

Company *Profile*



willan
Live better

Downtown
Electrical Solutions





About Us

Downtown Electrical Solutions is a Tanzanian electrical solutions company specializing in electrical infrastructure, renewable energy, lighting systems, power distribution, electrical accessories, and lifestyle products through its flagship brand, Willan. The company serves residential, commercial, industrial, and public-sector clients across Tanzania through wholesale, retail, project supply, and technical support services.

Our guiding philosophy, **“Ishi Vizuri / Live Better”** reflects our promise: to deliver products that bring convenience, style, and reliability into every space.

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Meaning behind our brand name **WILLan**

“**willan**” has roots in Old German and Norman English, associated with beauty, strength, determination and protection values that reflect a product built to beautify homes, withstand tough conditions and serve Tanzanian homes dependably.



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Solar Energy Solutions

Home & Lifestyle Solutions

Through the Willan brand, Downtown Electrical Solutions provides innovative solar products designed to reduce energy costs and improve access to reliable power across Tanzania.

Product Categories

- Solar Street Lights
- Solar Flood Lights
- Solar Garden Lights
- Solar Wall Lights
- Solar Security Lights
- Solar Home Lighting Systems
- Solar Panels
- Solar Batteries & Accessories

Applications

- Municipal Roads
- Residential Estates
- Schools & Universities
- Hospitals
- Industrial Areas
- Parks & Public Spaces

Key Benefits

- Zero Electricity Bills
- Low Maintenance
- Long Lifespan
- Environmentally Friendly
- Reliable Off-Grid Lighting

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2

Main Switches & Distribution Boards

Downtown Electrical Solutions supplies high-quality electrical protection and power distribution products suitable for residential, commercial, and industrial installations.

Product Range

- Main Switches
- Distribution Boards
- Consumer Units
- MCBs
- RCCBs
- RCBOs
- MCCBs
- Isolators
- Changeover Switches

Applications

- Residential Buildings
- Commercial Properties
- Industrial Facilities
- Institutions
- Infrastructure Projects

Why Choose Willan?

- Enhanced Electrical Safety
- Reliable Circuit Protection
- Durable Construction
- Modern Design
- Compliance with Industry Standards



3

Electrical Cables & Wiring Solutions

Our electrical cable solutions are designed to deliver safe and efficient power transmission for homes, businesses, and industrial projects.

Product Range

- Single-Core Cables
- Twin-Core Cables
- Building Wires
- Flexible Cables
- Industrial Power Cables
- Earthing Cables
- PVC Insulated Cables

Applications

- Residential Wiring
- Commercial Buildings
- Industrial Plants
- Infrastructure Projects
- Renewable Energy Installations

Advantages

- High Conductivity Copper
- Heat Resistant
- Long Service Life
- Enhanced Safety
- Consistent Performance

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Power Sockets & Extension Solutions

Willan power extension products are designed to provide safe, reliable, and convenient power access for homes, offices, and commercial environments.

Product Range

- Multi-Socket Extensions
- USB Charging Extensions
- Surge Protection Extensions
- Heavy-Duty Extension Cables
- Power Strips
- Portable Power Solutions

Features

- High Power Capacity
- Child Safety Protection
- Durable Construction
- USB Fast Charging Options
- Overload Protection

Ideal For

- Homes
- Offices
- Retail Stores
- Workshops
- Construction Sites



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Market Offering

- **Retail & Wholesale:**

Serving both end-users and large-scale resellers with competitive pricing.

- **Affordable Quality:**

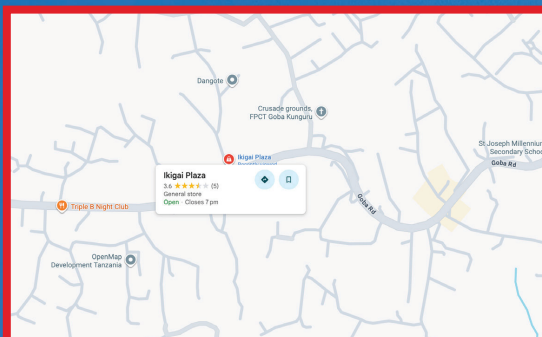
Durable products designed for Tanzanian households and businesses.

- **Future-Ready Innovation:**

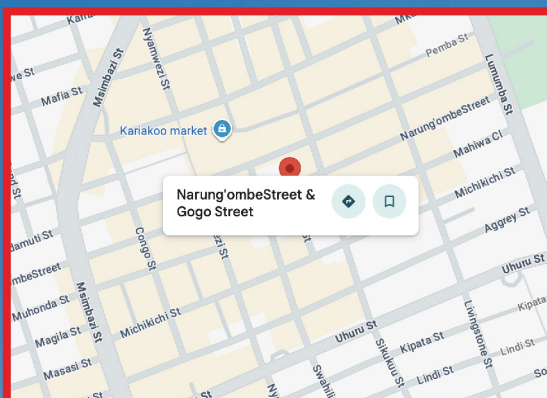
Rechargeable, solar, and energy-efficient solutions that help communities overcome power challenges.

