

Nairobi Smartphone Repair Sector Market Research

あ

The Grassroots Walkers
University of Essex
Musashi University
The University of Tokyo

Training Cohort 2, PM

Thank you for attending the training!

Number of Training Participants So Far:

Since February 2025

Eastleigh	Majengo	Mathare	Huruma-Kiamaiko
6	26	2	4

Among those who were recruited
in the same period

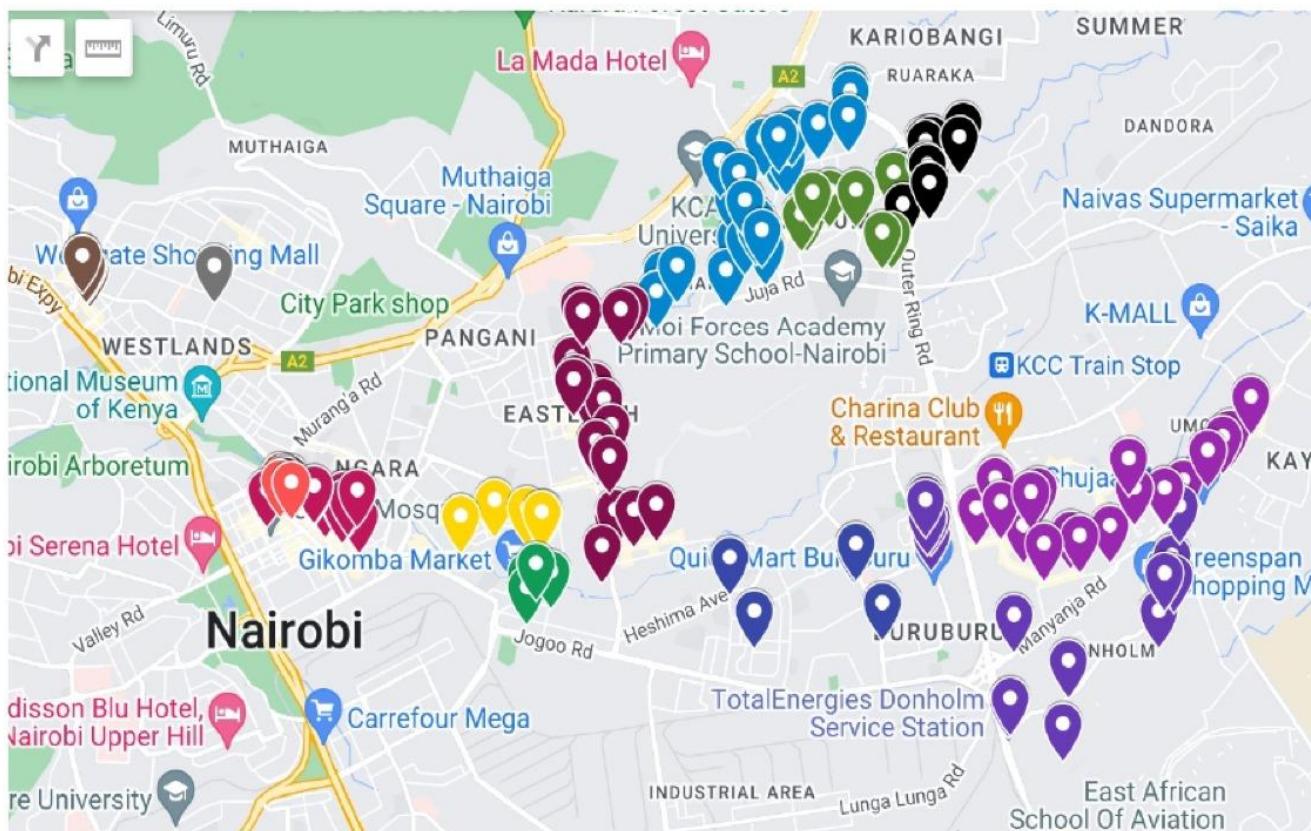
Eastleigh	Majengo	Mathare	Huruma-Kiamaiko
0	0	0	0

Market Research in 2024 Nov-Dec

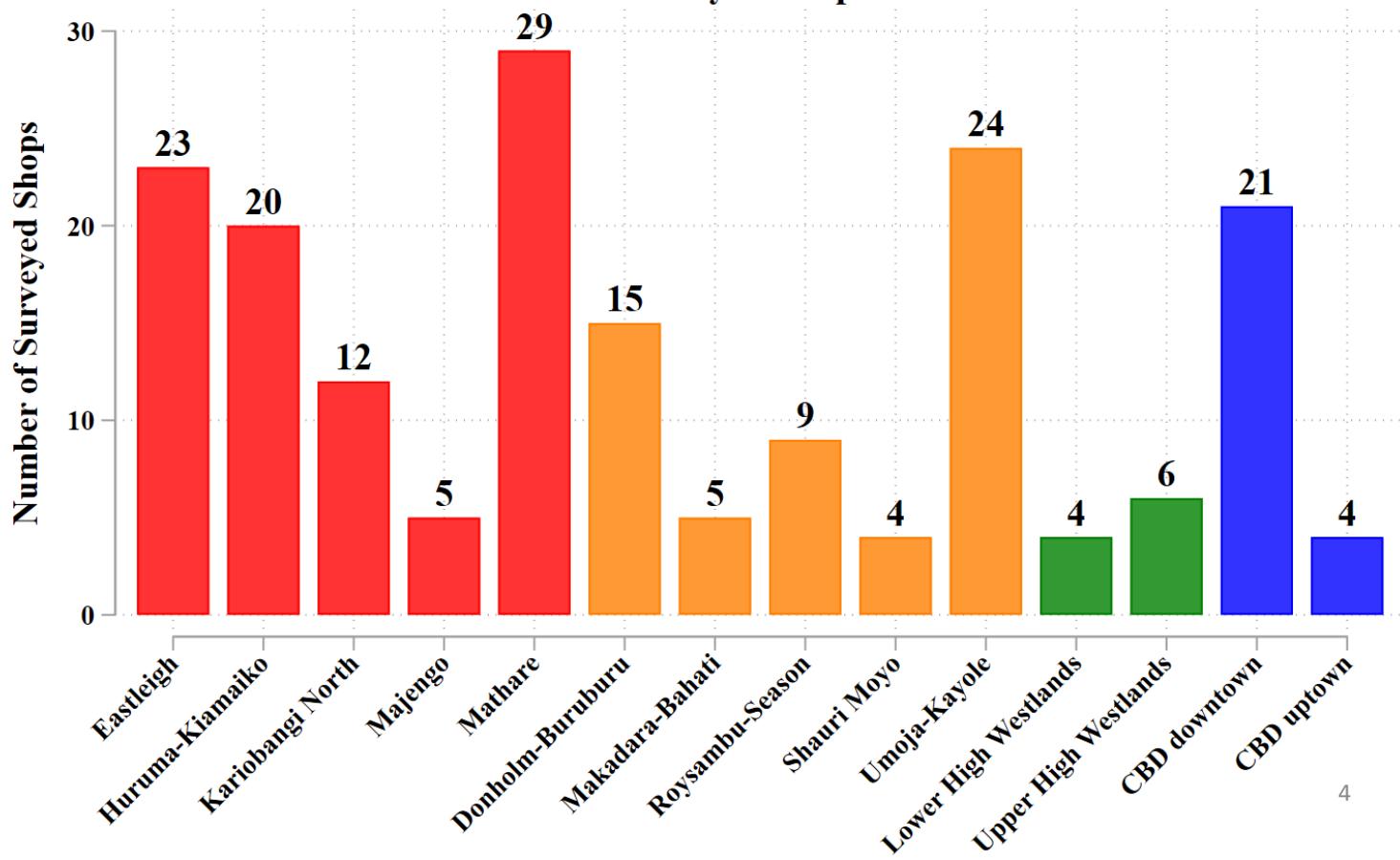


Geographical Distribution of 181 Surveyed Shops

- Huruma-Kiamakio
- CBD downtown
- Mathare
- Majengo
- Umoja-Kayole
- Eastleigh
- Kariobangi North
- CBD uptown
- Donholm-Buruburu
- Upper High Westlands
- Lower High Westlands
- Makadara-Bahati
- Roysambu-Season
- Shauri Moyo



Number of Surveyed Shops in Each Area



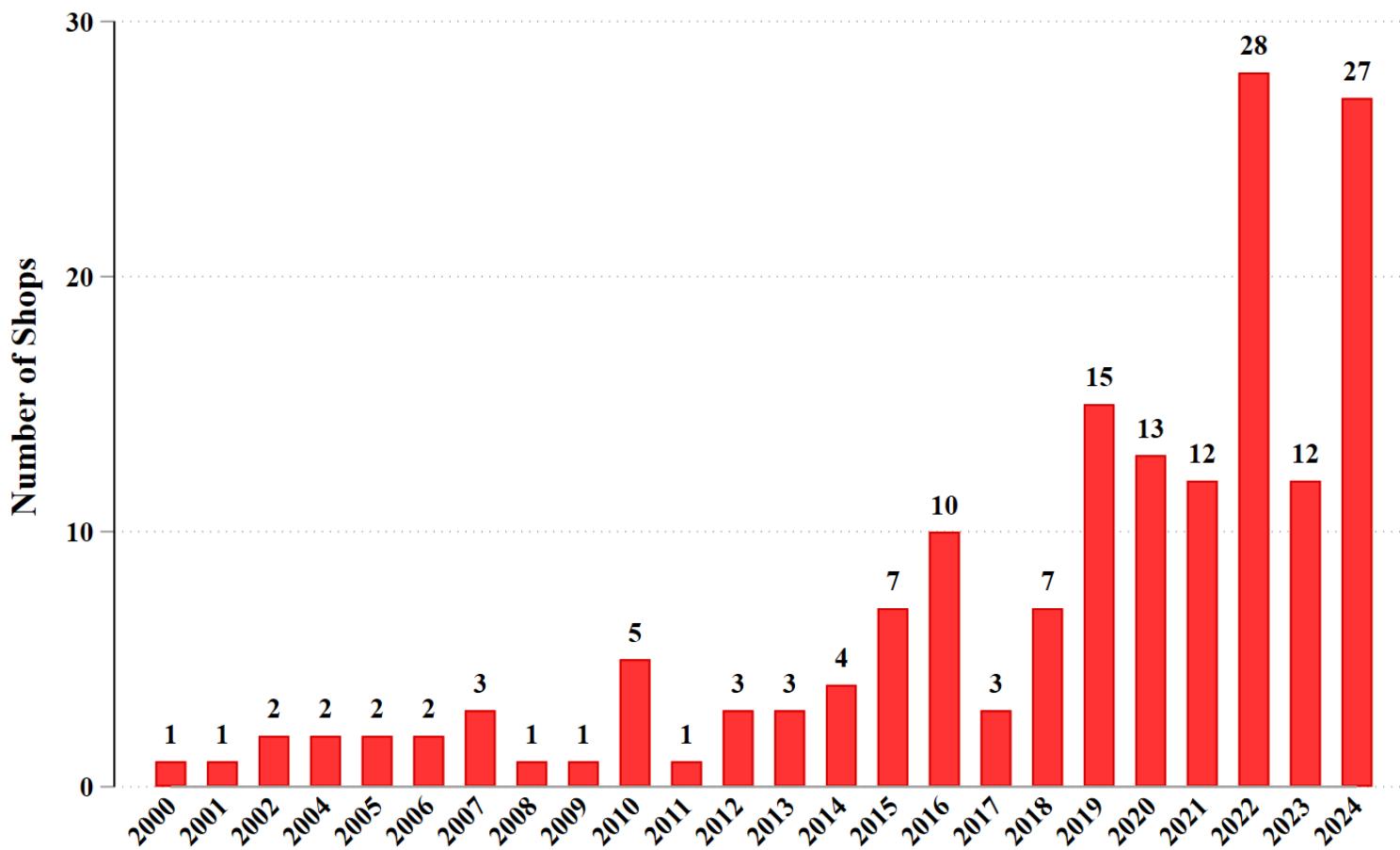
Roadmap

- Phone Repair Business
 - Available services
 - Time to complete each service
 - Number of customers
 - Service prices
 - Marketing methods
 - Smartphone brands in demand
 - Government registration
- Labor Market Information
 - Potential labor supply
 - Wages
 - Labor shortage and demand
 - Resumes for job search
 - Commission workers

Phone Repair Business

Phone Repair Sector is Rapidly Growing

Distribution of Phone Repair Shop Establishment Years



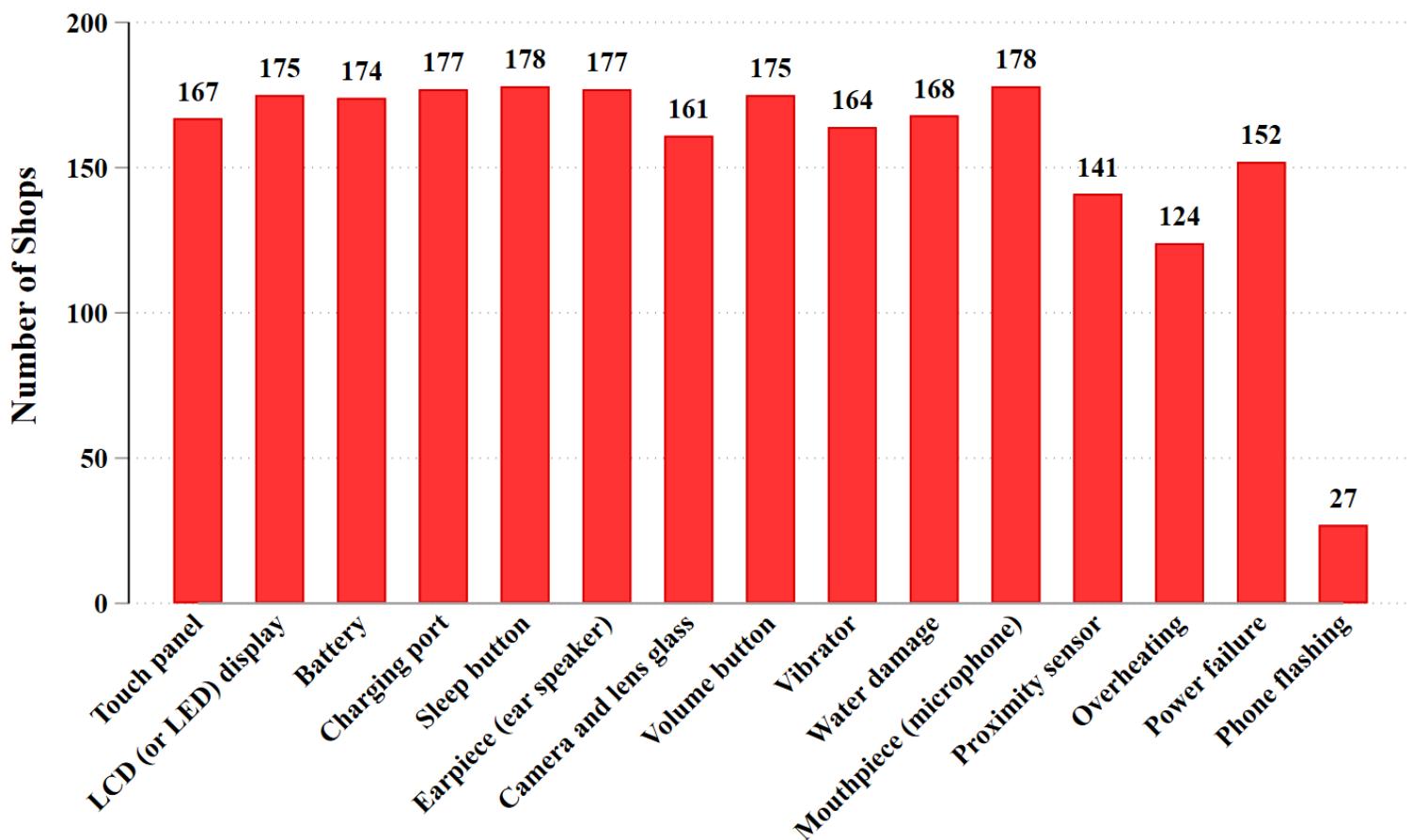
- Throughout this booklet, each bar describes a number: For example, 27 new shops (out of the surveyed shops by us) were established in 2024.
- A higher bar is associated with a higher number

