



COMPANY PROFILE 2026

 sales@cellphonewarehousebw.com  www.cellphonewarehousebw.com

 777 05 555  [cellphone_warehouse](https://www.instagram.com/cellphone_warehouse)  [CellphoneWarehouseBW](https://www.facebook.com/CellphoneWarehouseBW)

Fields Mall, CBD | Game City | Railpark Mall | Shoprite Station | Lotsane Mall | Galo Mall | Teemane Mall | Mall of Maun

Smartphones have transformed global communication, becoming essential tools for work, trade, and daily life. With over 3.8 billion users worldwide, mobile technology now sits at the heart of modern connectivity—driving the future of digital communication.

Executive Summary

Cellphone Warehouse is Botswana's leading smartphone distributor, retailer, and after-sales service provider, operating a national network of 11 retail outlets and a central distribution centre in Gaborone. With over two decades of industry experience, we supply premium mobile devices, accessories, and enterprise mobility solutions to government institutions, corporates, parastatals, trade unions, and individual consumers.

As authorised partners to global brands—including:

Apple, Samsung, Huawei, Nokia, Lenovo, JBL, Anker, and Honor

—we deliver trusted technology backed by certified support, nationwide availability, and strong operational capabilities.

Company Overview

Cellphone Warehouse Proprietary Limited was established in 2016, succeeding the Nokia Warehouse chain and rapidly expanding into Botswana's most recognised and trusted mobile technology retailer. Our business model integrates retail, distribution, after-sales support, B2B services, and consumer financing under one organisation. Our long-standing partner ecosystem and nationwide presence position us as a strategic supplier for organisations seeking reliable mobility solutions.



Distributors
& Retailers



Government
Entities



Educational
Institutions



Non-Governmental
Organizations



Companies
& Trade Unions



Individuals

Mission



To provide unmatched smartphone solutions by delivering quality products, expert service, and end-to-end customer support across Botswana.

Vision



To be Southern Africa's premier smartphone distributor and after-sales technology provider.

Values



Customer-centricity, Innovation, Integrity, Reliability, Operational Excellence.



National Retail Footprint

Our journey began with three pioneering branches situated at Gaborone Rail Park Mall, Game City Mall, and Francistown's Galo Mall. Today, Cellphone Warehouse operates 11 retail outlets across Botswana in high-traffic commercial and residential hubs. New locations include The Fields Mall, Shoprite Station, Lotsane Mall, Diphlane Mall (Palapye), Mall of Maun (Maun) and Teemane Mall (Letlhakane).

Each store is equipped to serve walk-in customers, B2B clients, and corporate procurement needs with consistent quality and availability.

Leadership & Governance

◦ **M. Feroz – Chairman**

Brings over 30 years of extensive experience in the distribution of cellphones, electronics, and office equipment. Expert in corporate accounting, strategic business management, and organizational leadership, with a proven track record of driving growth and operational excellence.

◦ **Burhaan M. – Managing Director**

Possesses 8 years of comprehensive experience in cellphone, electronics, and office equipment distribution. Adept at implementing modern business management techniques, fostering innovation, and driving operational efficiency across the organization

◦ **Hassaan M. – Deputy Managing Director / Financial Director**

Brings 6 years of specialized experience in distribution and financial management. Skilled in strategic financial planning, resource optimization, and operational oversight, contributing to sustainable business growth and sound financial governance.

Distribution Centre & Supply Chain

Our distribution centre in Gaborone is the logistical backbone of the organisation, enabling efficient stocking, warehousing, and replenishment of all CPW outlets. We support resellers, corporate deliveries, and national deployments with structured processes, inventory accuracy through UniPro systems, and strong vendor partnerships.



Product Portfolio

Our product range includes:

- Smartphones & Tablets
- Laptops & Computing
- Wearables & Smartwatches
- Audio & Entertainment
- Chargers, Cables, Power Solutions
- IoT & Smart Devices
- Mobile Accessories



In addition, we are proud distributors and retailers of globally recognised brands including:



Corporate & B2B Services

We serve a wide range of institutional clients including government ministries, SOEs, NGOs, corporates, trade unions, and enterprises



Distributors
& Retailers



Government
Entities



Educational
Institutions



Non-Governmental
Organizations



Companies
& Trade Unions



Individuals

Service suite includes:

- Bulk procurement & device deployment
- Corporate device financing (FlexiPay Corporate)
- Post-purchase service & support
- Warranty management & replacements
- Dedicated account management
- Corporate quotations & tenders
- Rapid fulfillment through centralized distribution

Service Centre & After-Sales Support

Our dedicated After-Sales Division provides certified diagnostics, repairs, software support, warranty processing, device assessment, and OEM-authorized servicing.

