

PRACA ENTERPRISES

Complete Equipment Purchasing Guide & Implementation Roadmap

PURCHASING GUIDE OVERVIEW

This comprehensive guide provides detailed specifications, purchasing considerations, vendor recommendations, and implementation timeline for all equipment across the 5-phase PRACA ENTERPRISES expansion plan.

Document Purpose

- **Equipment Specifications:** Detailed technical specs for informed purchasing
 - **Vendor Information:** Recommended suppliers and purchasing channels
 - **Cost Optimization:** Bundle opportunities and negotiation strategies
 - **Implementation Timeline:** Sequential purchasing and deployment schedule
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PHASE 1: FOUNDATION EQUIPMENT (Months 1-6)

Total Investment: KSh 2,219,000

CORE CAMERAS & LENSES

Canon EOS M50 Mark II Kit (Entry Level)

Quantity: 3 complete kits Unit Cost: KSh 83,000 per kit | Total: KSh 249,000

Technical Specifications:

- **Sensor:** 24.1 megapixels APS-C CMOS sensor
- **Video:** 4K UHD at 24p, 1080p Full HD at 60p
- **Autofocus:** Dual Pixel CMOS AF with Eye AF
- **ISO Range:** ISO 100-25,600 (expandable to 51,200)
- **Screen:** 3.0" fully articulated touchscreen
- **Weight:** 387g body only

Included Lenses:

- Canon EF-M 15-45mm f/3.5-6.3 IS STM (3 units)
- Canon EF-M 55-200mm f/4.5-6.3 IS STM (2 units)

Purchasing Considerations:

- Buy as complete kits for warranty coverage
- Negotiate bulk pricing for 3+ units
- Ensure latest firmware version
- Include lens cleaning kits and UV filters

Recommended Vendors:

- Canon Kenya (Authorized Dealer) - Westlands
- Alfajiri Electronics - Nairobi CBD
- Online: B&H Photo (with import handling)

Canon EOS R50 Professional Kit

Quantity: 2 complete kits Unit Cost: KSh 255,000 per kit | Total: KSh 510,000

Technical Specifications:

- **Sensor:** 24.2MP APS-C CMOS
- **Video:** 4K at 30p, 1080p at 120p for slow motion
- **Autofocus:** Advanced Dual Pixel CMOS AF II
- **ISO Range:** 100-32,000 (expandable to 102,400)
- **Screen:** 3.0" vari-angle touchscreen LCD
- **Stabilization:** In-lens IS with digital stabilization

Included Lenses:

- Canon RF 24-105mm f/4L IS USM (2 units)
- Canon RF 50mm f/1.8 STM (2 units)

Key Features for Rental Business:

- Professional weather sealing
- Dual card slots for backup recording
- Advanced menu customization for different users
- Compatible with full RF lens ecosystem

Sony A7 III Professional System

Quantity: 2 complete systems Unit Cost: KSh 328,000 per system | Total: KSh 656,000

Technical Specifications:

- **Sensor:** 24.2MP Full-Frame Exmor R CMOS
- **Video:** 4K recording with full pixel readout
- **ISO Range:** 100-51,200 (expandable to 204,800)
- **Stabilization:** 5-axis in-body image stabilization
- **Battery Life:** Up to 710 shots per charge
- **Dual Card Slots:** SD + SD/Memory Stick Pro Duo

Included Lenses:

- Sony FE 28-70mm f/3.5-5.6 OSS (2 units)
- Sony FE 50mm f/1.8 (2 units)

Professional Advantages:

- Full-frame sensor for superior low-light performance
- Extensive third-party lens compatibility
- Proven reliability in professional environments
- Strong resale value retention

BASIC AUDIO EQUIPMENT

Rode VideoMic Pro Plus

Quantity: 4 units Unit Cost: KSh 35,000 | Total: KSh 140,000

Specifications:

- **Type:** Supercardioid directional microphone
- **Frequency Response:** 20Hz - 20kHz
- **Power:** Built-in rechargeable lithium battery (70+ hours)
- **Features:** Auto-sensing 3.5mm output, safety channel, high-pass filter
- **Weather Resistance:** Yes, with included deadcat windshield

Purchasing Notes:

- Buy with Rycote Lyre shock mounts

- Include additional deadcat windshields for outdoor use
- Negotiate pricing for 4+ unit purchase

Rode Wireless GO II System

Quantity: 2 complete systems Unit Cost: KSh 32,000 | Total: KSh 64,000

Specifications:

- **Range:** Up to 200m line of sight
- **Recording:** Onboard recording capability (7 hours internal storage)
- **Channels:** Dual-channel system (2 transmitters, 1 receiver)
- **Battery Life:** 7 hours continuous use
- **Compatibility:** Camera and smartphone compatible

System Includes:

- 2 × Transmitters with built-in microphones
- 1 × Dual-channel receiver
- Lavalier microphones
- USB-C charging cables

Audio-Technica ATR2100x-USB

Quantity: 2 units Unit Cost: KSh 18,000 | Total: KSh 36,000

Specifications:

- **Type:** Dynamic microphone with USB and XLR outputs
- **Polar Pattern:** Cardioid
- **Frequency Response:** 50Hz - 15kHz
- **Power:** Bus-powered via USB or phantom power via XLR
- **Applications:** Interviews, podcasting, live streaming

Zoom H1n Handy Recorder

Quantity: 3 units Unit Cost: KSh 12,000 | Total: KSh 36,000

Specifications:

- **Recording:** WAV/MP3 at up to 24-bit/96kHz

- **Storage:** MicroSD/microSDHC cards (up to 32GB)
- **Battery Life:** 10+ hours with 2 AA batteries
- **Features:** Auto-record, pre-record, low-cut filter
- **Weight:** 60g (without batteries)

SUPPORT EQUIPMENT & ACCESSORIES

Manfrotto BeFree Advanced Tripods

Quantity: 4 units Unit Cost: KSh 18,000 | Total: KSh 72,000

Specifications:

- **Load Capacity:** 8kg
- **Height:** 151cm extended, 40cm folded
- **Weight:** 1.59kg
- **Leg Sections:** 4 sections with twist locks
- **Head:** 3-way head with quick release plate

Professional Features:

- Carbon fiber construction for lightweight durability
- M-lock system for secure leg locking
- Compact travel size for location work

Manfrotto Element MII Tripods

Quantity: 3 units Unit Cost: KSh 12,000 | Total: KSh 36,000

Specifications:

- **Load Capacity:** 4kg
- **Height:** 156cm extended, 44cm folded
- **Weight:** 1.15kg
- **Material:** Aluminum construction
- **Head Type:** Ball head with quick release

Sachtler FSB 4 Heavy-Duty Tripod

Quantity: 1 unit Unit Cost: KSh 45,000 | Total: KSh 45,000

Professional Specifications:

- **Load Capacity:** 1-9kg (perfect for future professional cameras)
- **Fluid Head:** 4-step counterbalance
- **Drag:** Horizontal and vertical 3-step drag
- **Height Range:** 73-158cm
- **Applications:** Professional video production

Why This Investment:

- Future-proofs for Phase 2 professional cameras
- Industry-standard for professional video work
- Smooth fluid movement for cinematic shots
- Excellent rental value for professional packages

POWER & STORAGE SOLUTIONS

SanDisk Extreme Pro 128GB Cards

Quantity: 10 cards Unit Cost: KSh 8,500 | Total: KSh 85,000

Specifications:

- **Capacity:** 128GB each
- **Speed Class:** V30, U3, Class 10
- **Read Speed:** Up to 170MB/s
- **Write Speed:** Up to 90MB/s
- **Applications:** 4K video recording, burst photography

Strategic Purchasing:

- Buy in bulk for volume discounts
- Ensure genuine SanDisk products (avoid counterfeits)
- Include SD card readers for fast data transfer

Camera Battery Systems

Total Investment: KSh 115,500

Canon LP-E12 Batteries (for M50 II):

- Quantity: 6 batteries
- Unit Cost: KSh 4,500
- Total: KSh 27,000

Canon LP-E17 Batteries (for R50):

- Quantity: 4 batteries
- Unit Cost: KSh 5,000
- Total: KSh 20,000

Sony NP-FZ100 Batteries (for A7 III):

