour Solutions implemented a fully customized Odoo ERP system for Wadaag Group, integrating the following applications: Subscription, Accounting, Document, Helpdesk, Website, Employees, Purchase, Investment, and Insurance. This unified platform centralized data across all subsidiaries, streamlined workflows, and automated key processes.

## Results

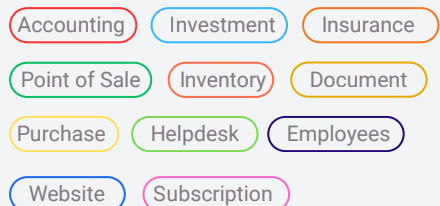
Wadaag Group now operates on a unified platform with real-time reporting, seamless service delivery, automated processes, and improved decision-making—driving efficiency and customer satisfaction.



### Wadaag Group

<b>Size</b>	<b>Industry</b>
<50	Insurance, Microfinance Investment, Banking
<b>Users</b>	<b>Country</b>
<50	Somaliland

### Apps Installed



## Background

Hasco Group is a leading international trading house with headquarters in Dubai and operations in Somalia, Djibouti, Kenya, Ethiopia, and Singapore. Since 1993, the company has been one of the largest bulk-break importers serving Somalia, specializing in logistics, foodstuff supply, and building materials through its subsidiary Godol Market. Hasco plays a crucial role in connecting global suppliers with local markets and ensuring reliable access to essential goods.

## Challenge

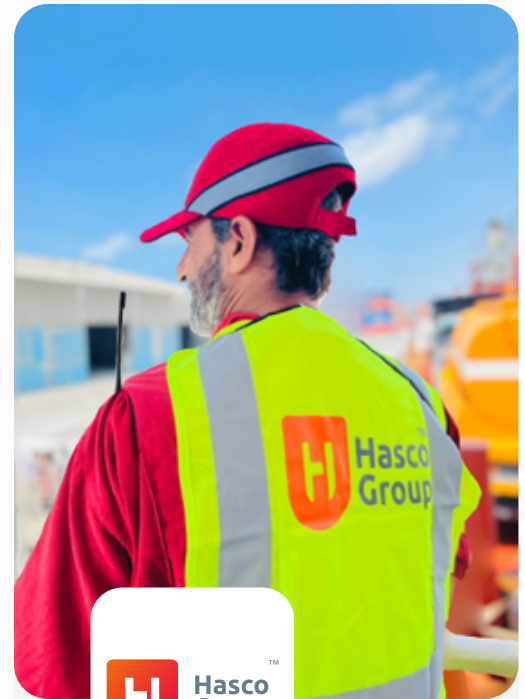
Expanding across multiple sectors and regions, Hasco struggled with fragmented systems and manual processes in logistics, procurement, sales, inventory, and HR—causing inefficiencies, delays, and limited visibility.

## Solution

Meisour Solutions deployed a customized Odoo ERP system, integrating Cargos, CRM, Sales, POS, Accounting, Documents, Project, Website, Purchase, Inventory, Barcode, and Employees to unify operations and automate workflows.

## Results

Hasco Group now runs on a centralized platform with real-time reporting, efficient logistics and inventory management, seamless procurement, and improved decision-making—driving growth and operational excellence across all markets.



### Hasco Group

<b>Size</b> <200	<b>Industry</b> Trading, Logistic, Supermarket
<b>Users</b> <50	<b>Country</b> UAE, Djibouti, Somalia, Kenya, Ethiopia

### Apps Installed

- Accounting
- Cargos
- CRM
- Point of Sale
- Inventory
- Document
- Purchase
- POS
- Employees
- Website
- Project

## Background

Alla Amin Pharmaceuticals is a leading pharmaceutical distributor in Somalia, supplying high-quality medicines and healthcare products to hospitals, clinics, and pharmacies nationwide. With a growing network of customers and a high volume of daily transactions, the company faced challenges in managing its sales, inventory, and accounting efficiently using manual processes.

## Challenge

The company relied on separate systems and paper-based methods for managing sales, purchases, stock levels, and accounts. This led to delays in processing orders, difficulties in tracking inventory in real-time, and a lack of accurate financial reporting. As business expanded, these challenges impacted operational efficiency and customer service.

## Solution

Meisour Solutions implemented a customized Odoo ERP system for Alla Amin Pharmaceuticals, integrating the Accounting, Sales, Point of Sale, Purchase, and Inventory applications. This unified platform streamlined operations, ensured accurate real-time stock tracking, and automated critical business processes.

## Results

With the Odoo ERP system, Alla Amin Pharmaceuticals now has complete visibility across its operations. Sales transactions are processed faster, stock levels are updated in real time, and financial reports are generated instantly. This has improved decision-making, reduced operational errors, and enhanced customer satisfaction.