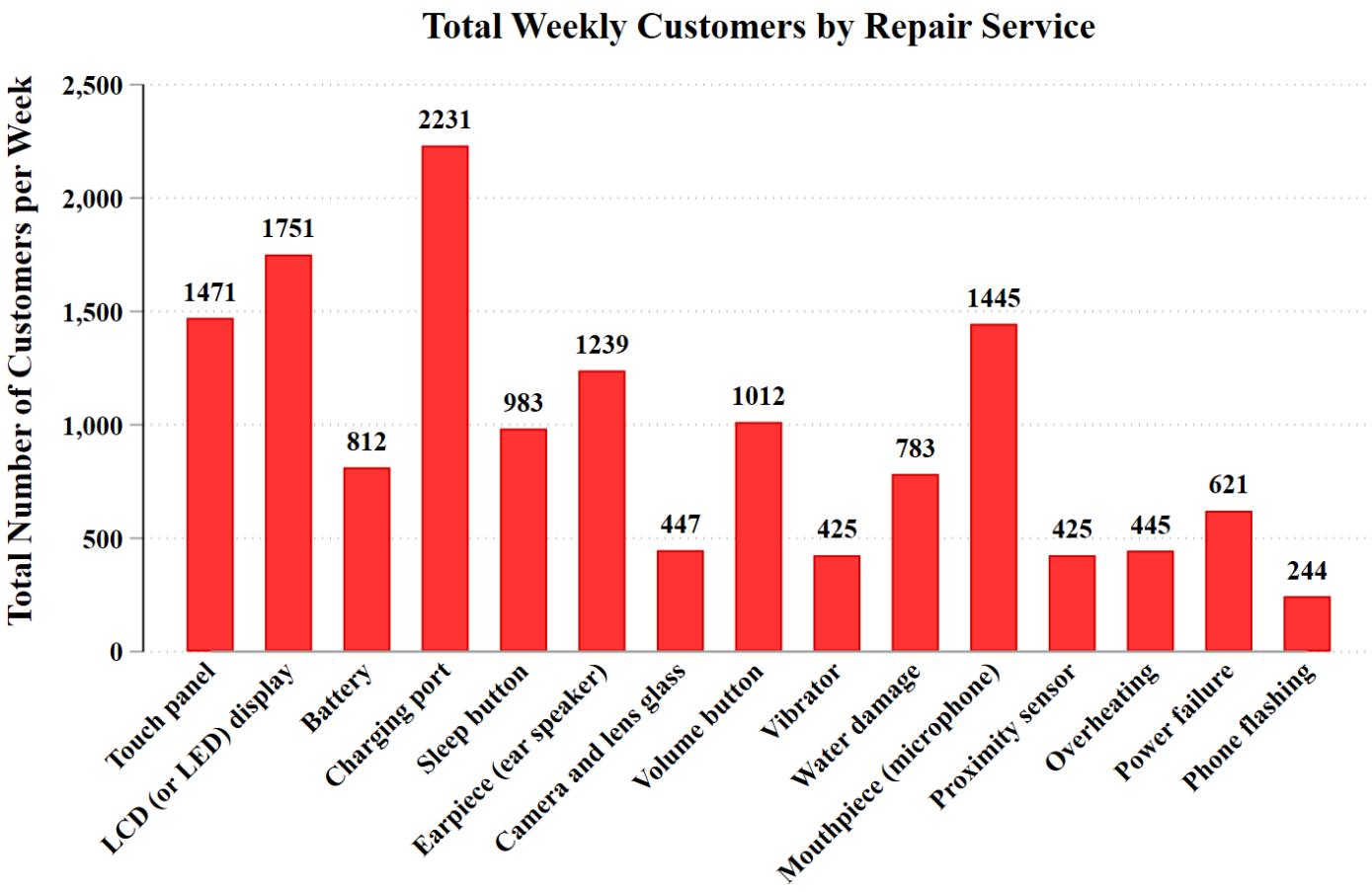
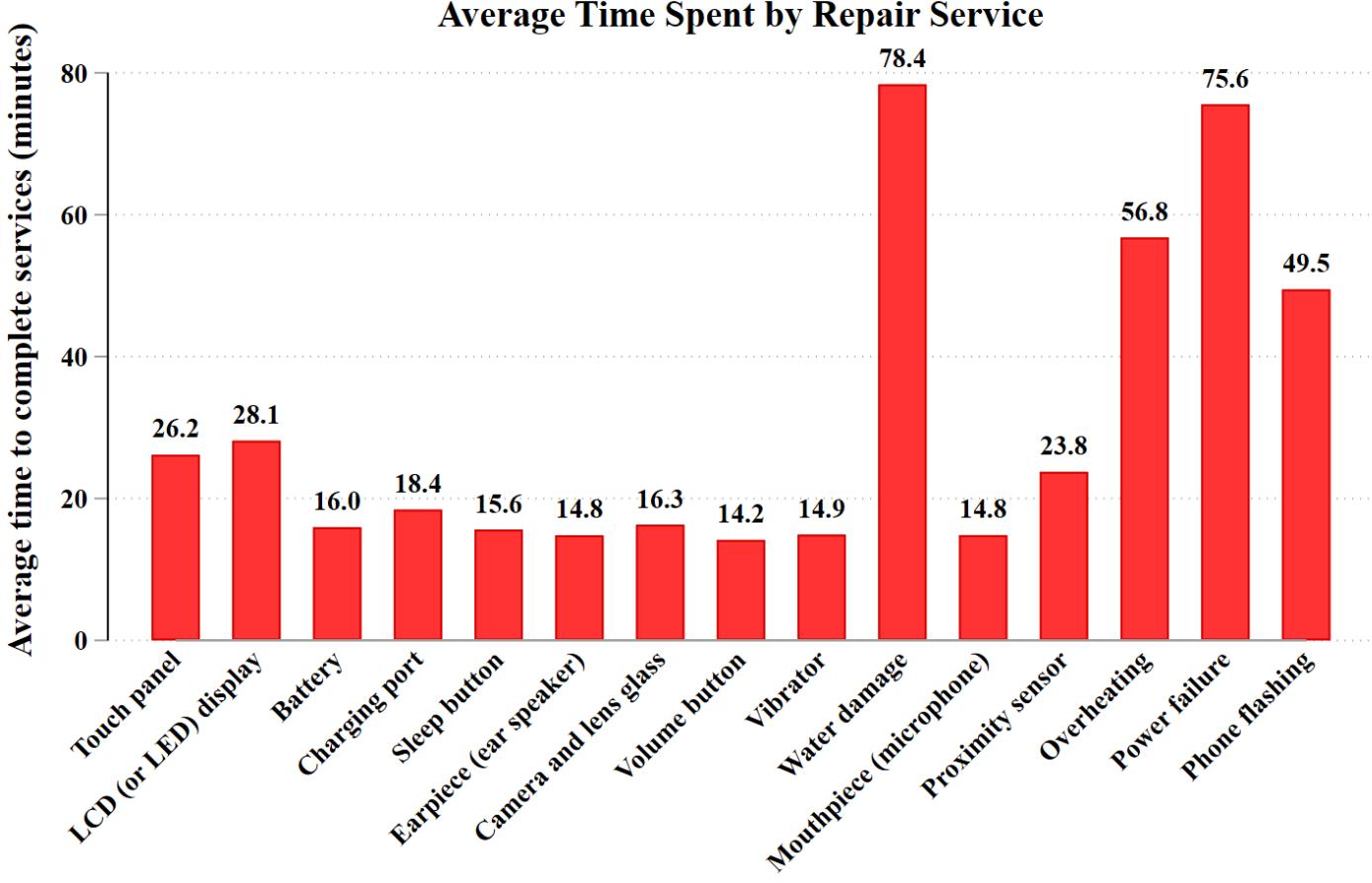
Key takeaways:

Phone Repair Services: Overview

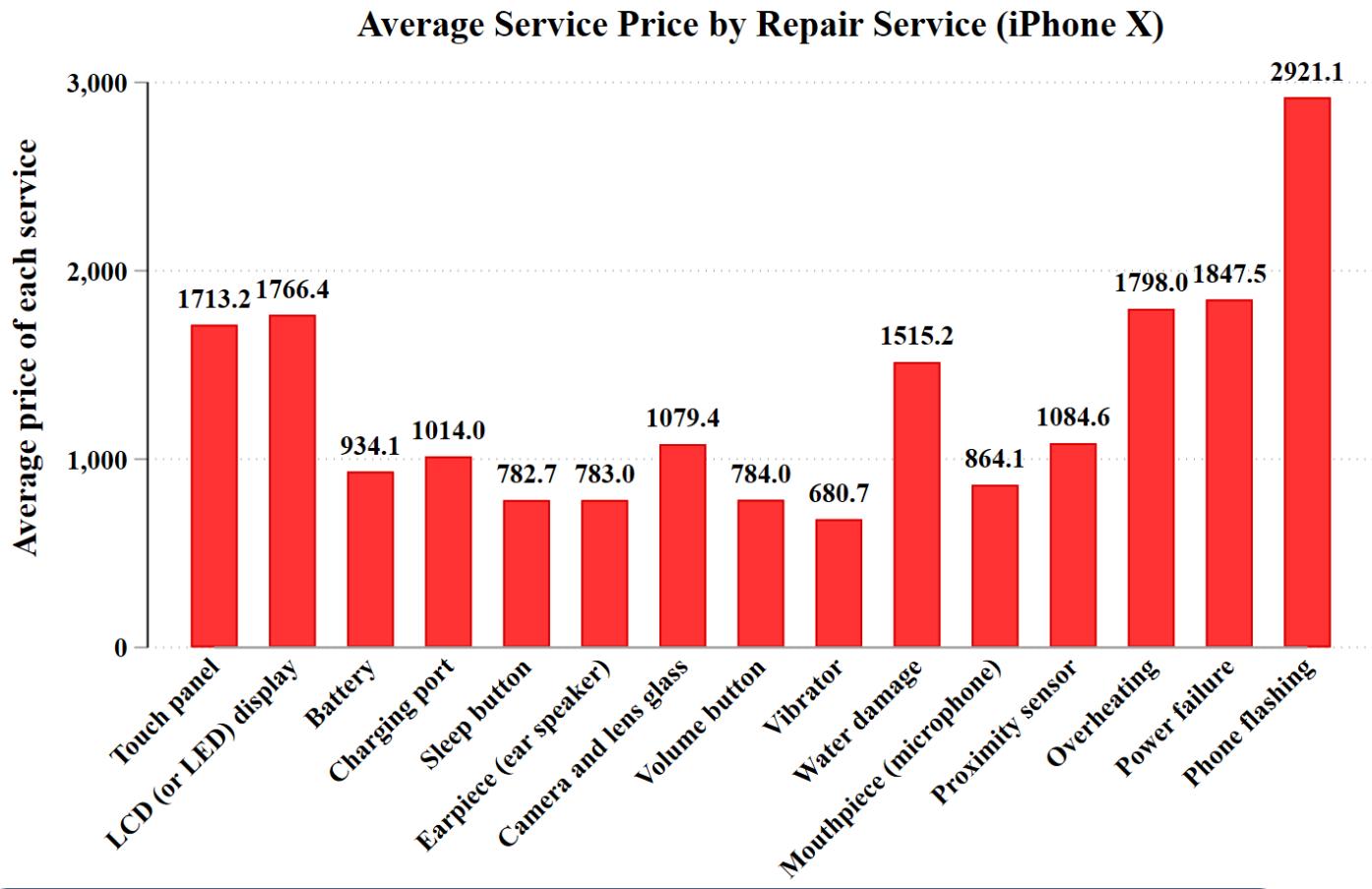
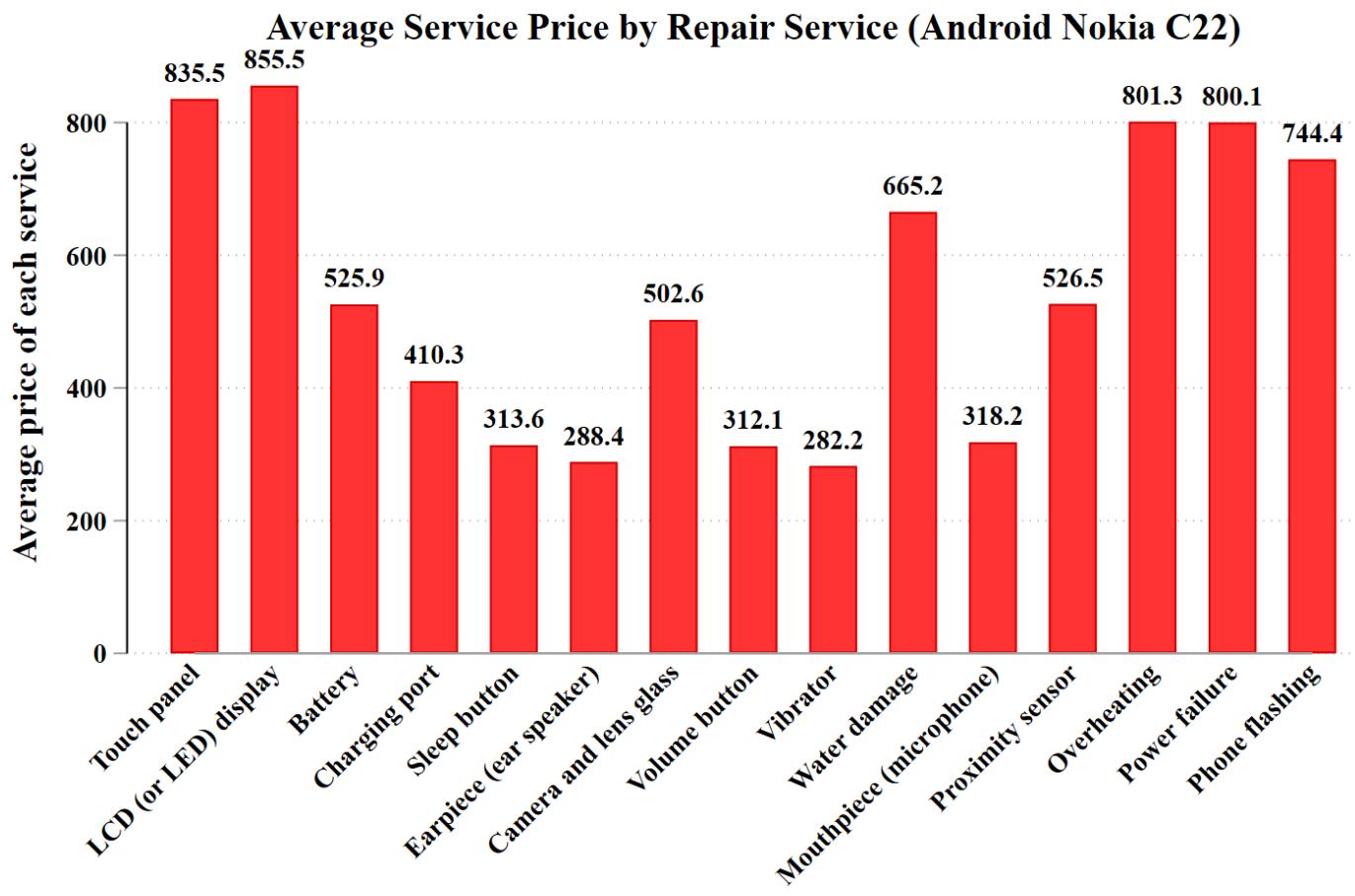
- We first show, from all areas aggregated,
 - available services
 - average time spent for each service
 - number of customers per week
 - service prices (excluding spare parts costs) for Android and iPhone in KES
- In Appendix, we show, in each area,
 - number of customers
 - service prices (KES)

Repair Services Offered by Shops





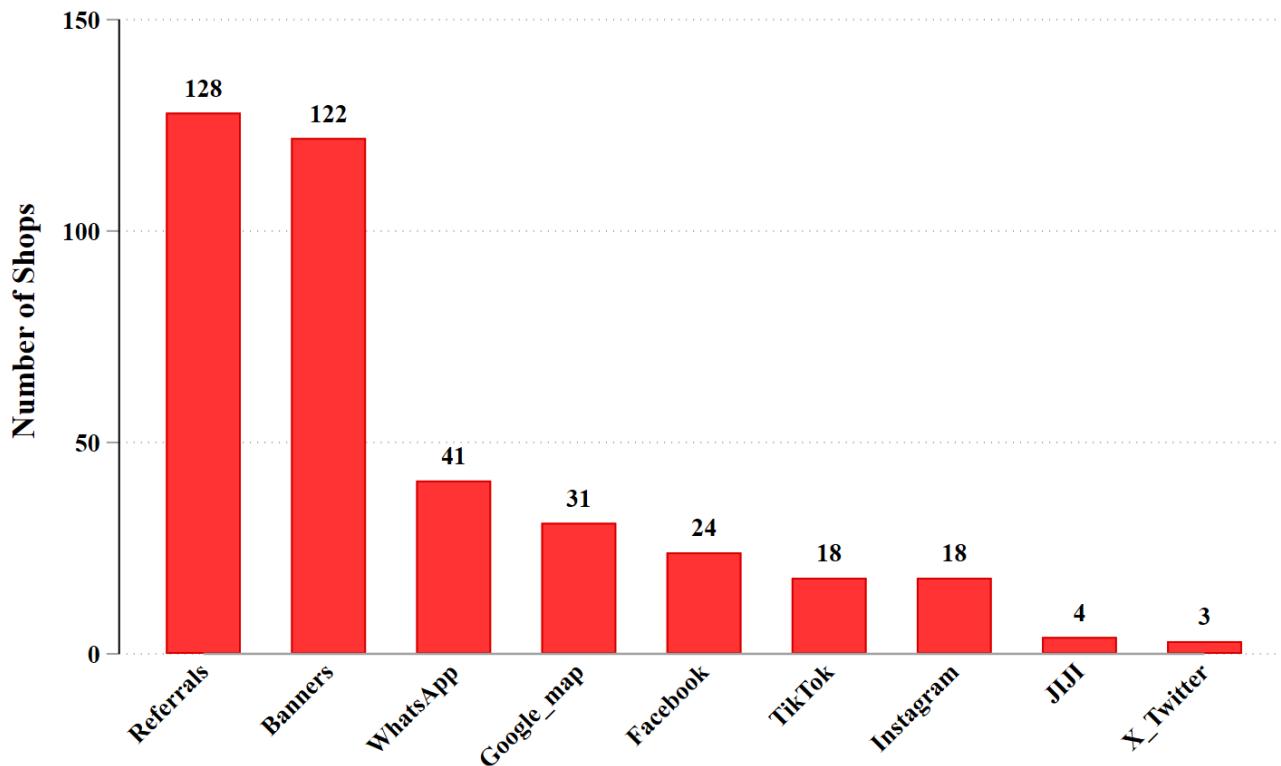
Key takeaways:



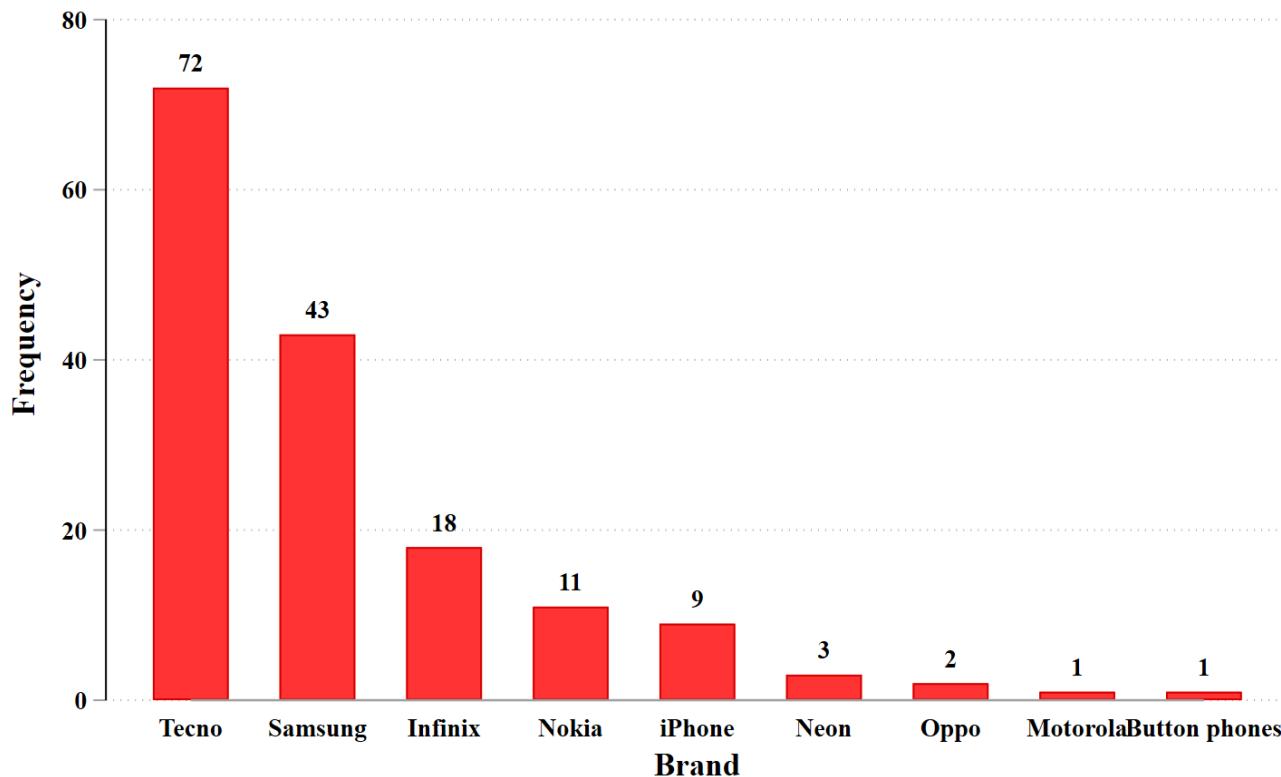
Key takeaways:

Marketing and Phone Brands in Demand

Marketing Methods Used by Shops

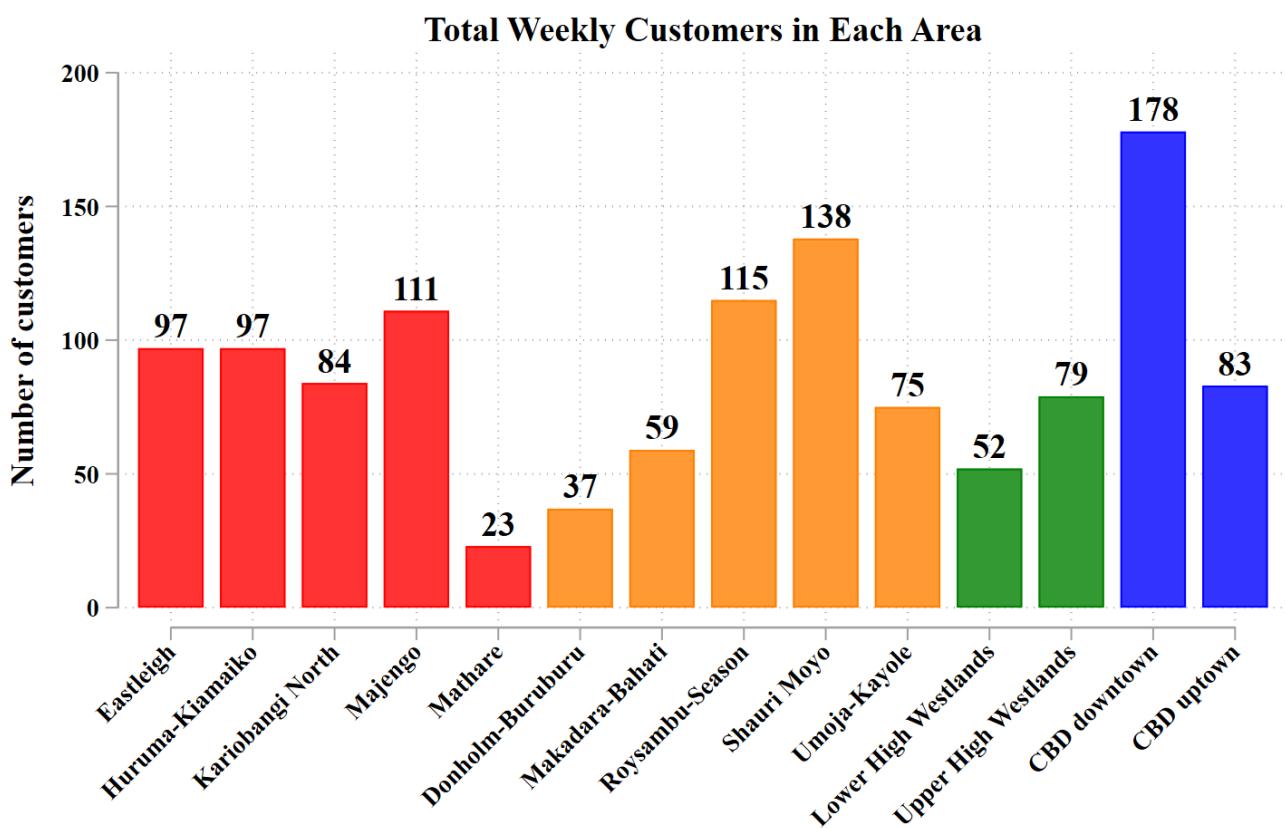
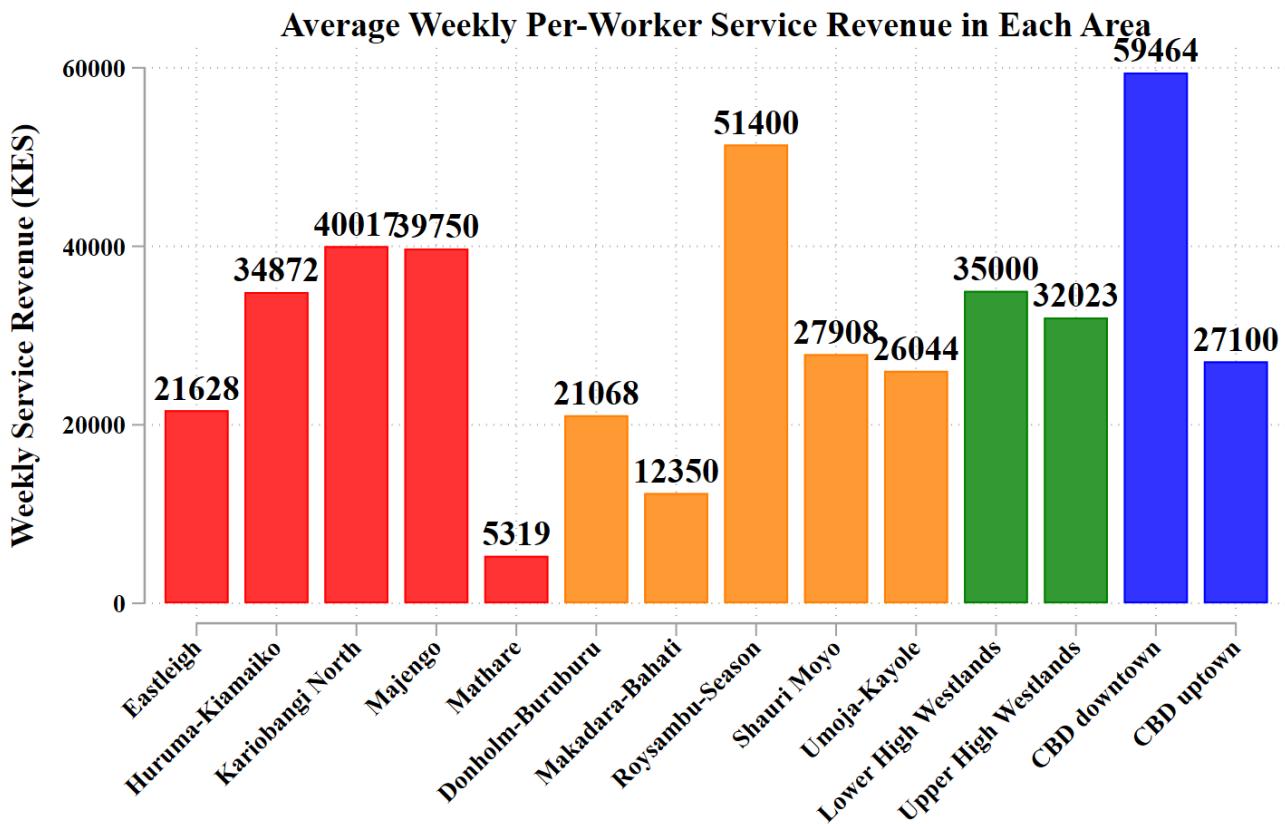


Distribution of Smartphone Brands Most Frequently Repaired



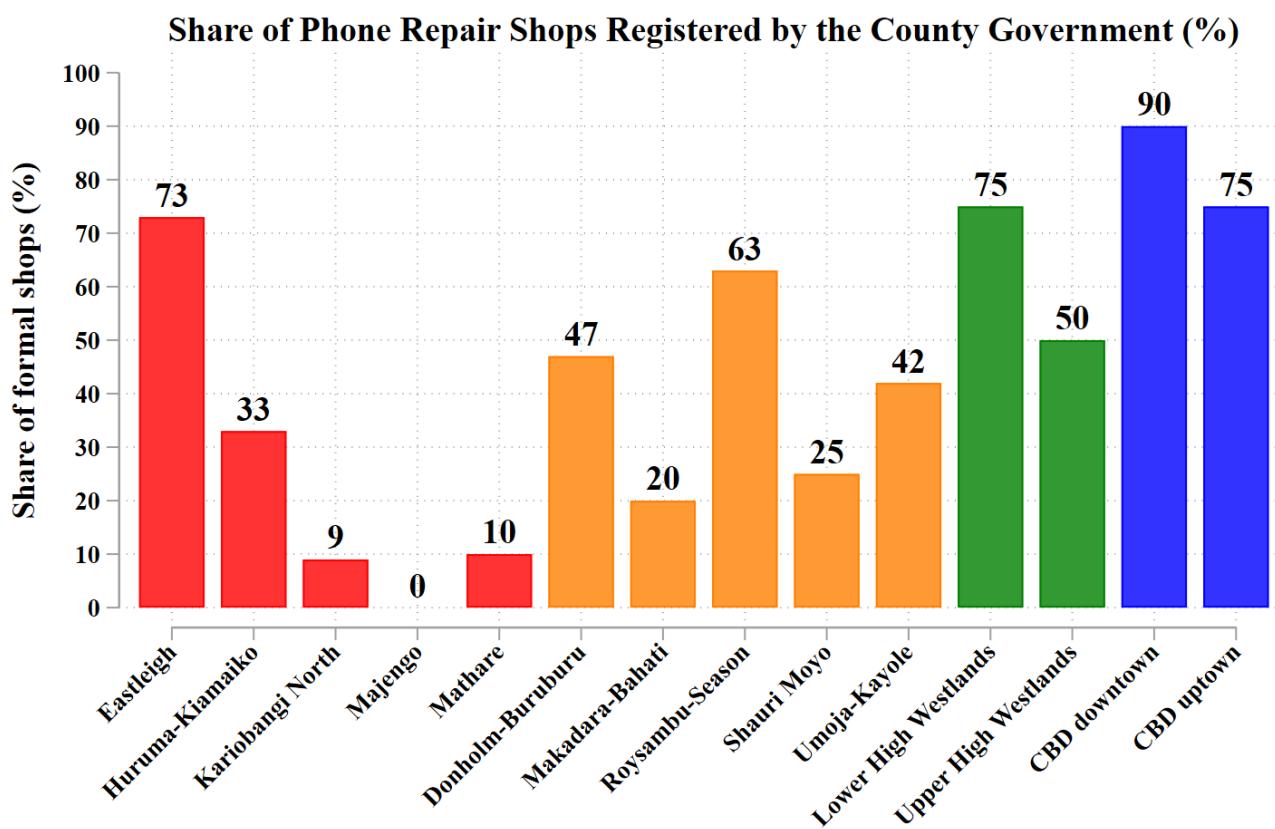
Key takeaways:

Customers & Service Revenue

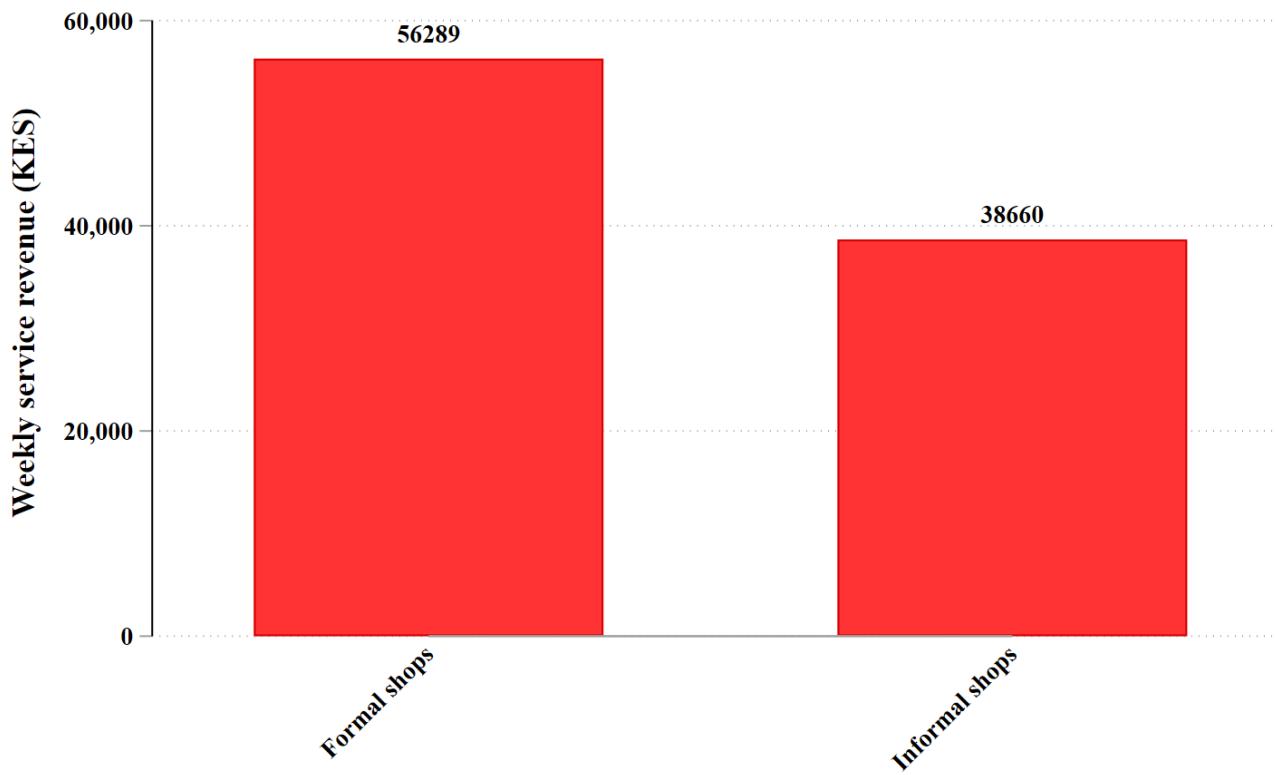


Key takeaways:

County Government Registration



Service Revenue Comparison between Formal and Informal Shops



Key takeaways:

Labor Market

Potential Labor Supply Pool

Number of Training Participants So Far:

Since February 2025

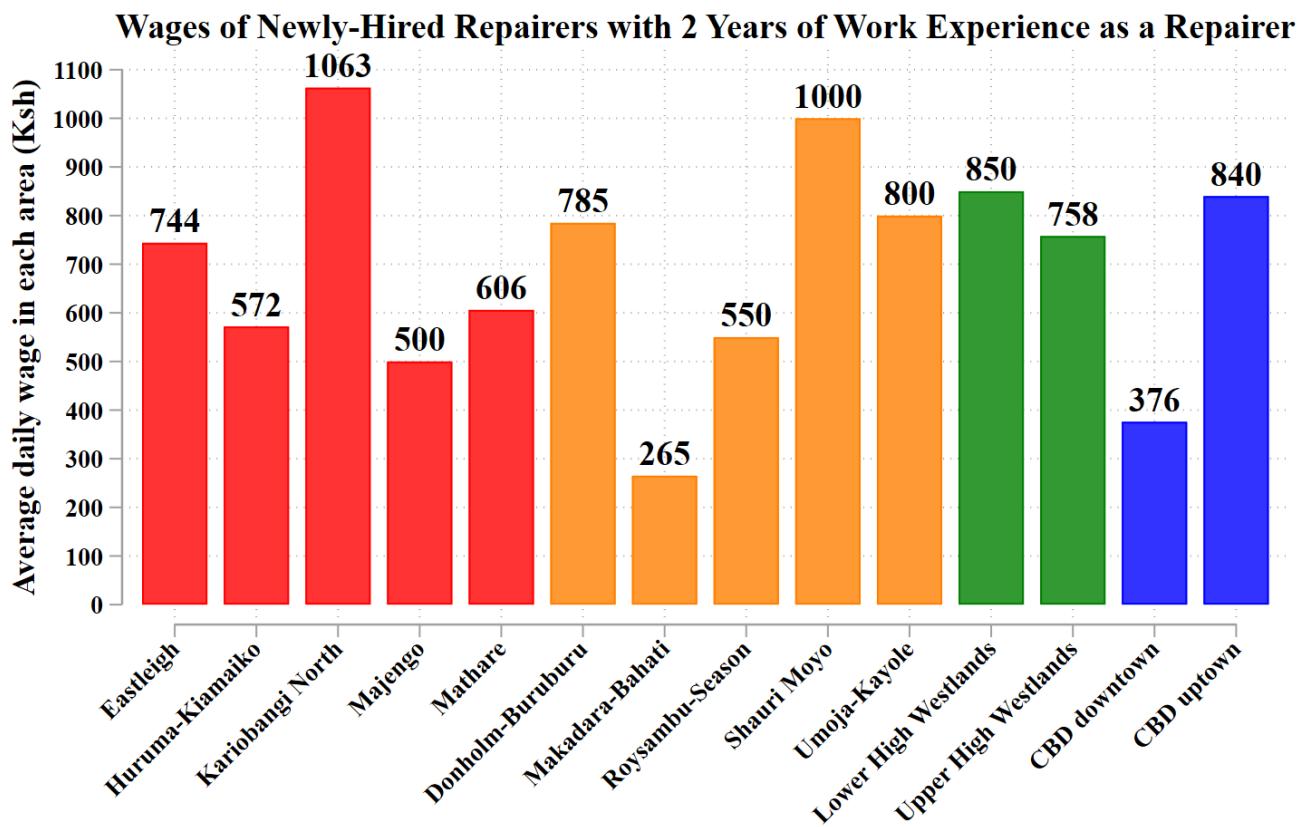
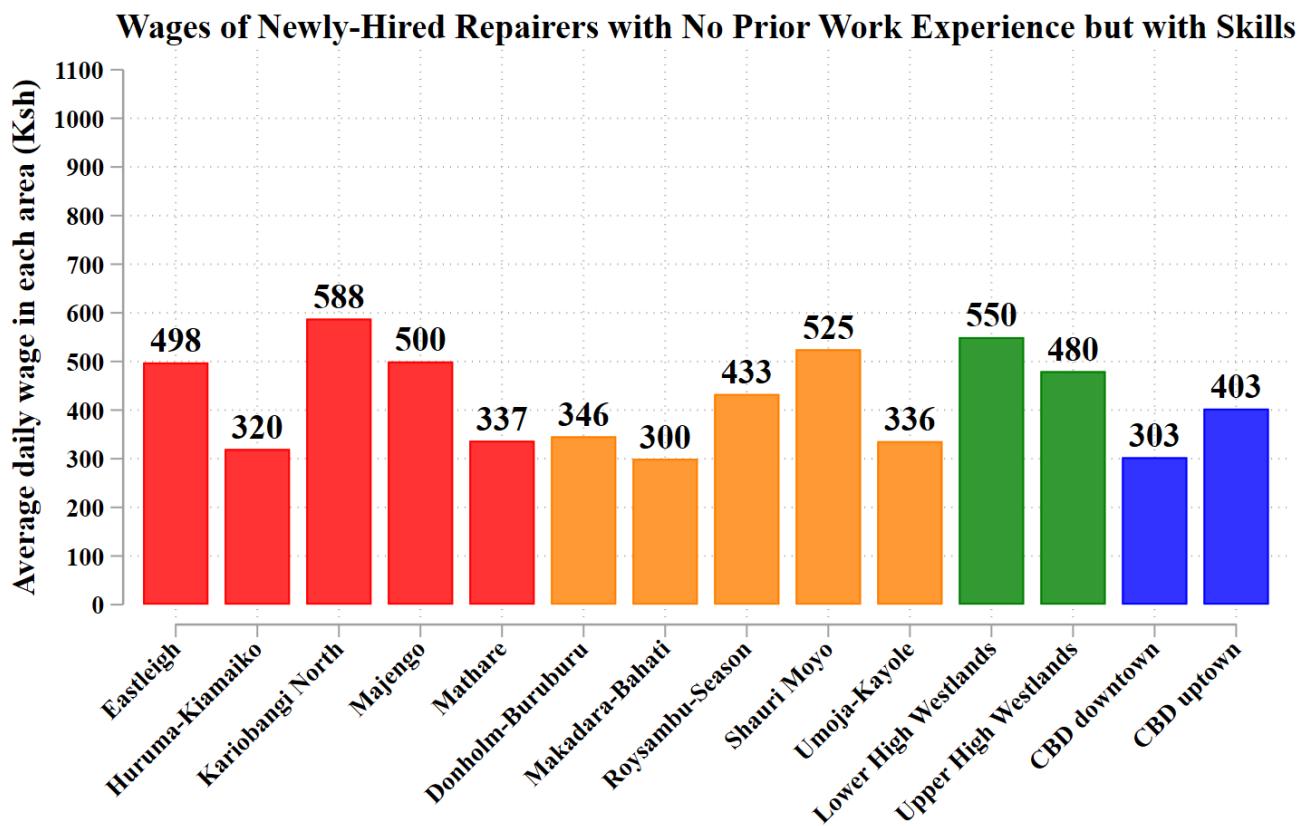
Eastleigh	Majengo	Mathare	Huruma-Kiamaiko
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Among those who were recruited
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Eastleigh	Majengo	Mathare	Huruma-Kiamaiko
0	0	0	0

Key takeaways:

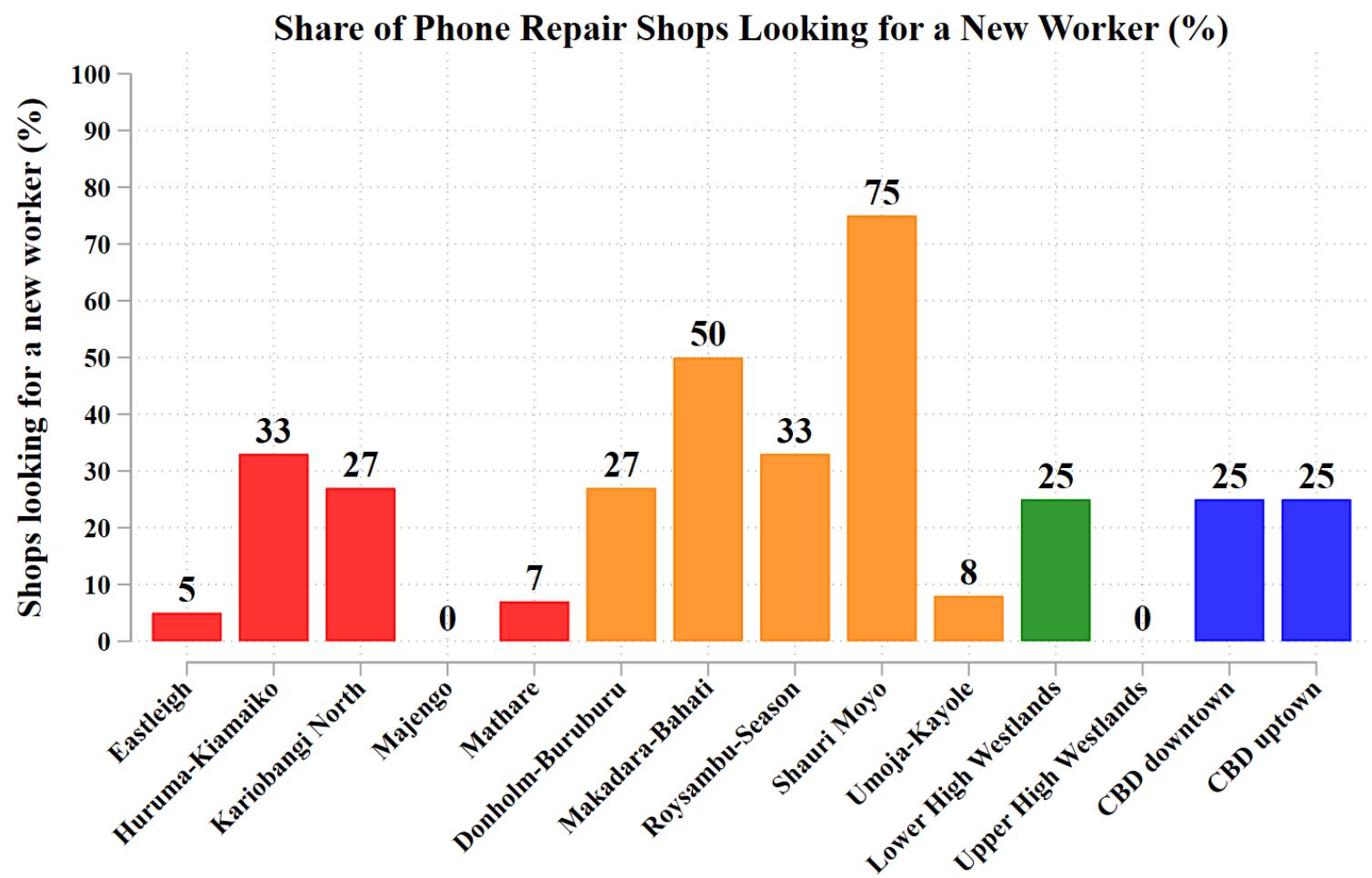
Expected Wages as Phone Repairers are High and Increase with Work Experience!



Key takeaways:

Labor Shortage and Demand

- Substantial number of phone repair shops are looking for new repairers.
- Phone repair demand significantly varies across neighborhoods.



Key takeaways:

Resume Quality Affects Job Outcome

High qualification ↓

Low qualification ↓

CURRICULUM VITAE ↵

Name: Taro Yamada ↵

PERSONAL DETAILS ↵

Nationality Kenyan ↵
Gender Male ↵
DOB 3/12/2000 ↵
Languages English and Kiswahili ↵
Cell phone 0789444332 ↵

CAREER OBJECTIVE ↵

I desire to work in a highly competitive and dynamic work environment ↵

EDUCATION ↵

2020-2022: Certificate in Mobile phone repair; Kamukunji Technical Training Institute. ↵
2014–2019: Kenya Certificate of Secondary Education (K.C.S.E), Limuru Boys High Sch.
Mean Grade C ↵
2006 – 2014: Kenya Certificate of Primary Education (K.C.P.E), Juja Academy. ↵

PERSONAL ATTRIBUTE: ↵

- Effective communication skills ↵
- Consistently dependable and responsible in tasks ↵
- Skilled in resourceful and creative problem-solving ↵
- Time management to meet deadlines under pressure ↵
- Adaptable, open to feedback, and willing to learn from mistakes ↵

WORK EXPERIENCE ↵

October 2022 up to Date: Mobile phone repair Technician; Aziz Multichoice Solution Moi Avenue Nairobi ↵

HOBBIES: ↵

Photography, Dancing, Cooking ↵

REFEREES ↵

Mr. Hassan Mohamud ↵
Youth Initiative Kenya ↵
Cell phone: 0104533321 ↵
Email: TaroYamada@gmail.com ↵

CURRICULUM VITAE ↵

Name: Takeshi Suzuki ↵

PERSONAL DETAILS ↵

Nationality Kenyan ↵
Gender Male ↵
DOB 11/12/2000 ↵
Languages English and Kiswahili ↵
Cell phone 0702777521 ↵

CAREER OBJECTIVE ↵

I aspire to work in a professional work environment ↵

EDUCATION ↵

2014–2019: Kenya Certificate of Secondary Education (K.C.S.E), Jamhuri High Sch.
Mean Grade C ↵
2006 – 2014: Kenya Certificate of Primary Education (K.C.P.E), Makadara Primary Sch. ↵

PERSONAL ATTRIBUTE: ↵

- Good communication ↵
- Good work-life balance ↵
- Sincere ↵

WORK EXPERIENCE ↵

October 2020 up to Date: Car wash worker, Westlands Sweepers Nairobi ↵

HOBBIES: ↵

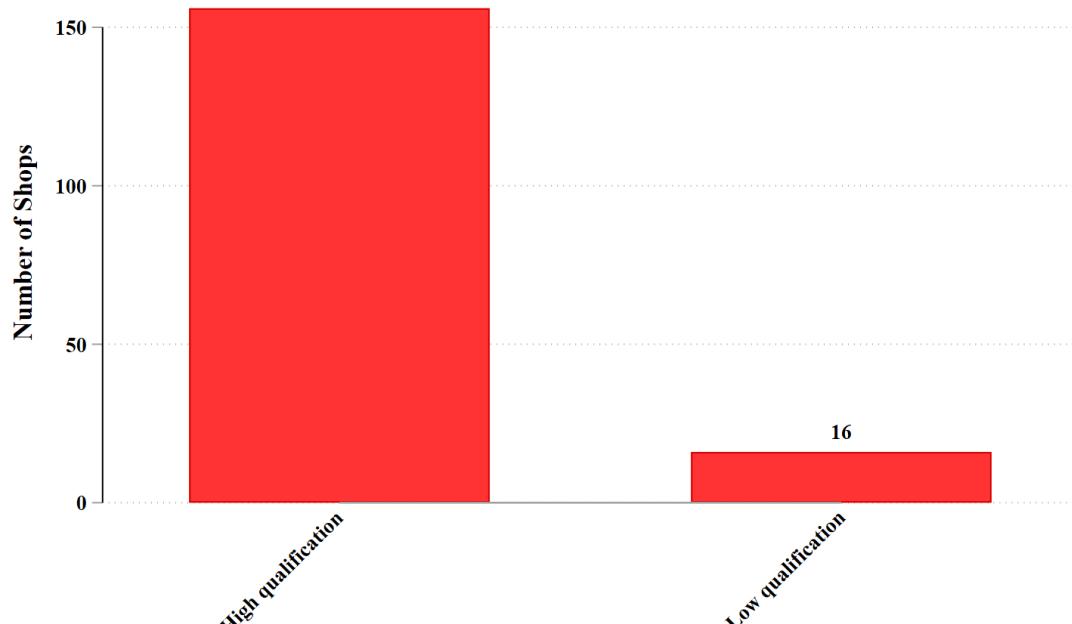
Reading, Walking, Music ↵

REFEREES ↵

Mr. Tobias Biko ↵
Manager, Sweeper Car wash ↵
Cell phone: 07249876367 ↵
Email: TakeshiSuzuki@gmail.com ↵