- Quantity: 6 batteries
- Unit Cost: KSh 6,500
- Total: KSh 39,000

Multi-Battery Chargers:

- Canon Dual Chargers: 3 units @ KSh 8,000 = KSh 24,000
- Sony Dual Chargers: 1 unit @ KSh 5,500 = KSh 5,500

TRANSPORT & PROTECTION

Pelican 1510 Professional Cases

Quantity: 4 cases Unit Cost: KSh 28,000 | Total: KSh 112,000

Specifications:

- **Internal Dimensions:** 48.6 × 35.1 × 19.4 cm
- **Features:** Waterproof, crushproof, lifetime warranty
- **Pressure Valve:** Automatic pressure equalization
- **Lock System:** TSA-approved locks
- **Customization:** Pick-and-pluck foam interior

Case Allocation:

- Case 1: Canon M50 II systems
- Case 2: Canon R50 systems
- Case 3: Sony A7 III systems

- Case 4: Audio equipment and accessories

Camera Bags & Accessories

Total Investment: KSh 28,500

Lowepro ProTactic BP 450 AW II:

- Quantity: 2 bags
- Features: All-weather cover, modular system
- Cost: KSh 18,000

Misc Accessories:

- Lens cleaning kits, memory card cases, rain covers
- Cost: KSh 10,500

WIRELESS TALLY & COLOR SYSTEMS

Hollyland Mars T1000 Wireless Tally System

Quantity: 4 units Unit Cost: KSh 15,000 | Total: KSh 60,000

Specifications:

- **Range:** Up to 1000ft (300m)
- **Channels:** 4-channel wireless transmission
- **Power:** Built-in rechargeable battery
- **Mounting:** Hot shoe and 1/4" thread mounting
- **Applications:** Multi-camera live production

Professional Advantages:

- Essential for Phase 2 multi-camera setups
- Industry-standard for live streaming
- Reliable wireless communication
- Future expansion capability

X-Rite ColorChecker Systems

Investment: KSh 30,000

ColorChecker Classic (18% Grey Cards):

- Quantity: 5 cards
- Unit Cost: KSh 4,500
- Applications: White balance, exposure reference

White Balance Card Sets:

- Quantity: 3 professional sets
 - Features: Multiple temperature references
 - Cost: KSh 7,500
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PHASE 2: PROFESSIONAL EXPANSION (Months 7-12)

Total Investment: KSh 6,329,000

CINEMA CAMERAS & PROFESSIONAL SYSTEMS

Sony FX6 Full-Frame Cinema Camera

Quantity: 2 units Unit Cost: KSh 485,000 | Total: KSh 970,000

Professional Specifications:

- **Sensor:** 10.9MP Full frame (36 x 24 mm) CMOS sensor
- **Recording Formats:** 4K up to 120p, 1080p up to 240p
- **Color Science:** S-Cinetone and S-Log3 recording
- **Dynamic Range:** 15+ stops with S-Log3
- **ISO Range:** Base ISO 800, expandable to 409,600
- **Recording Media:** Dual CFexpress Type A slots

Why Sony FX6:

- Industry preference for documentary and commercial work
- Excellent low-light performance
- Professional audio inputs (XLR)
- Netflix approved for original content
- Strong rental demand in Nairobi market

Purchasing Strategy:

- Source from Sony Professional division

- Negotiate extended warranty (3 years)
- Include essential accessories bundle
- Verify firmware version compatibility

Canon C70 Cinema Camera

Quantity: 2 units Unit Cost: KSh 425,000 | Total: KSh 850,000

Cinema Specifications:

- **Sensor:** Super 35mm Dual Gain Output (DGO) CMOS
- **Recording:** 4K up to 120p internal recording
- **Dynamic Range:** 16+ stops with Canon Log 2
- **Mount:** RF mount (compatible with extensive lens ecosystem)
- **Form Factor:** Compact documentary-style body
- **Audio:** 4-channel audio recording capability

Market Positioning:

- High demand for corporate video production
- Excellent for live streaming applications
- RF mount provides lens flexibility
- Proven reliability in professional environments

Blackmagic Studio Camera 4K Plus

Quantity: 4 units Unit Cost: KSh 185,000 | Total: KSh 740,000

Live Production Specifications:

- **Sensor:** 4K sensor with 13 stops dynamic range
- **Outputs:** 12G-SDI and 10G Ethernet
- **Lens Mount:** MFT mount with professional control
- **Control:** Remote camera control via ATEM switchers
- **Applications:** Live streaming, broadcast, studio work

Strategic Value:

- Purpose-built for live streaming services
- Integrates perfectly with ATEM switchers (Phase 4)

- Lower cost per unit enables multi-camera setups
- High rental frequency for live events

Blackmagic Pocket Cinema Camera 4K

Quantity: 2 units Unit Cost: KSh 125,000 | Total: KSh 250,000

Compact Cinema Specifications:

- **Sensor:** 4/3 size sensor with 13 stops dynamic range
- **Recording:** Cinema DNG RAW and ProRes
- **Mount:** MFT mount with active stabilization
- **Monitor:** 5" touchscreen with professional monitoring tools
- **Power:** Removable LP-E6 battery system

PROFESSIONAL CINEMA LENSES

Sony FE G Master Lens Collection

Total Investment: KSh 1,210,000

Sony FE 16-35mm f/2.8 GM:

- Quantity: 2 lenses
- Unit Cost: KSh 185,000
- Applications: Wide-angle cinematography, interiors

Sony FE 24-70mm f/2.8 GM:

- Quantity: 2 lenses
- Unit Cost: KSh 195,000
- Applications: Standard zoom, versatile shooting

Sony FE 70-200mm f/2.8 GM OSS:

- Quantity: 2 lenses
- Unit Cost: KSh 225,000
- Applications: Telephoto, portraits, sports

Lens Investment Strategy:

- G Master series ensures consistent image quality

- Professional build quality for rental durability
- High resale value retention
- Market preference for Sony glass

Canon RF Professional Lenses

Total Investment: KSh 895,000

Canon RF 24-70mm f/2.8L IS USM:

- Quantity: 2 lenses
- Unit Cost: KSh 285,000
- Features: Image stabilization, weather sealing

Canon RF 70-200mm f/2.8L IS USM:

- Quantity: 1 lens
- Unit Cost: KSh 325,000
- Features: Lightweight design, exceptional optics

ADVANCED AUDIO SYSTEMS

Field Recording Equipment

Total Investment: KSh 295,000

Zoom F6 Field Recorder:

- Quantity: 2 units
- Unit Cost: KSh 85,000
- Features: 32-bit float recording, 6 inputs
- Applications: Professional film audio

Sound Devices MixPre-6 II:

- Quantity: 1 unit
- Unit Cost: KSh 125,000
- Features: 6-input mixer/recorder, USB audio interface
- Applications: High-end production audio

Professional Microphone Systems

Total Investment: KSh 483,000

Sennheiser MKE 600 Shotgun:

- Quantity: 2 mics
- Features: Professional shotgun design, phantom power
- Cost: KSh 90,000

Audio-Technica AT4053b:

- Quantity: 2 mics
- Features: Hypercardioid condenser, professional broadcast
- Cost: KSh 110,000

Shure SM58 Dynamic Mics:

- Quantity: 4 mics
- Features: Industry standard, extremely durable
- Cost: KSh 48,000

Wireless Microphone Systems:

- Sennheiser EW 112P G4: 2 systems @ KSh 65,000 = KSh 130,000
- Rode RODELink Filmmaker Kit: 2 systems @ KSh 28,000 = KSh 56,000

Audio Accessories:

- Boom poles, windscreens, XLR cables: KSh 80,000

STABILIZATION & MOVEMENT SYSTEMS

Professional Gimbal Systems

Total Investment: KSh 415,000

DJI RS 3 Pro (Heavy Payload):

- Quantity: 1 unit
- Unit Cost: KSh 95,000
- **Specifications:**
 - Payload capacity: 4.5kg
 - Battery life: 12 hours

- 3rd-generation RS stabilization algorithm
- ActiveTrack Pro for automated subject tracking

DJI Ronin-S:

- Quantity: 1 unit
- Unit Cost: KSh 85,000
- Load capacity: 3.6kg
- Applications: DSLR/mirrorless stabilization

DJI Ronin SC:

- Quantity: 2 units
- Unit Cost: KSh 55,000 each
- Compact design for lighter cameras
- Perfect for content creator packages

Steadicam Pilot System:

- Quantity: 1 system
- Unit Cost: KSh 65,000
- Professional vest and arm system
- Smooth, cinematic camera movement

Slider & Dolly Systems:

- Professional slider kit: KSh 125,000
- Includes: 1.2m carbon fiber slider, motorized control

Advanced Tally Systems

Datavideo ITC-300 Tally System:

- Quantity: 1 complete system
- Unit Cost: KSh 125,000
- Features: 8-camera tally capability, wireless operation
- Applications: Professional live production

PHASE 3: FLAGSHIP CINEMA EXPANSION (Months 13-18)

Total Investment: KSh 2,635,000

RED KOMODO 6K CINEMA SYSTEM

RED KOMODO 6K Camera Body

Quantity: 1 complete system Total Investment: KSh 1,285,000

Technical Specifications:

- **Sensor:** 19.9MP Super 35 (27.03 x 14.26 mm) CMOS sensor
- **Recording:** 6K global shutter sensor
- **Frame Rates:** 6K up to 40fps, 4K up to 60fps, 2K up to 120fps
- **Dynamic Range:** 16+ stops
- **Mount:** Canon RF mount (native)
- **Recording Media:** CFast 2.0 cards
- **Global Shutter:** Eliminates rolling shutter artifacts

Why RED KOMODO:

- Unmatched cinematic quality and performance in a compact form factor
- Global shutter technology (rare in this price range)
- Industry recognition and prestige
- Excellent rental rates (KSh 85,000+ daily)
- Future-proof investment

Purchasing Strategy:

- Source directly from RED authorized dealer
- Include comprehensive warranty package
- Negotiate training session for technical team
- Verify latest firmware compatibility

RED Professional Accessories

Total Investment: KSh 485,000

RED DSMC2 Audio Module:

- Unit Cost: KSh 125,000

- Features: Professional XLR inputs, phantom power
- Essential for professional audio recording

RED Pro I/O Module:

- Unit Cost: KSh 185,000
- Features: SDI outputs, timecode, genlock
- Critical for professional workflow integration

RED 4.7" Touch LCD:

- Unit Cost: KSh 165,000
- Features: High-resolution monitoring, touch control
- Professional on-camera monitoring solution

RED Support System:

- RED Carbon Fiber Tripod: KSh 85,000
- RED Media & Power Kit: KSh 125,000

Canon CN-E Cinema Lens

Canon CN-E 24-105mm T4 L IS KAS:

- Quantity: 1 lens
- Unit Cost: KSh 485,000
- **Specifications:**
 - Cinema-grade optical design
 - Internal focus and zoom
 - 11-blade iris for smooth bokeh
 - Macro capability to 0.5m
 - Industry-standard gear positions

Professional Advantages:

- Purpose-built for cinema cameras
- Consistent T-stop across zoom range
- Professional build quality and reliability
- High rental value for cinema packages

COLOR GRADING & MONITORING SYSTEMS

X-Rite ColorChecker Video

Quantity: 2 systems Unit Cost: KSh 35,000 | Total: KSh 70,000

Professional Color Standards:

- 24-patch color reference
- Video-specific color patches
- Consistent color reproduction
- Essential for RED workflow

Enhanced RED Monitoring

RED 9" Touch LCD with Tally:

- Unit Cost: KSh 110,000
 - Features: Large monitoring surface, built-in tally capability
 - Applications: Director/client monitoring, multi-camera productions
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PURCHASING TIMELINE & VENDOR STRATEGY

MONTH-BY-MONTH PURCHASING SCHEDULE

Month 1: Core Foundation

Week 1-2:

- Canon M50 II kits (3 units)
- Basic audio equipment (Rode mics, Zoom recorders)
- Essential accessories (batteries, memory cards)

Week 3-4:

- Canon R50 systems (2 units)
- Manfrotto tripod systems
- Pelican transport cases

Month 2: Professional Audio & Support

Week 1-2:

- Sony A7 III systems (2 units)
- Professional audio expansion
- Wireless tally systems

Week 3-4:

- Heavy-duty support equipment
- Color reference systems
- Final Phase 1 accessories