### Alla Amin Pharmaceuticals

**Size**

<120

**Industry**

Pharmaceutical & Medical Wholesaler

**Users**

<100

**Country**

Somalia, Somaliland

**Apps Installed**

Accounting

Sales

Point of Sale

Inventory

Purchase

## Background

Aden Nineteen Ice Cream is a leading ice cream brand in Somalia, known for quality and variety. Rapid growth made it difficult to manage sales, production, inventory, and payroll using separate systems.

## Challenge

Manual processes caused delays, inaccurate stock records, and slow payroll, limiting efficiency as the business expanded.

## Solution

Meisour Solutions implemented an Odoo ERP system with modules for Sales, POS, Manufacturing, Inventory, Purchase, Accounting, Payroll, Employees, Website, Projects, and a custom Mgs Ice Cream app — integrating all operations into one platform.

## Results

The company now enjoys real-time stock updates, faster payroll, efficient production tracking, and improved decision-making, enabling faster growth and better customer service.



### Aden Nineteen

<b>Size</b>	<b>Industry</b>
<109	Ice - cream
<b>Users</b>	<b>Country</b>
<13	Somalia

### Apps Installed

- Accounting
- Sales
- Employees
- Point of Sale
- Inventory
- Purchase
- Projects
- Website
- Payroll
- Mgs Ice cream

## Background

Necsom is a leading utility and service provider in Somalia, delivering essential services to thousands of customers. As the company expanded, managing customer relationships, sales, inventory, and service requests became increasingly difficult. Disconnected systems and manual tracking slowed down operations and reduced efficiency.

## Challenge

The company relied heavily on manual processes for customer management, inventory control, and service follow-ups. This often led to delayed responses, difficulty tracking assets, and inefficiencies in coordinating between departments. The lack of a centralized system made it challenging to provide a seamless and responsive customer experience.

## Solution

Meisour Solutions implemented a customized Odoo ERP system for Necsom, integrating key modules including Utility, CRM, Sales, Accounting, Helpdesk, Purchase, Inventory, and Employees. This centralized platform allowed all departments to work from one system, ensuring real-time updates, automated workflows, and better collaboration.

## Results

Necsom now benefits from streamlined customer management, faster service response times, accurate inventory tracking, and improved departmental coordination. The new ERP system has enhanced operational efficiency, boosted customer satisfaction, and positioned Necsom for future growth.



### Necsom

<b>Size</b> <109	<b>Industry</b> Electricity
<b>Users</b> <100	<b>Country</b> Somalia

### Apps Installed



# From Bookings to Experiences: Marti-Soor Hotel's ERP Journey

## Background

Martisoor Hotel is a leading hospitality provider in Somalia. Growth made it challenging to manage bookings, sales, inventory, and staff with manual systems.

## Challenge

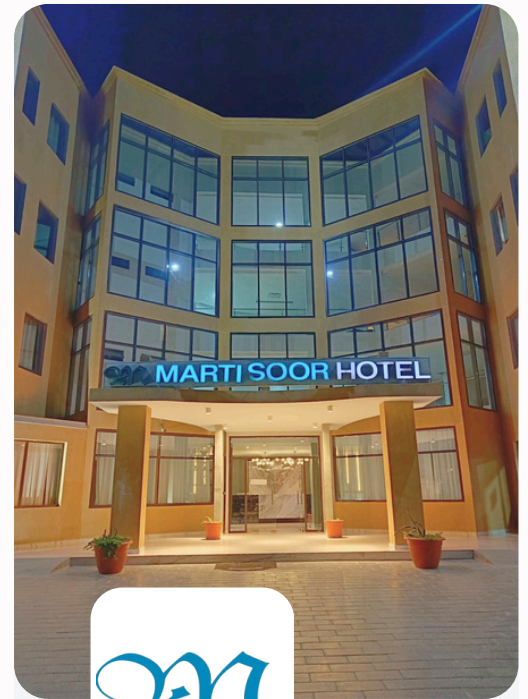
Manual workflows caused delays, errors, and poor coordination across departments.

## Solution

Meisour Solutions implemented an Odoo ERP with Approvals, Attendance, SMS, Sales, POS, Accounting, Website, Purchase, Inventory, Hotel Management, and Employees modules to centralize operations.

## Results

The hotel now enjoys streamlined booking management, accurate inventory, efficient sales, and better staff coordination — boosting productivity and guest satisfaction.



### Marti-Soor

<b>Size</b> <130	<b>Industry</b> Hotel & Restaurant
<b>Users</b> <11	<b>Country</b> Somalia

### Apps Installed

- Accounting
- Sales
- Helpdesk
- Point of Sale
- Inventory
- Website
- Purchase
- Employees
- Attendance
- SMS
- Hotel Management
- Approvals

# Tradition Meets Technology: Tanchoise's Digital Transformation with Odoo ERP

## Background

Tanchoise Tanzania is a leading livestock and meat processing company. Rapid growth made it hard to manage livestock, meat processing, inventory, sales, and staff with manual systems.