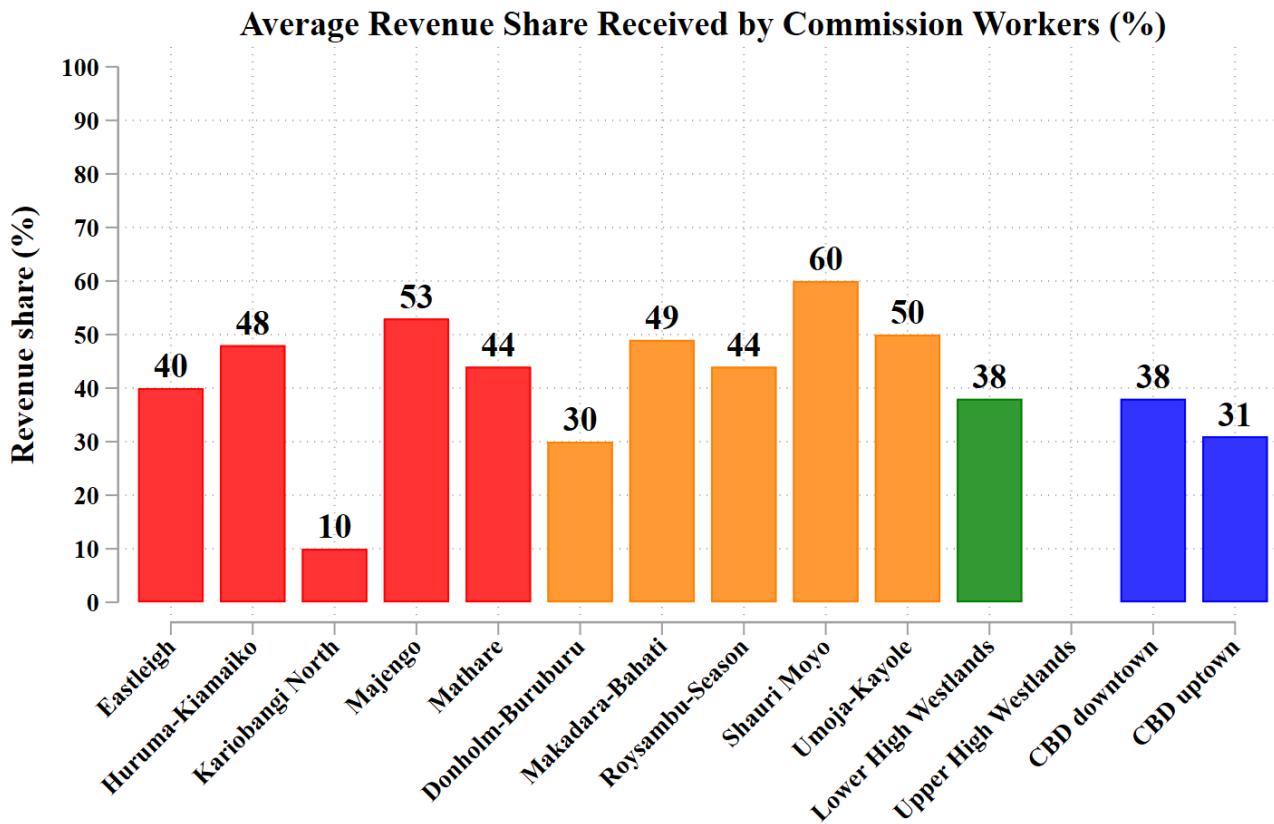
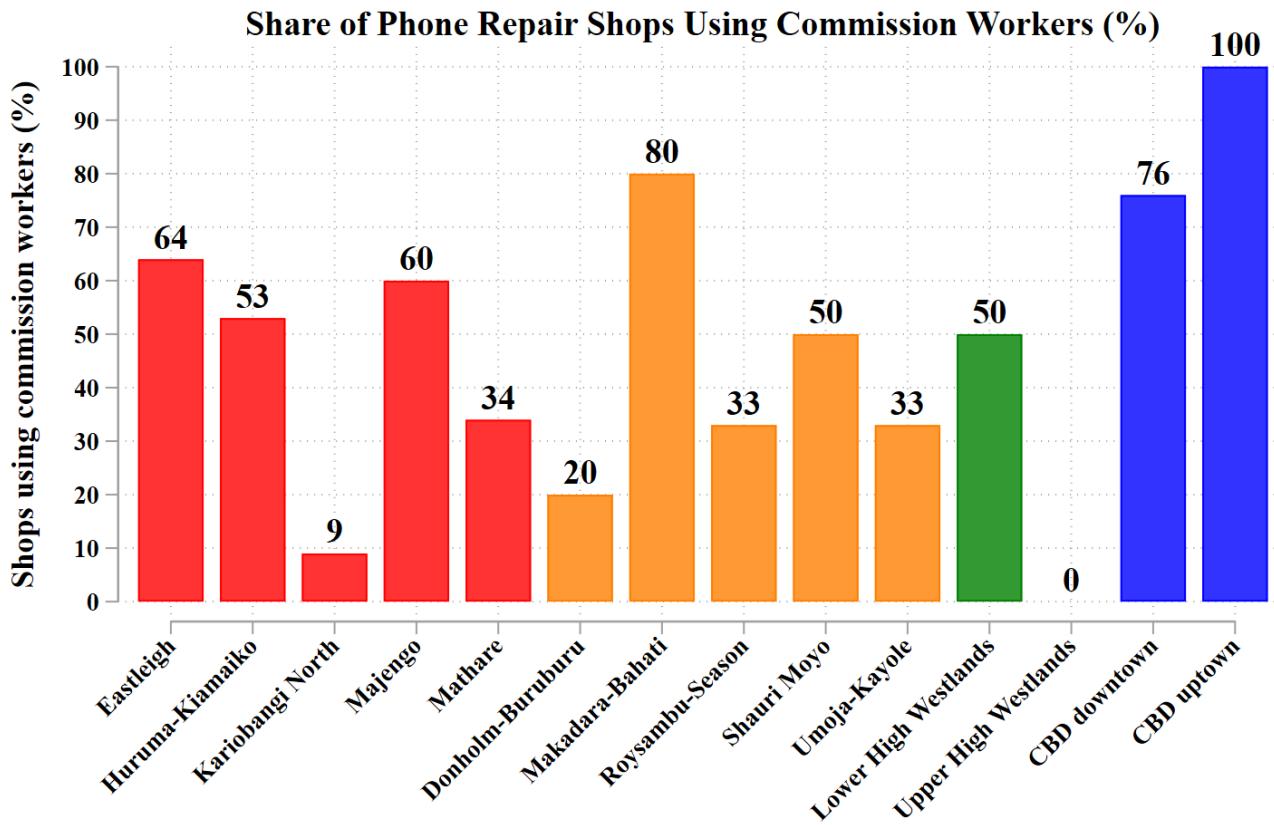
Shop Owners' Choice of Resumes by Qualification

156



Key takeaways:

Commission Workers for Phone Repair

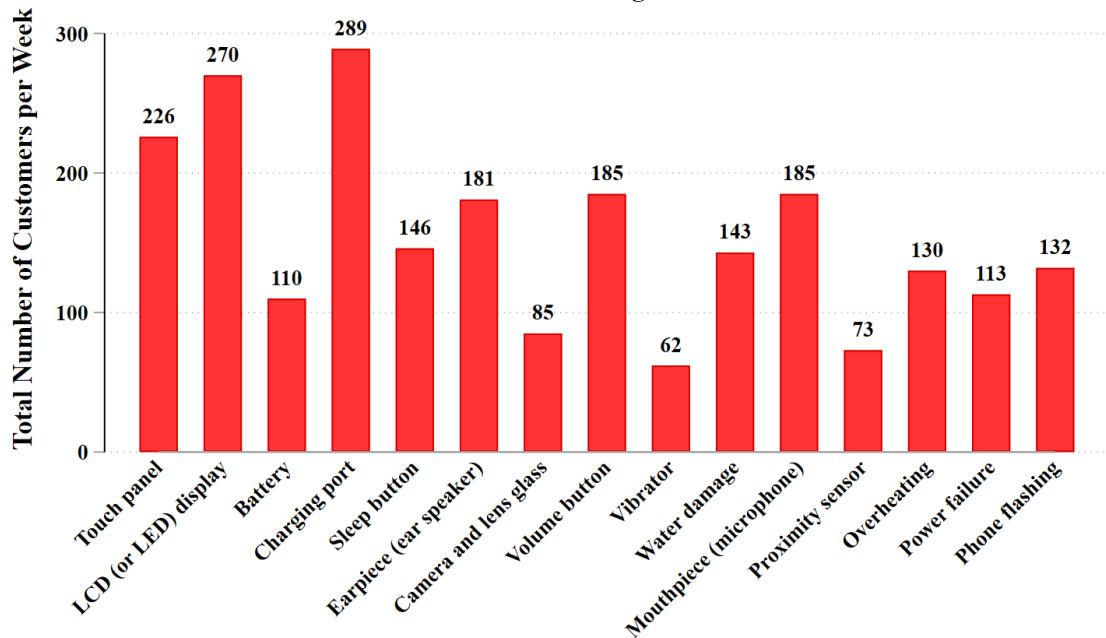


Key takeaways:

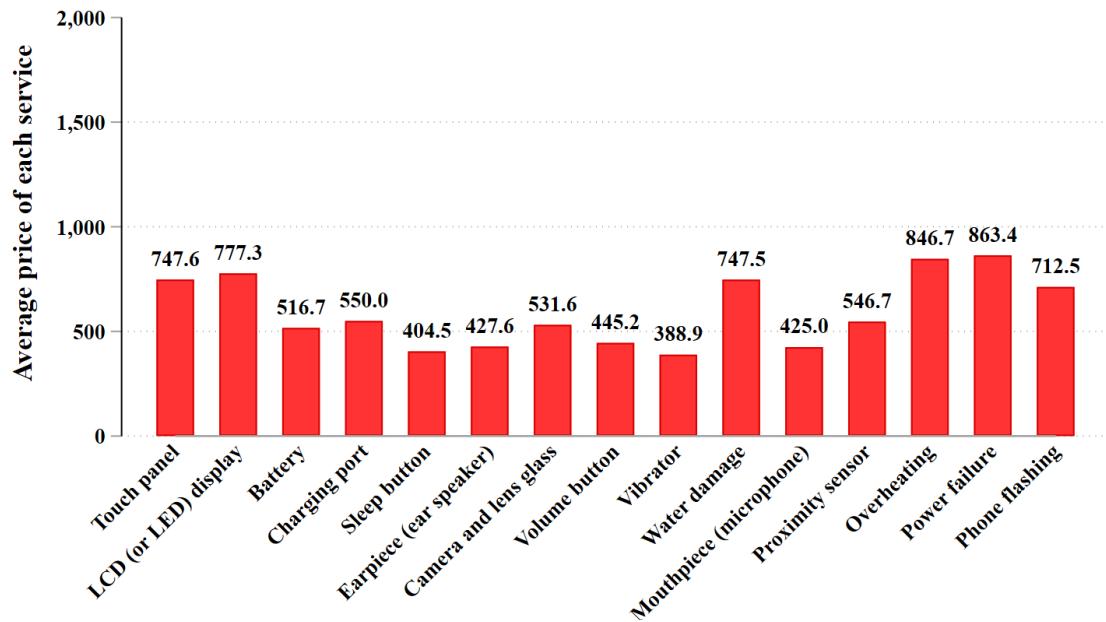
Appendix:

- Number of Customers & Service Prices (KES) in Each Area**
 - Price comparison across areas for common services**
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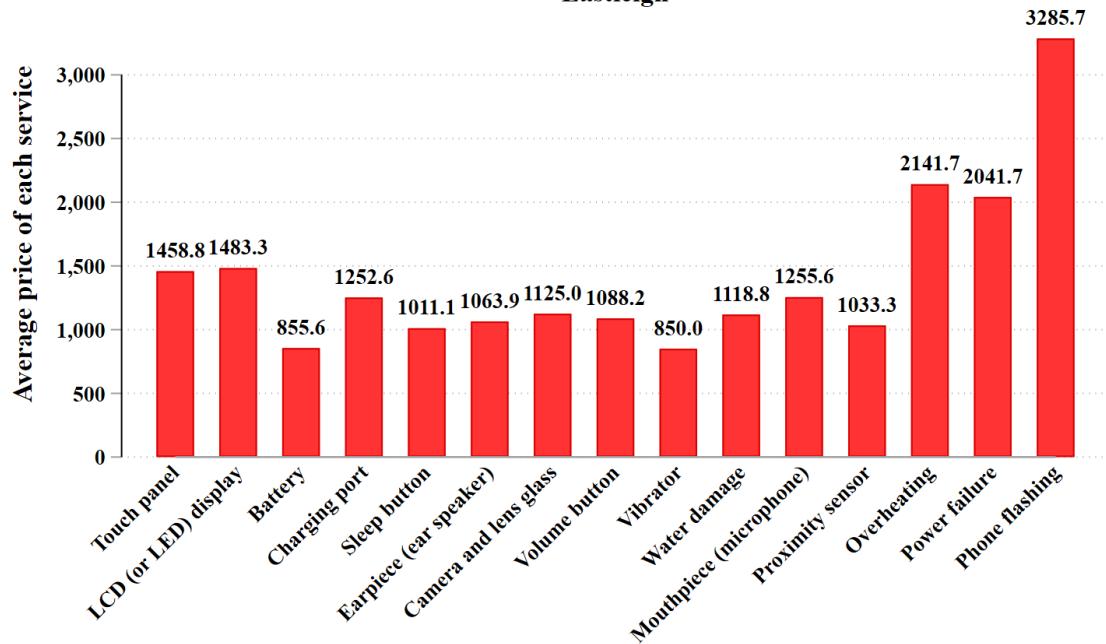
Total Weekly Customers by Repair Service Eastleigh