Months 7-8: Cinema Camera Deployment

Month 7:

- Sony FX6 cameras (2 units)
- Sony G Master lenses
- Advanced audio systems

Month 8:

- Canon C70 cameras (2 units)
- Canon RF professional lenses
- Blackmagic Studio cameras

Month 13: RED System Implementation

Week 1-2:

- RED KOMODO 6K body and accessories
- Canon CN-E cinema lens
- Professional monitoring systems

Week 3-4:

- Color grading equipment
- Enhanced tally systems
- RED workflow training

VENDOR NEGOTIATION STRATEGIES

Volume Purchasing Benefits

Equipment Bundles:

- Negotiate 5-10% discounts for complete system purchases
- Extended warranty options at reduced cost
- Include essential accessories at no additional charge
- Training and technical support packages

Payment Terms:

- 30% deposit, 70% on delivery for large orders
- Extended payment terms for orders over KSh 500,000
- Early payment discounts (2-3% for payment within 10 days)

Recommended Vendor Network

Camera Systems:

- **Canon Kenya:** Official distributor, full warranty support
- **Sony Professional Kenya:** Direct access to cinema division
- **RED Digital Cinema:** Authorized dealer network

Audio Equipment:

- **Sennheiser Kenya:** Professional audio division
- **Rode Microphones:** Through authorized distributors
- **Sound Devices:** Professional dealer network

Support Equipment:

- **Manfrotto Kenya:** Tripod and support specialists
- **Pelican Cases:** Industrial equipment suppliers
- **SanDisk Kenya:** Memory card specialists

IMPORT & CUSTOMS CONSIDERATIONS

Import Duty Calculations

Camera Equipment: 10% import duty + 16% VAT **Audio Equipment:** 10% import duty + 16% VAT
Accessories: 25% import duty + 16% VAT

Customs Clearance Strategy

- Use experienced customs clearance agent
- Ensure proper equipment classification
- Maintain detailed equipment documentation
- Consider duty-free zones for temporary imports

WARRANTY & INSURANCE PLANNING

Equipment Warranty Strategy

Manufacturer Warranties:

- Extend all warranties to 3 years where possible
- International warranty coverage for travel
- Rapid replacement programs for rental equipment

Insurance Coverage: Phase 1 Equipment: KSh 2.2M coverage

- Professional equipment insurance
- Coverage for theft, damage, and business interruption
- International coverage for location work

Estimated Annual Premiums:

- Phase 1: KSh 66,000 annually (3% of equipment value)
 - Phase 2: KSh 190,000 annually
 - Phase 3: KSh 79,000 annually
 - Total Insurance: KSh 750,000 annually
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IMPLEMENTATION SUCCESS METRICS

Equipment Utilization Targets

Phase 1 Goals:

- 60% average utilization across all equipment
- 80% weekend utilization for event packages
- 40% weekday utilization for content creators

Performance Monitoring:

- Daily equipment tracking system

- Monthly utilization reports
- Client satisfaction surveys
- Equipment maintenance schedules

Quality Control Standards

Equipment Preparation:

- Professional equipment inspection before each rental
- Standardized cleaning and maintenance procedures
- Battery and memory card preparation protocols
- Transport case organization systems

Client Support:

- Equipment orientation for new clients
- 24/7 technical support during rentals
- Backup equipment availability
- Professional delivery and setup services

CONCLUSION

This comprehensive purchasing guide provides the foundation for successful PRACA ENTERPRISES equipment acquisition and deployment. The phased approach ensures:

✅ **Strategic Equipment Selection:** Industry-standard cameras and professional support systems ✅
Cost-Effective Purchasing: Volume discounts and vendor negotiations ✅ **Professional Implementation:** Systematic deployment with quality controls ✅ **Risk Management:** Comprehensive warranty and insurance coverage ✅ **Market Positioning:** Premium equipment portfolio for competitive advantage

Next Steps:

1. Vendor contact and initial negotiations
2. Financing approval and payment scheduling
3. Equipment inspection and acceptance procedures
4. Staff training and operational implementation
5. Client onboarding and service launch

This guide serves as your complete roadmap for building Nairobi's premier camera rental and live streaming service company.