Our Locations

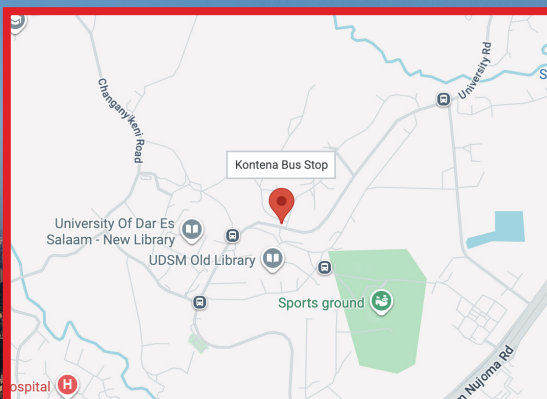
- **Head Office (Administration & Marketing):**
Ikigai Complex - Goba Road, Dar es Salaam



- **Retail Hub:**
Kariakoo- Narung'ombe & Gogo



- **Retail Hub:**
Goba Road, Container Bus Stop, Dar es Salaam



Our Clients

Our products serve a wide customer base, including:

- Households upgrading their homes with modern, affordable solutions.
- Retailers and wholesalers seeking reliable electrical stock.
- Contractors and real estate developers outfitting residential, commercial, and industrial projects.
- Institutions looking for dependable large-scale supply (schools, hospitals, offices).

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The Value We Add to Our Partners

Working with Downtown means more than just **accessing products** — it means joining forces with a company that is actively shaping the future of Tanzania's electrical and lifestyle sector.

For Wholesalers & Retailers:

- Consistent supply of high-demand products.
- Competitive margins that maximize profitability.
- Marketing support that creates pull from end-users.
- A trusted brand that is rapidly becoming a household name across Tanzania.

For Boutique Shops, Salons, and Lifestyle Businesses:

- Transform your customer experience with stylish, affordable lighting and Willan décor.
- Elevate your store atmosphere with chandeliers, strip lights, and decorative fittings.
- Create memorable environments that keep customers coming back.



The Value We Add to Our Partners

For Construction Companies & Property Developers:

- Full electrical solutions from cables to fittings - all under one brand.
- Ability to provide 3D Lighting Plans to bring your project designs to life before installation.
- Dependable supply for residential, commercial, and industrial projects.
- A partner that understands both large and small-scale construction needs.

For Engineers & Fundis (Technicians):

- Access to reliable, affordable products that make your work easier.
- Discounts, giveaways, and loyalty rewards when sourcing from Downtown.
- A supportive brand that values your role as the hands-on builders of Tanzania's future.
- Consistent stock so your projects are never delayed.

For Everyone:

- Affordable products without compromising on quality.
- Strong after-sales support and customer service.
- A brand built locally but inspired by global standards.

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Vision

To be Tanzania's leading and most trusted brand for electrical and lifestyle solutions, delivering products that make modern living accessible to all.



Mission

To provide affordable, high-quality, and innovative electrical products that improve everyday life, support local development, and inspire progress.



Core Values

- **Innovation:**
Future-focused products for real challenges.
- **Integrity:**
Trustworthy relationships with customers, partners, and suppliers.
- **Affordability:**
Quality solutions within reach.
- **Excellence:**
Consistency in service and product delivery.
- **Community:**
Empowering Tanzanians to "Live Better."

Why Partner With Us?

- **Strong Brand Identity:**
willan is fast becoming a household name across Tanzania.
- **Diverse Product Range:**
From essential electricals to aspirational home décor.
- **Market Understanding:**
Deep knowledge of Tanzanian customer needs.
- **Growth Mindset:**
Ambitious plans to expand regionally and lead the industry.
- **Value Beyond Products:**
We support partners with marketing, logistics, credibility, and long-term growth.
- **Special Partnership Incentives:**
Discounts, giveaways, and co-marketing activities for wholesalers, retailers, fundis, and construction partners.

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Contact Us

Downtown Electrical Solutions Ltd.

Head Office:

Ikigai Complex, Goba Road, Dar es Salaam

Retail Shop:

Kariakoo- Narung'ombe & Gogo

Retail Shop:

Goba Road, Container Bus Stop, Dar es Salaam

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