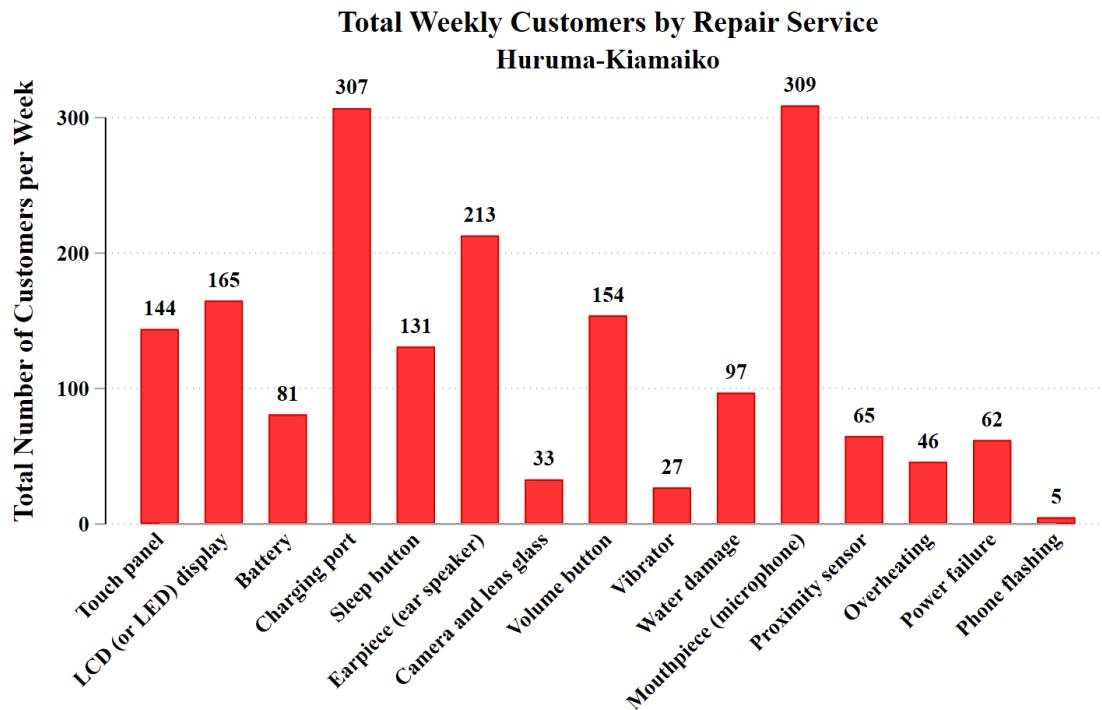


Average Service Price by Repair Service (Android Nokia C22) Eastleigh

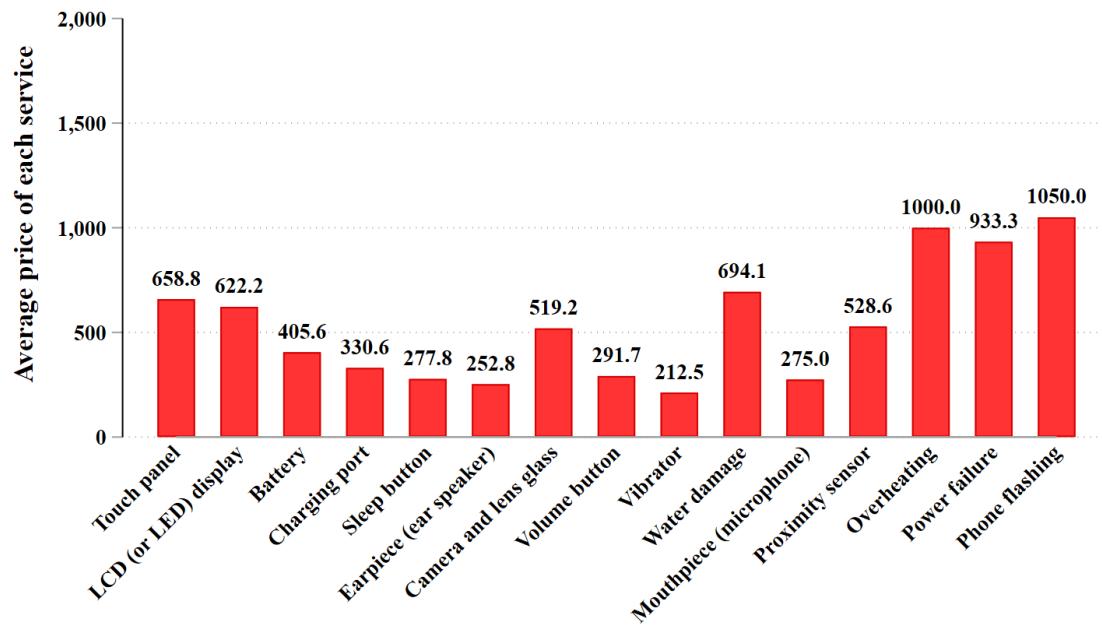


Average Service Price by Repair Service (iPhone X) Eastleigh

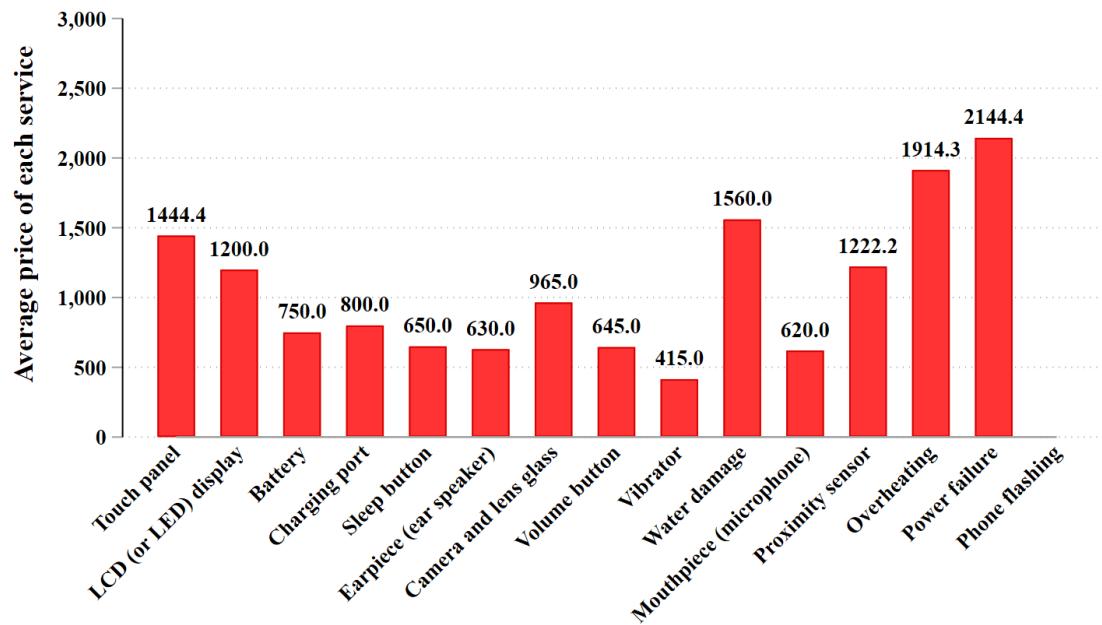


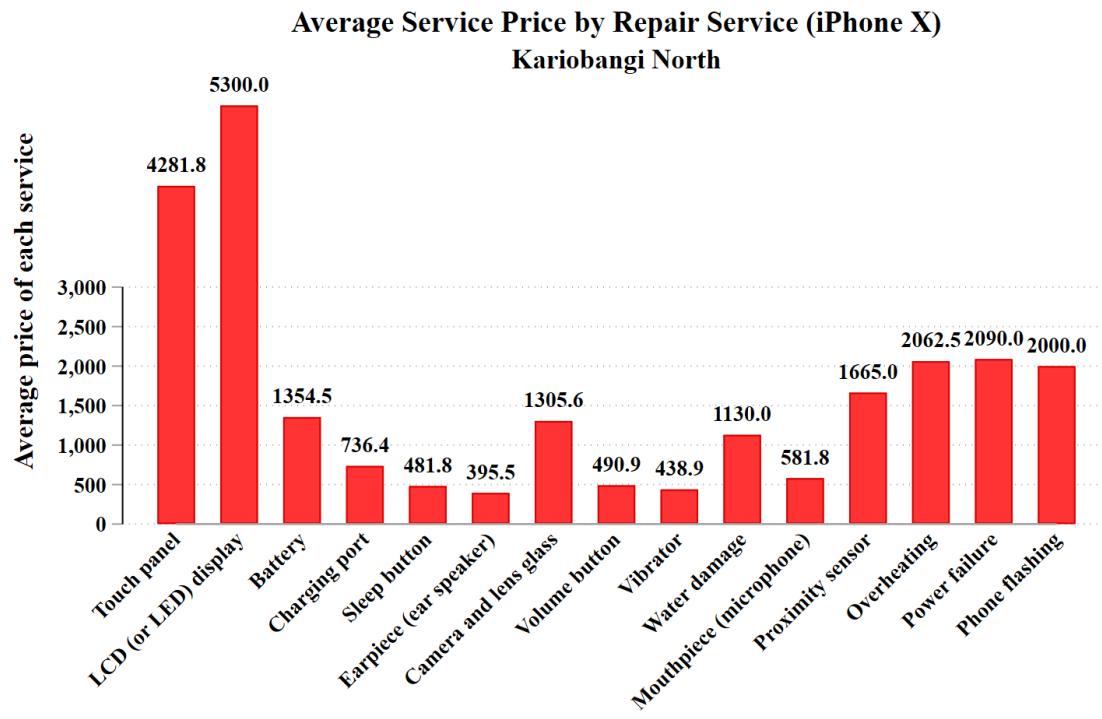
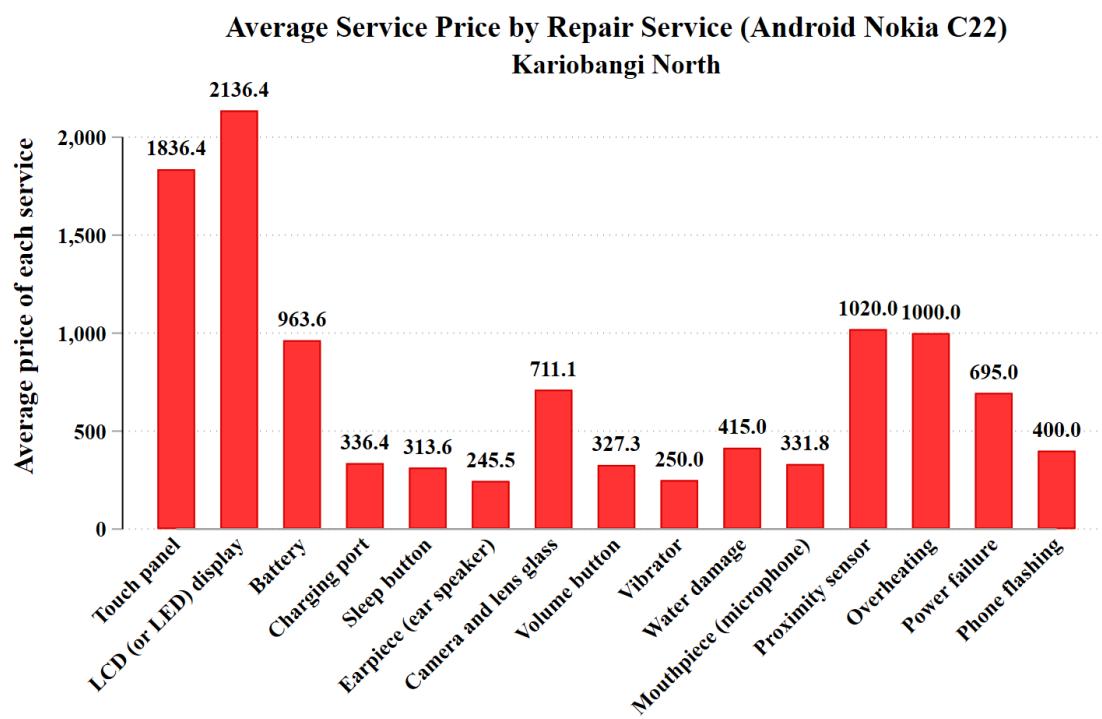
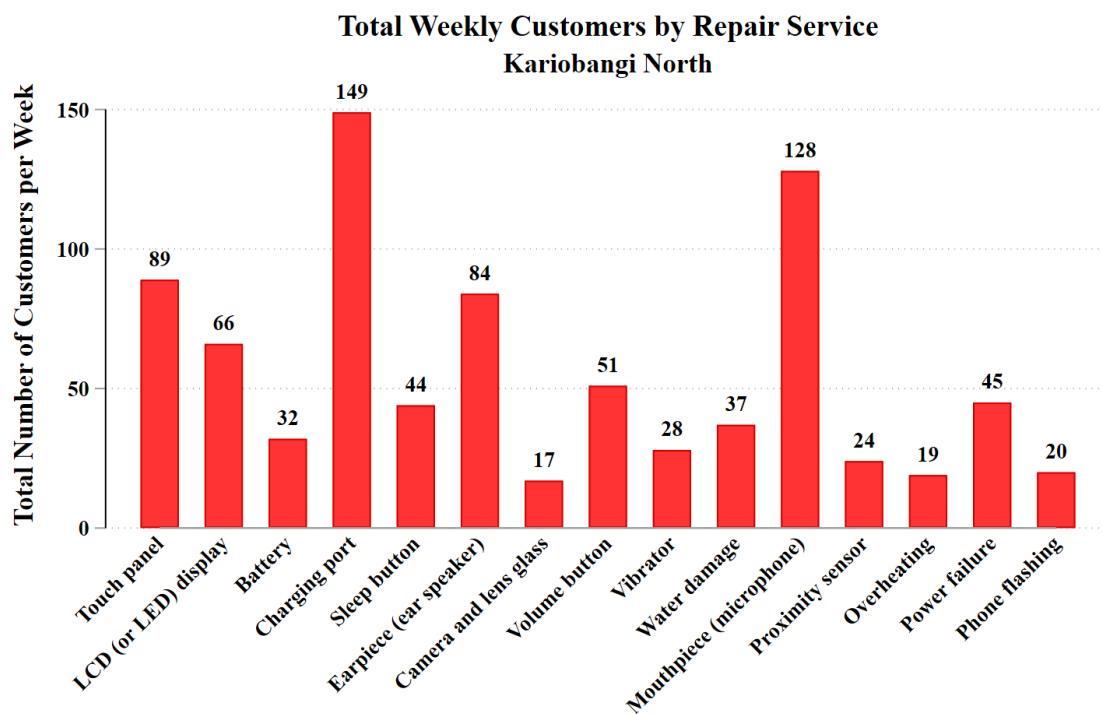


Average Service Price by Repair Service (Android Nokia C22)
Huruma-Kiamaike

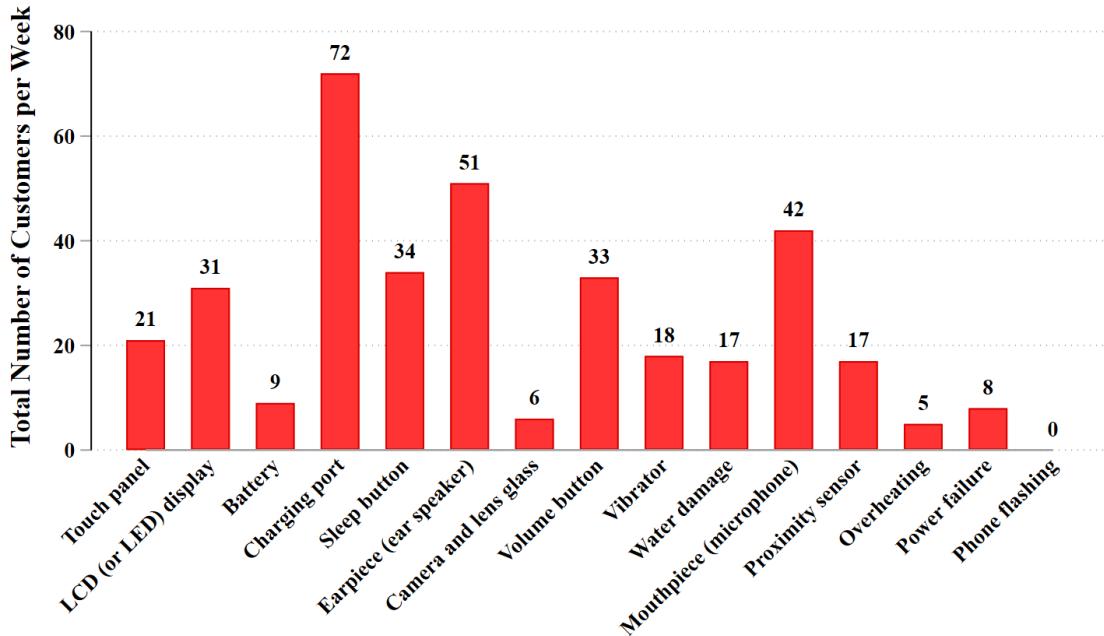


Average Service Price by Repair Service (iPhone X)
Huruma-Kiamaike

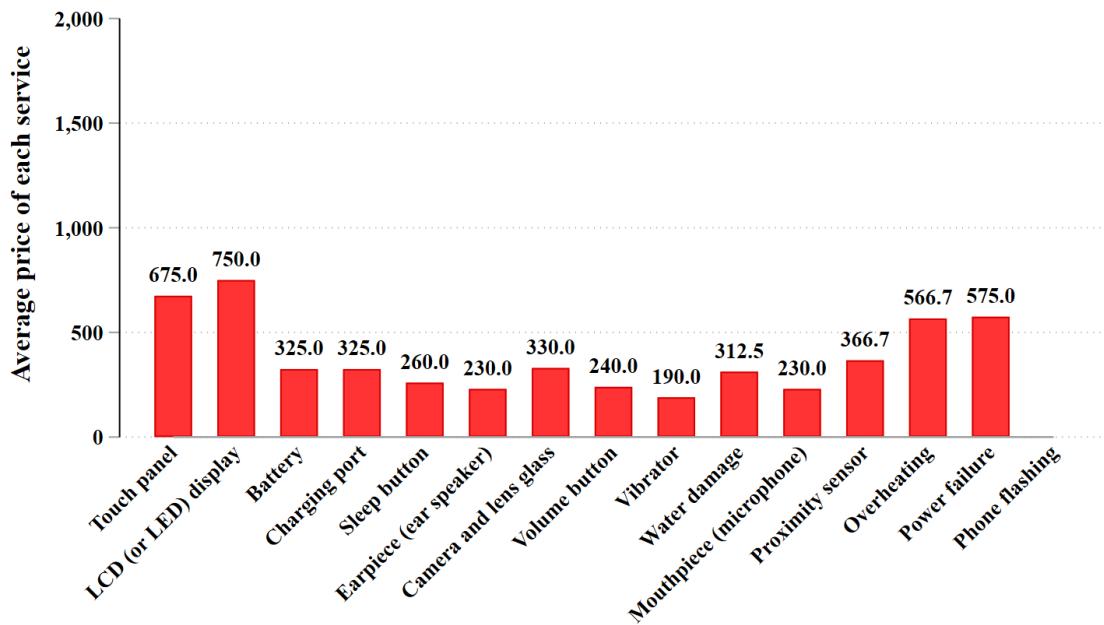




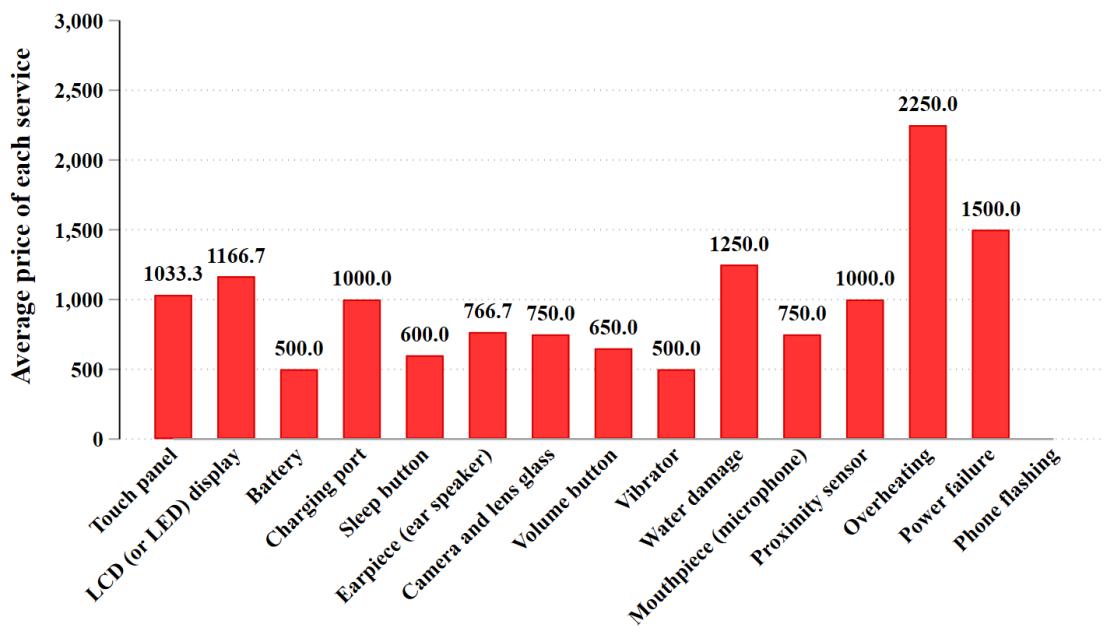
Total Weekly Customers by Repair Service Majengo



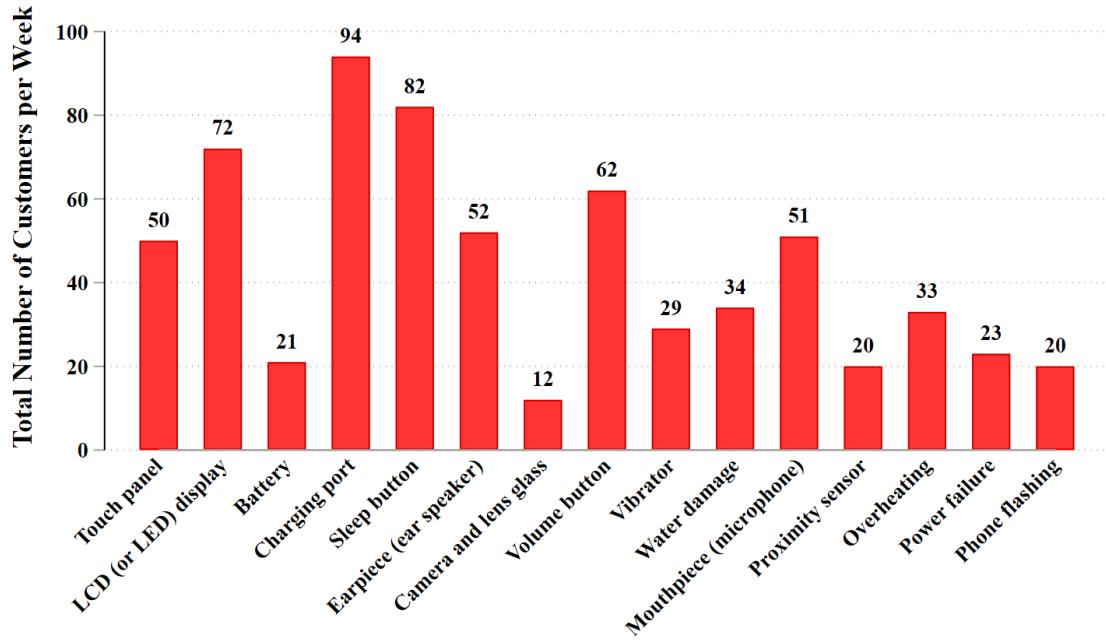
Average Service Price by Repair Service (Android Nokia C22) Majengo