## Challenge

Manual workflows caused delays, stock inaccuracies, and poor interdepartmental coordination.

## Solution

Meisour Solutions implemented an Odoo ERP with Weight, Mass Transfer, CRM, Sales, Accounting, Project, Website, Serial Generator, Purchase, Inventory, Manufacturing, and Employees modules to centralize operations.

## Results

The company now enjoys accurate livestock and inventory tracking, efficient meat processing, faster sales management, and improved coordination — boosting productivity and customer satisfaction.



### Tanchoise

<b>Size</b> <400	<b>Industry</b> Livestock & Meat Processing
<b>Users</b> <20	<b>Country</b> Tanzania

### Apps Installed

- Accounting
- Sales
- Weight
- Mass Transfer
- Inventory
- CRM
- Purchase
- Employees
- Project
- Serial Generator
- manufacturing
- Website

# From Factory to Road: Joyroad Tyres' ERP Journey

## Background

Joyroad Kenya is a leading automotive and tire distributor. Growth made it hard to manage sales, purchases, inventory, and staff with manual systems.

## Challenge


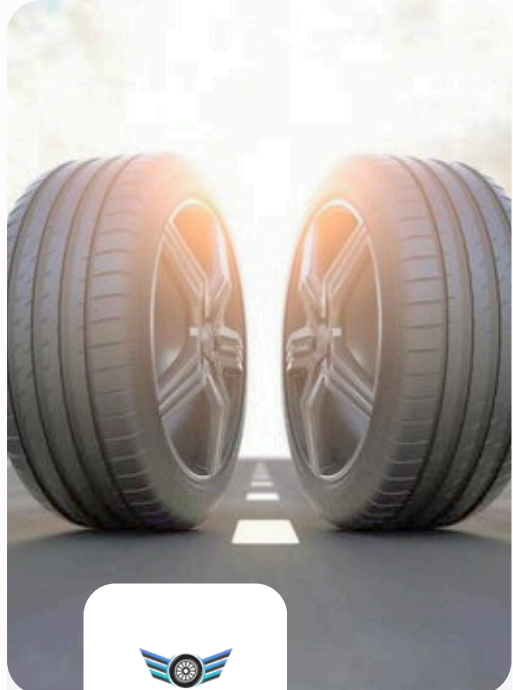
Manual tracking caused stock errors, delays, and poor interdepartmental coordination.

## Solution

Meisour Solutions implemented an Odoo ERP with POS, Sales, Accounting, Purchase, Inventory, Employees, and Projects modules to centralize operations.

## Results

The company now has accurate inventory, faster sales processing, better project oversight, and improved efficiency — driving growth and customer satisfaction.



**Joyroad**

<b>Size</b>	<b>Industry</b>
<20	Tyres
<b>Users</b>	<b>Country</b>
<10	Kenya

**Apps Installed**

- Accounting
- Sales
- Project
- Point of Sale
- Inventory
- Purchase
- Employees

# Optimizing the Farm: Horn Afrique Poultry Boosts Productivity with Odoo ERP

## Background

Horn Afrique Poultry Farm is a leading poultry producer in Ethiopia. Growing demand made it hard to manage sales, production, and inventory with manual systems.

## Challenge

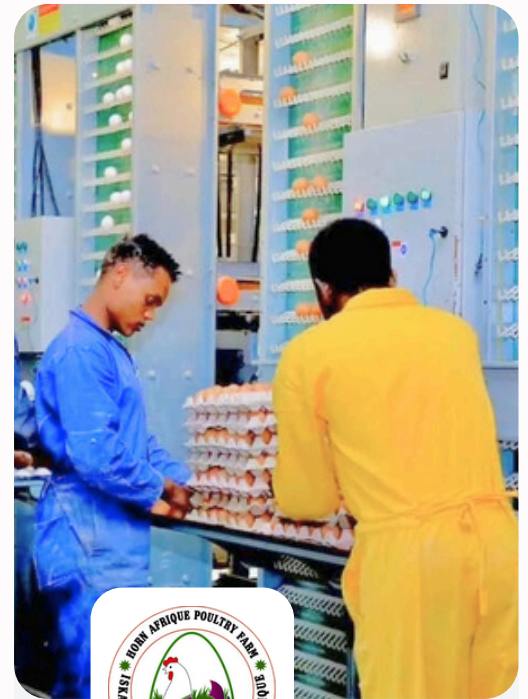
Manual tracking caused stock errors, delays, and poor coordination between departments.

