

Roofings eases access to construction materials with e-commerce platform

PHOTO BY DAMBA TADEO

By Richard Ategeka

Roofings Group has launched its e-commerce platform, a major step towards embracing digital transformation and modernising the traditional steel purchasing process for Ugandans in the diaspora.

The platform, designed by Tech Mahindra, is expected to offer transparency in pricing, making it easier for customers to browse products and shop online with confidence.

Many Ugandans abroad are facing the frustration of relying on intermediaries to buy construction materials, often resulting in hiked prices or buying sub-standard products.

Dr Sikander Lalani, the Roofings Group chairperson, said the shift toward a more transparent and secure transaction process will undoubtedly change the dynamics of supply chain, offering peace of mind for customers who were previously swindled by third parties.

“With this new e-commerce application, customers can see products, their specifications, prices, quantities and can make payments

BETWEEN THE LINES

With Uganda's thriving diaspora community, the challenges in accessing quality and affordable building materials back home are sorted.

directly to ensure that what they ordered is exactly what they receive within a few hours or days,” he explained.

Lalani, while addressing journalists at Roofings Rolling Mills in Namanve on March 18, extended his heartfelt gratitude to Ugandans and the Government for the unwavering support and trust in their products, which has fuelled the company's growth.

E-COMMERCE FOR EFFICIENCY

Sheikh Arif, the company chief executive officer, said e-commerce is one more step toward serving customers better, especially in a fast-paced technology era.

“Our main strength has always been the quality of our products and the



Roofings Group stakeholders during the launch of the e-commerce platform at Roofings Rolling Mills in Namanve, last Wednesday

service we offer; and this innovation allows Ugandans anywhere in the world to directly purchase products from the company's Ugandan facility,” he stated.

Oliver Lalani, the executive director, said this move aligns with the company's broader strategy of embracing digital transformation across the country.

“We have already achieved level 2 automation in our production process with our state-of-the-art plant and now we are extending that innovation to customer service,” he said.

“The platform aims to streamline the procurement of steel materials, offering greater transparency and efficiency for both local and international customers. This marks the beginning

FOREX RATES

CURRENCY	BUY	SELL
US DOLLAR	3,750	3,800
EURO	4,335	4,500
POUND	5,000	5,200
KENYA SH	29	31
TZ SH	1.37	1.6
DHIRAM	930	1,050
S.A.RAND	210	270
CHINA (RMB\$)	480	700
RWANDESE FRANCS	2.1	3.8
DOLLAR OLDER & SMALLER	3,500	3,795

COMPILED BY MOSES KIGONGO
RATES ARE SUBJECT TO CHANGE

of a new chapter in our journey, one that prioritises digital tools to meet the evolving needs of our customers while driving the future of the steel industry,” Oliver Lalani elaborated.

Joseph Arinaitwe, the sales and marketing manager, said their primary target is the diaspora and the growing online consumer base here in Uganda.