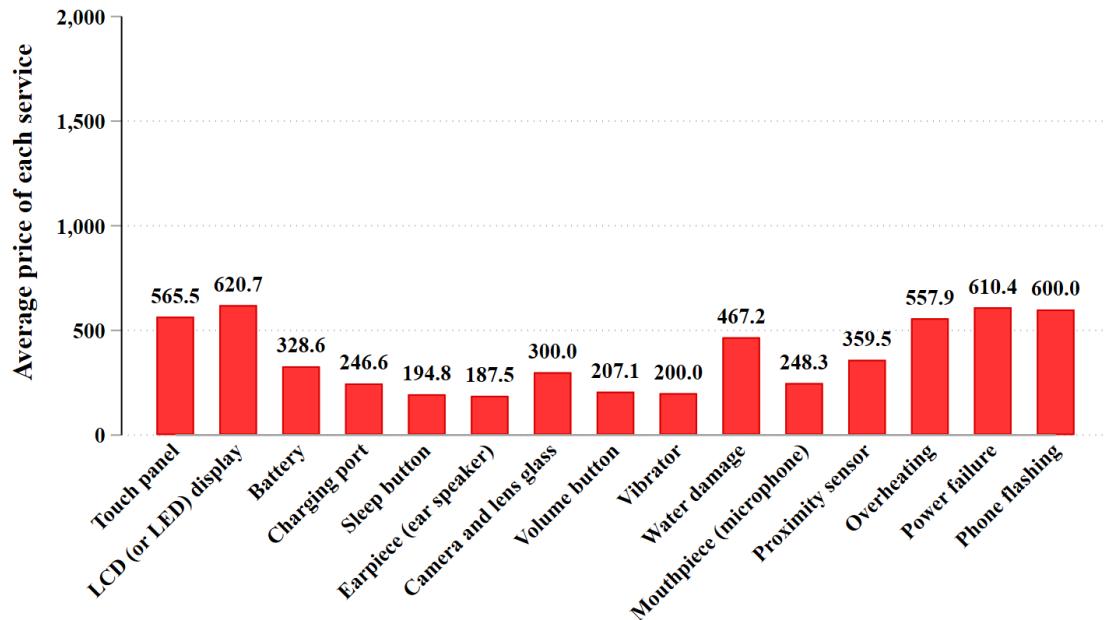
Average Service Price by Repair Service (iPhone X) Majengo



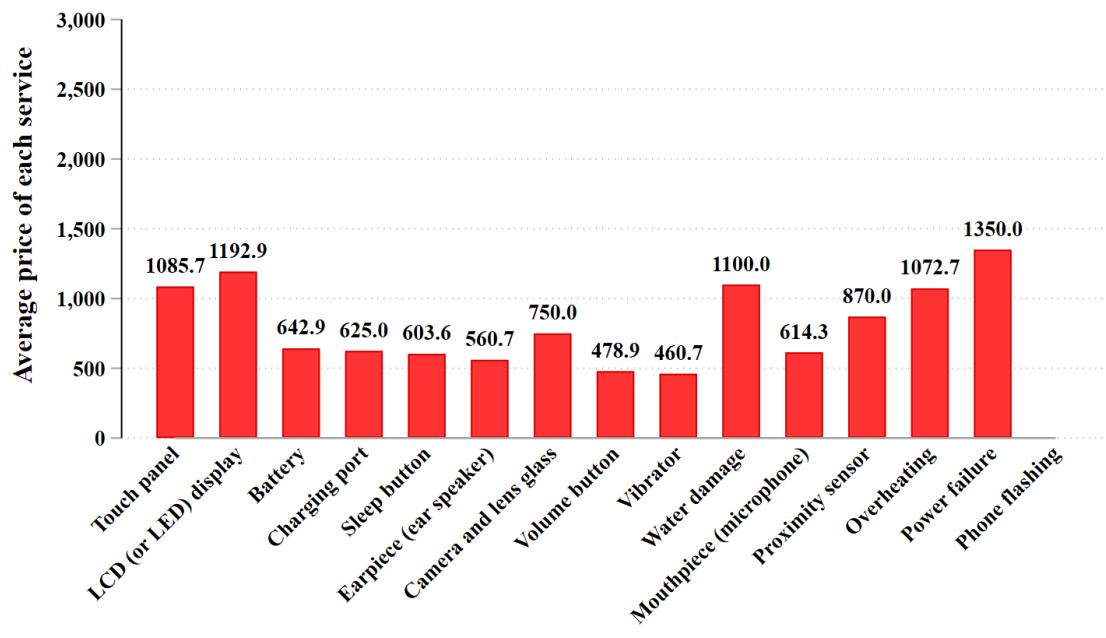
Total Weekly Customers by Repair Service Mathare

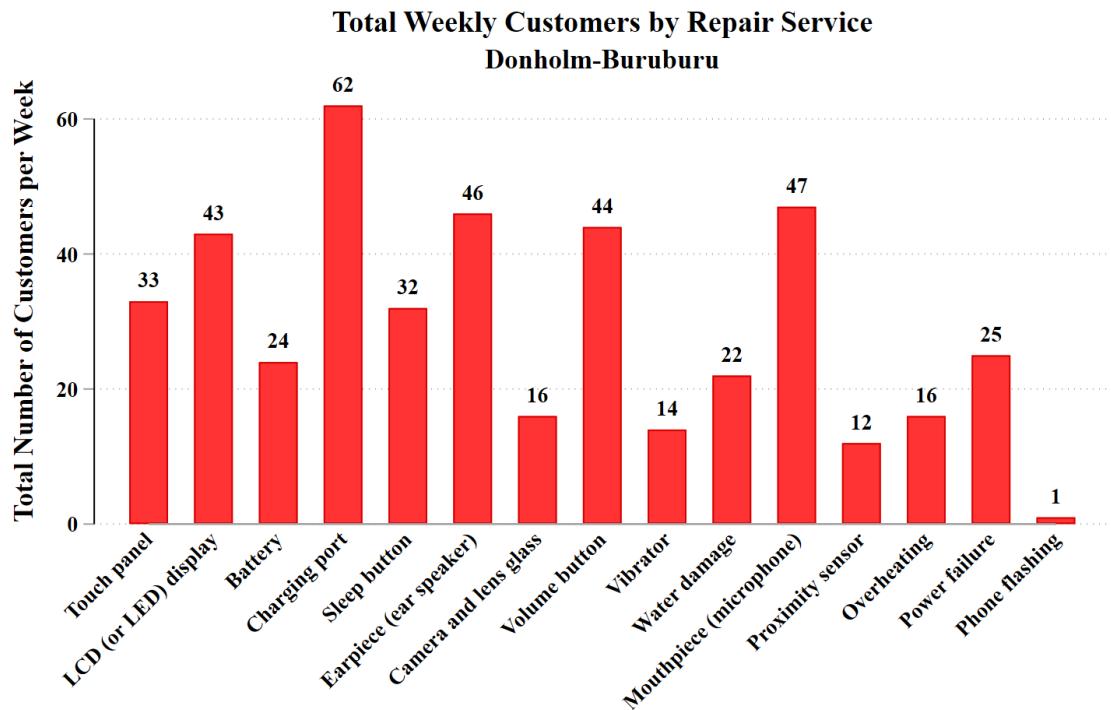


Average Service Price by Repair Service (Android Nokia C22) Mathare

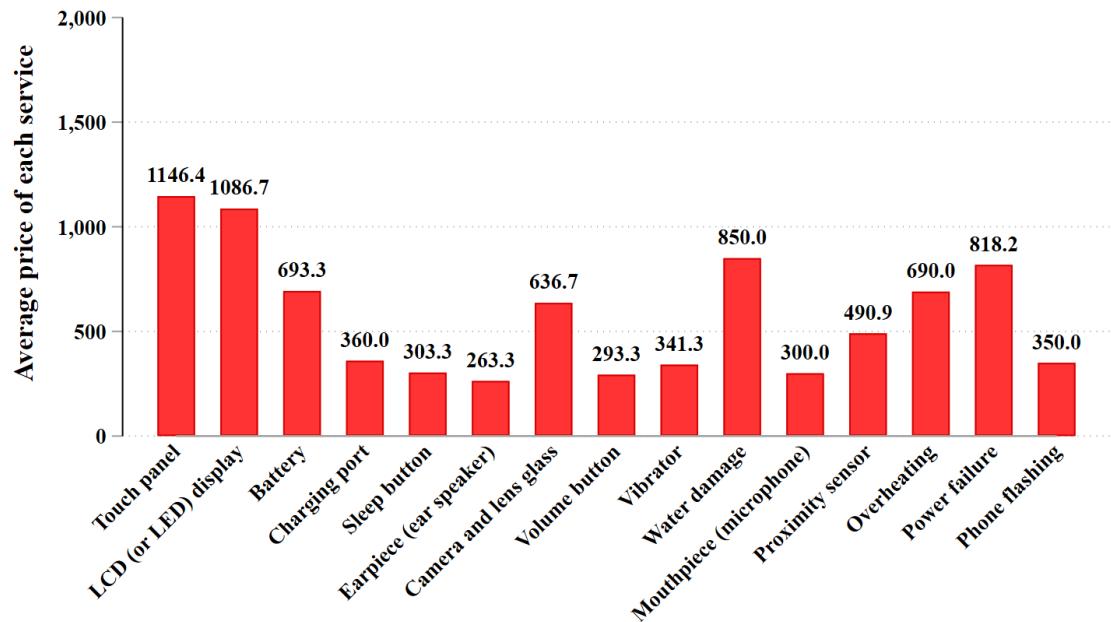


Average Service Price by Repair Service (iPhone X) Mathare

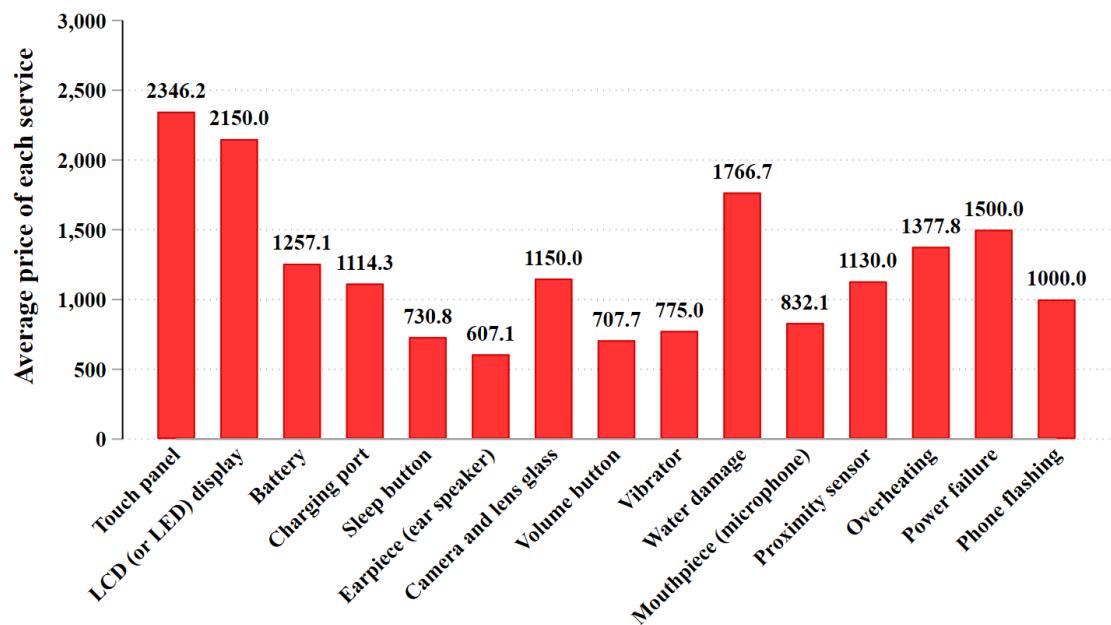




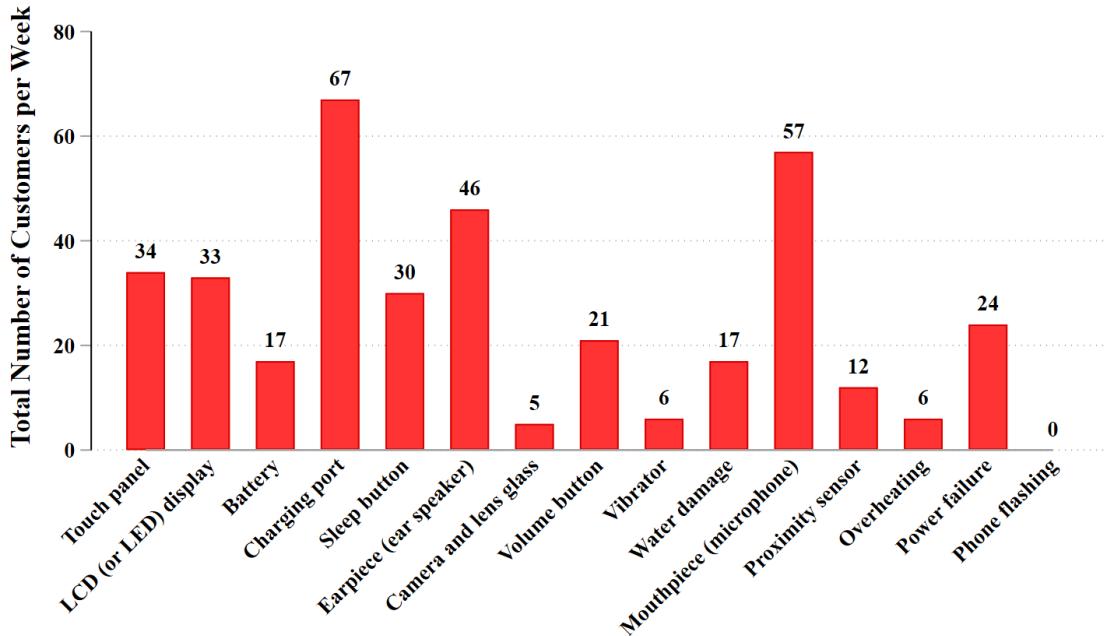
**Average Service Price by Repair Service (Android Nokia C22)
Donholm-Buruburu**



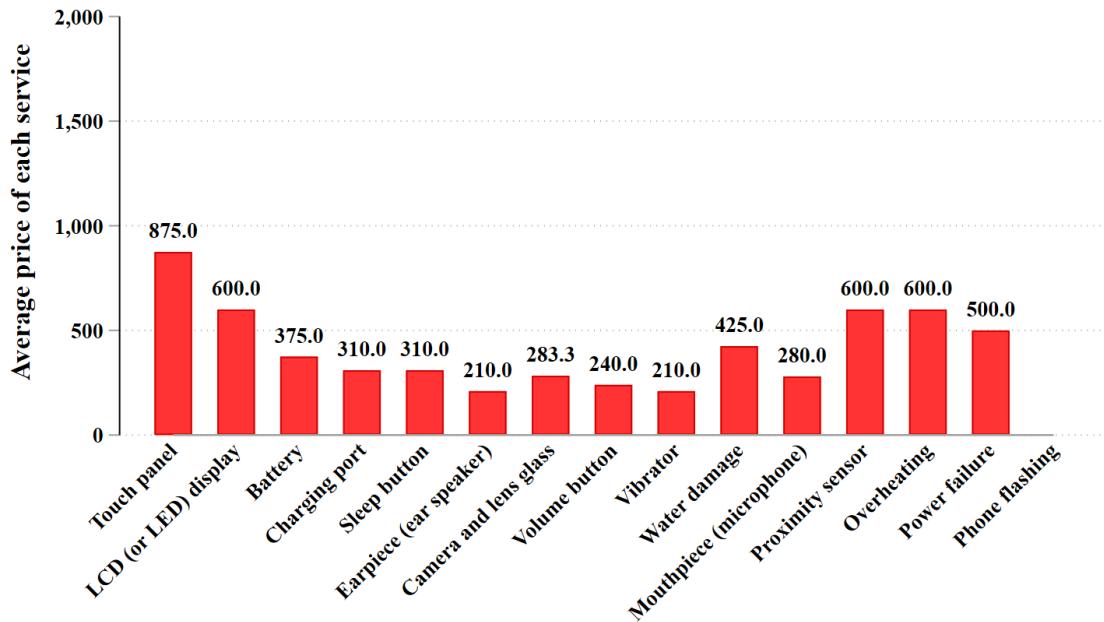
**Average Service Price by Repair Service (iPhone X)
Donholm-Buruburu**