## Solution

Meisour Solutions deployed an Odoo ERP with POS, CRM, Sales, Accounting, Manufacturing, Purchase, Inventory, and Employees modules to centralize operations.

## Results

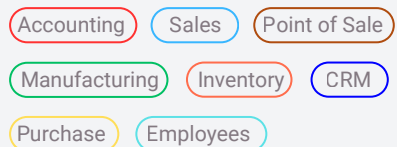
The farm now enjoys real-time stock updates, faster sales, efficient production, and better decision-making — driving higher productivity and customer satisfaction.



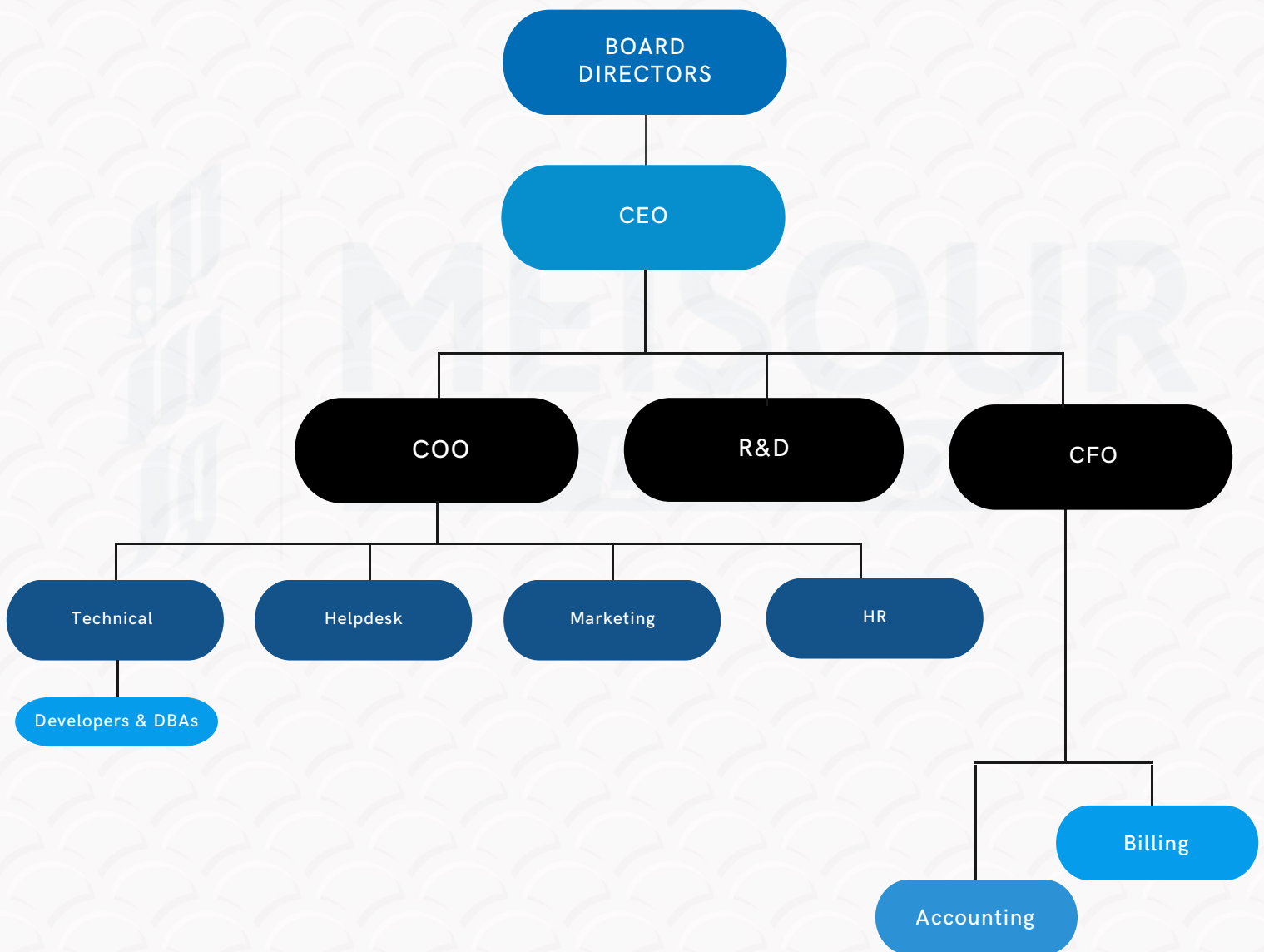
### Horn Afrique

<b>Size</b>	<b>Industry</b>
<107	Poultry Farm
<b>Users</b>	<b>Country</b>
<27	Ethiopia

### Apps Installed



# Company Structure





# MEISOUR SOLUTIONS

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