Service suite includes:

- Hardware diagnostics
- Software flashing & updates
- Battery & screen replacements
- Warranty claims processing
- Insurance repair facilitation
- E-waste & device recycling initiatives



Value-Added Benefits



24 Months
+ Warranty
Buy Back Guarantee



Customers benefit from a 24-month warranty and a 24-month guaranteed buy-back, ensuring confidence and value over time.

Terms & conditions apply

Our Divisions

To better serve Botswana's evolving mobile technology needs, Cellphone Warehouse operates specialised sub-brands that expand our value proposition beyond device retail—enhancing affordability, personalization, and everyday smartphone protection.



CellArmor

CellArmor is Cellphone Warehouse's dedicated accessories and device-customisation sub-brand, focused on enhancing the durability, functionality, and personal expression of smartphones.

CellArmor designs, sources, and supplies a wide range of premium smartphone accessories, including:

- Protective device covers
- Tempered glass screen protectors
- Charging adapters and cables
- Power accessories

In addition, CellArmor operates specialised custom-cover vending solutions, enabling customers to create personalised smartphone cases on demand—combining convenience with creativity and modern retail technology.



FlexiPay

FlexiPay is Cellphone Warehouse's contractual device installment service designed to make premium smartphones more accessible through structured monthly payments.

FlexiPay allows eligible customers to take a device immediately and repay it over fixed monthly installments.

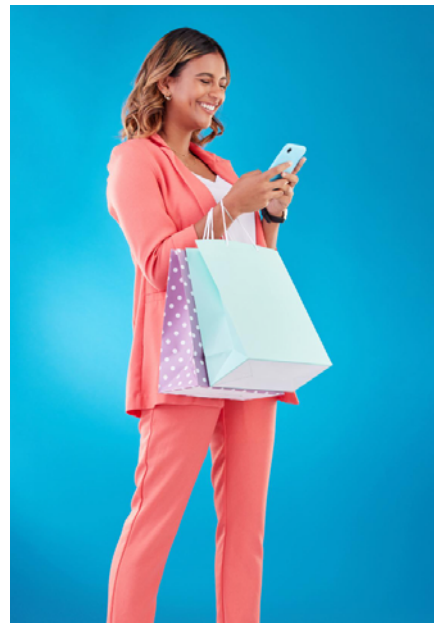
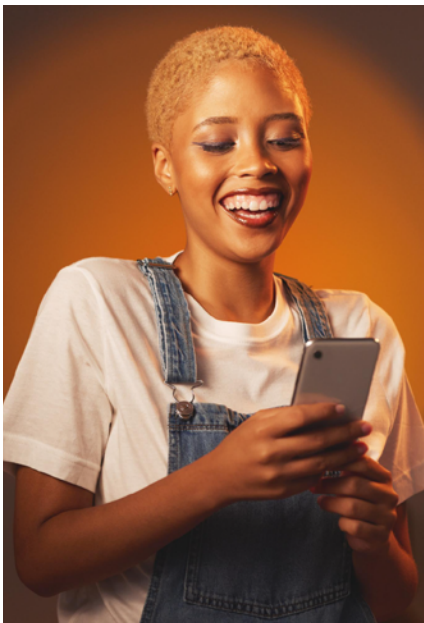
Pre-requisites

Corporate-ready features include:

- Document verification
- Customer vetting & affordability checks
- Contractual protection & compliance
- Secure device-locking technology



FlexiPay strengthens consumer accessibility while maintaining responsible risk controls.



Together, CellArmor and FlexiPay expand Cellphone Warehouse's mobile solutions ecosystem beyond device retail to include protection, personalization, accessibility, and responsible ownership.

These sub-brands broaden the company's reach while maintaining high standards of quality and compliance, and will play a key role in supporting growth and reinforcing its position as Botswana's leading smartphone distributor and after-sales service provider.

CSR & Environmental Commitment

Cellphone Warehouse promotes responsible environmental practices through device trade-in kiosks, recycling programs, and community-focused digital initiatives. We support youth empowerment, skills development, and improved digital access for under-served communities.



Contact Directory

Operating hours		Locations	
Mon-Fri	9am-6pm	Gaborone	The Fields Mall
Sat	9am-5pm		Game City
Sun	9am-3pm		Railpark Mall
			Shoprite Station
		Palapye	Lotsane & Diphlane Mall
		Francistown	Galo Mall
		Letlhakane	Teemane Mall
		Maun	Mall of Maun

 777 05 555  cellphone_warehouse  CellphoneWarehouseBW

Head Office: Gaborone

Retail Locations: Nationally across Botswana

Game City - 3181368 | Railpark Mall - 3910489 | Fields Mall - 3164099

sales@cellphonewarehousebw.com | www.cellphonewarehousebw.com