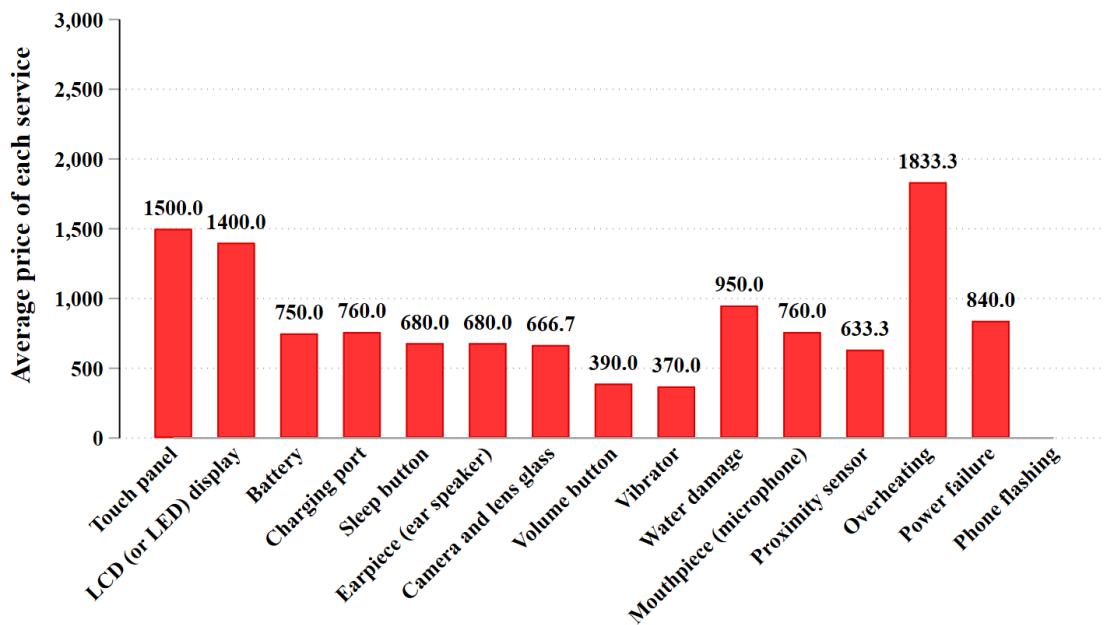
Total Weekly Customers by Repair Service Makadara-Bahati



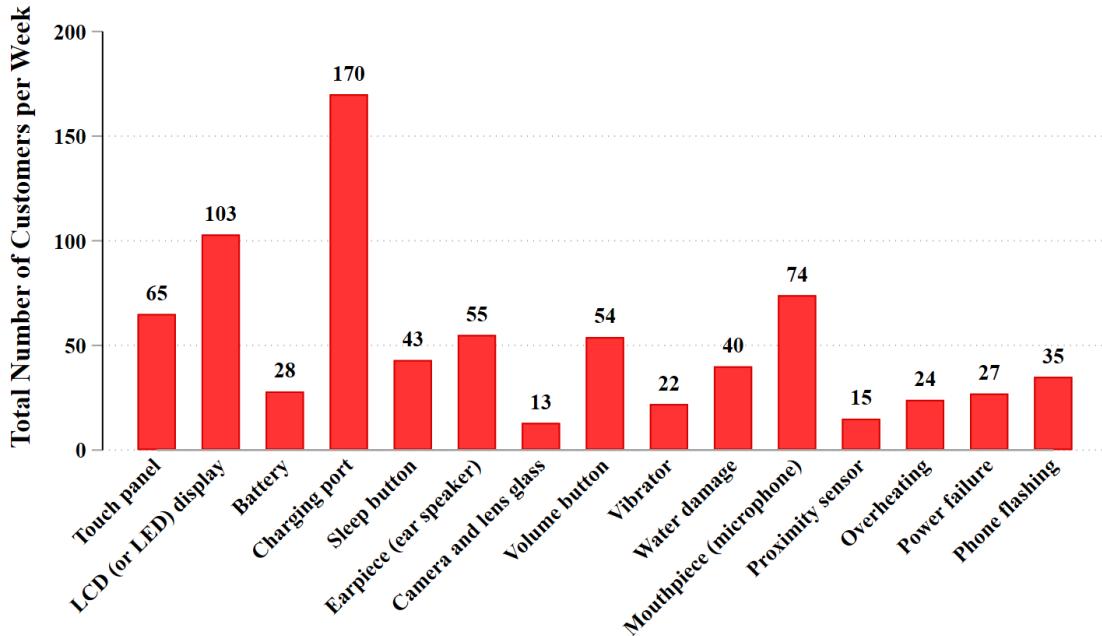
Average Service Price by Repair Service (Android Nokia C22) Makadara-Bahati



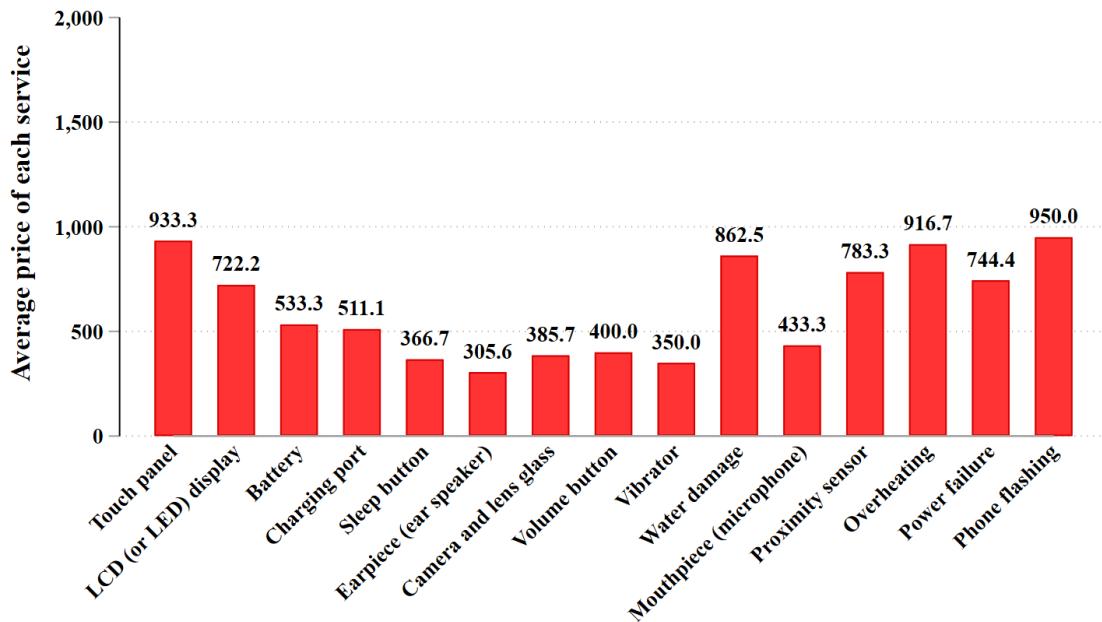
Average Service Price by Repair Service (iPhone X) Makadara-Bahati



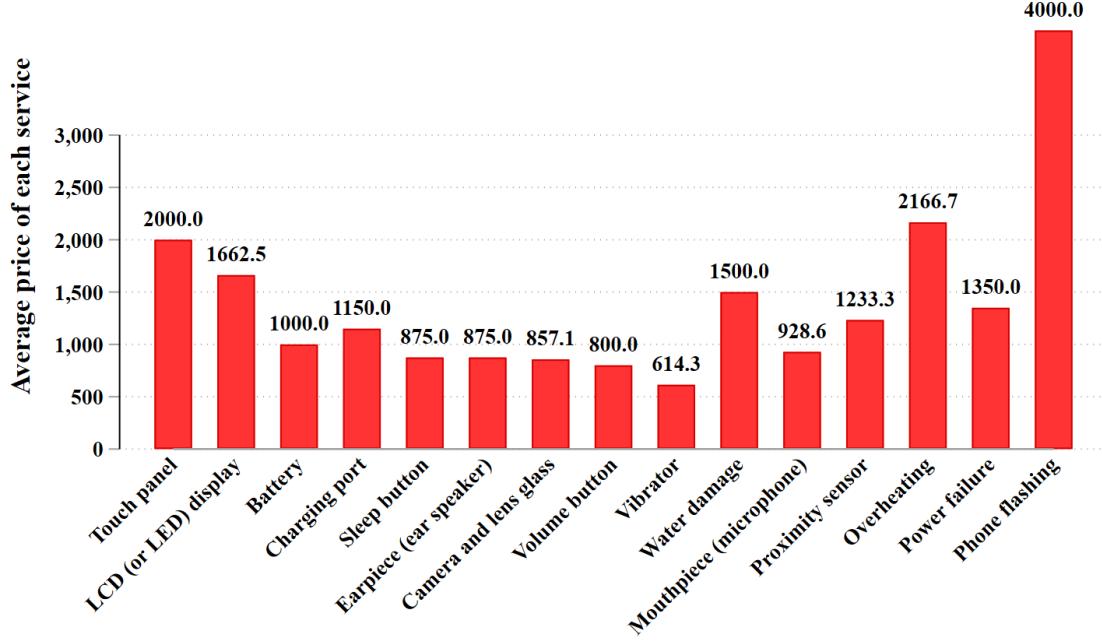
Total Weekly Customers by Repair Service Roysambu-Season



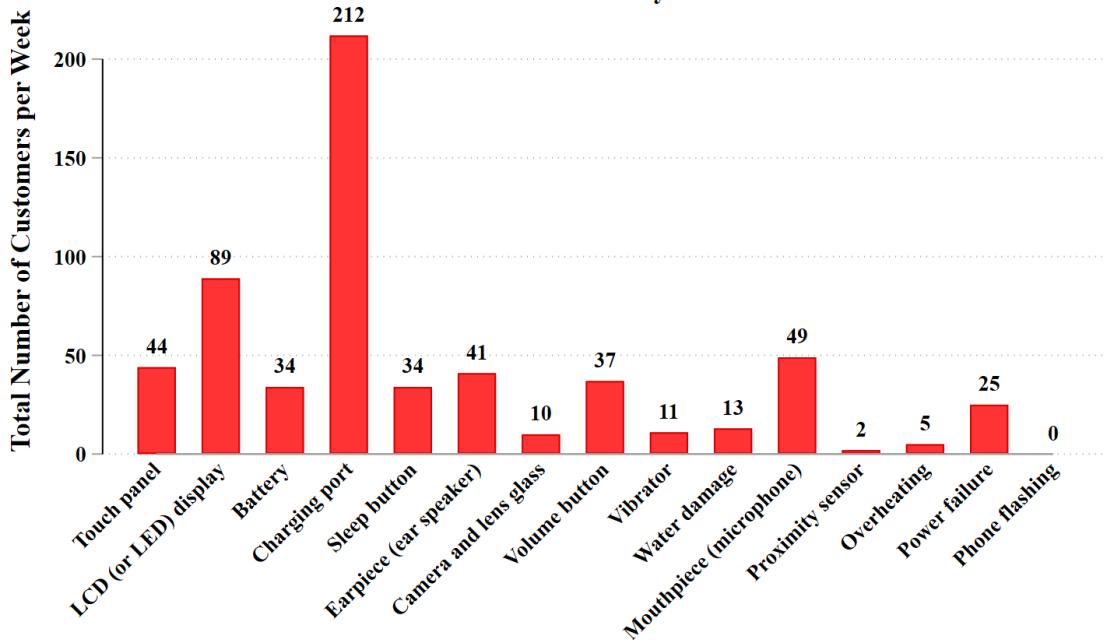
Average Service Price by Repair Service (Android Nokia C22) Roysambu-Season



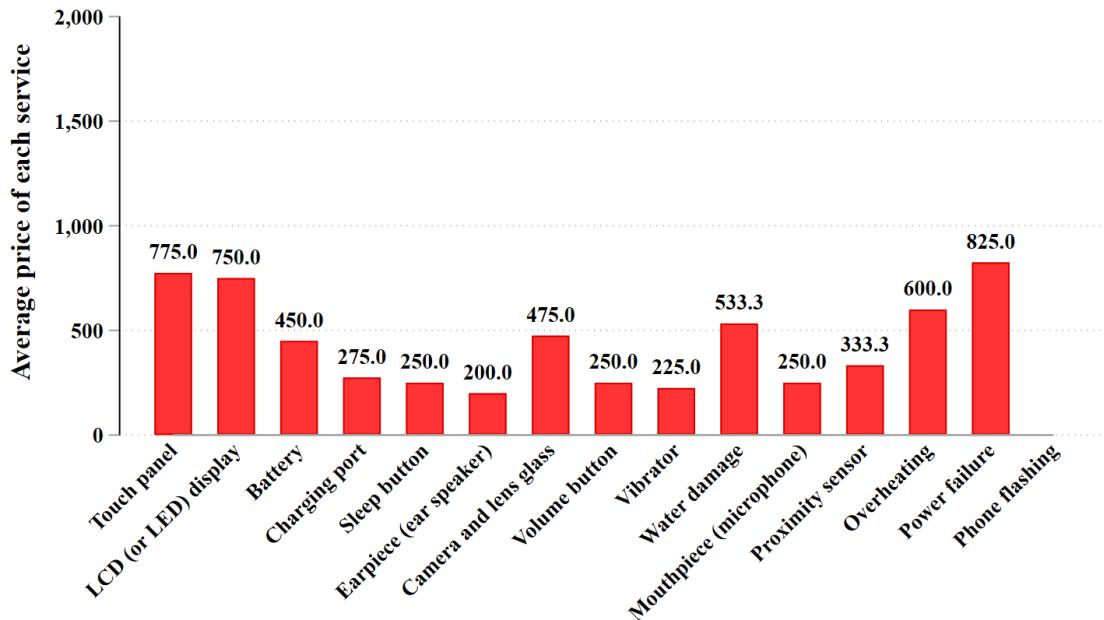
Average Service Price by Repair Service (iPhone X) Roysambu-Season



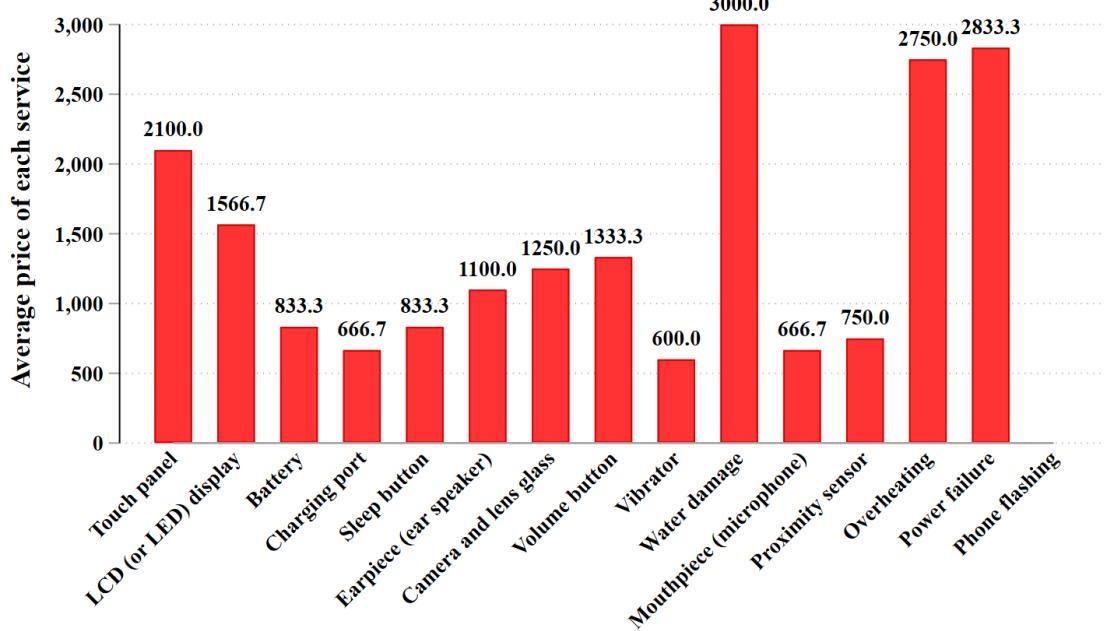
Total Weekly Customers by Repair Service Shauri Moyo



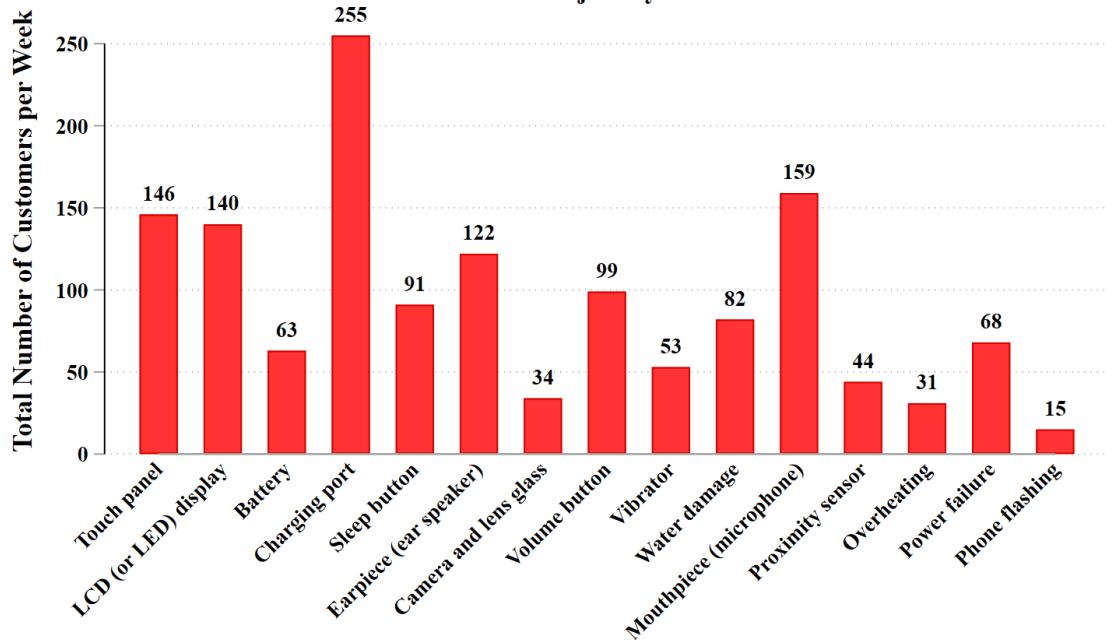
Average Service Price by Repair Service (Android Nokia C22) Shauri Moyo



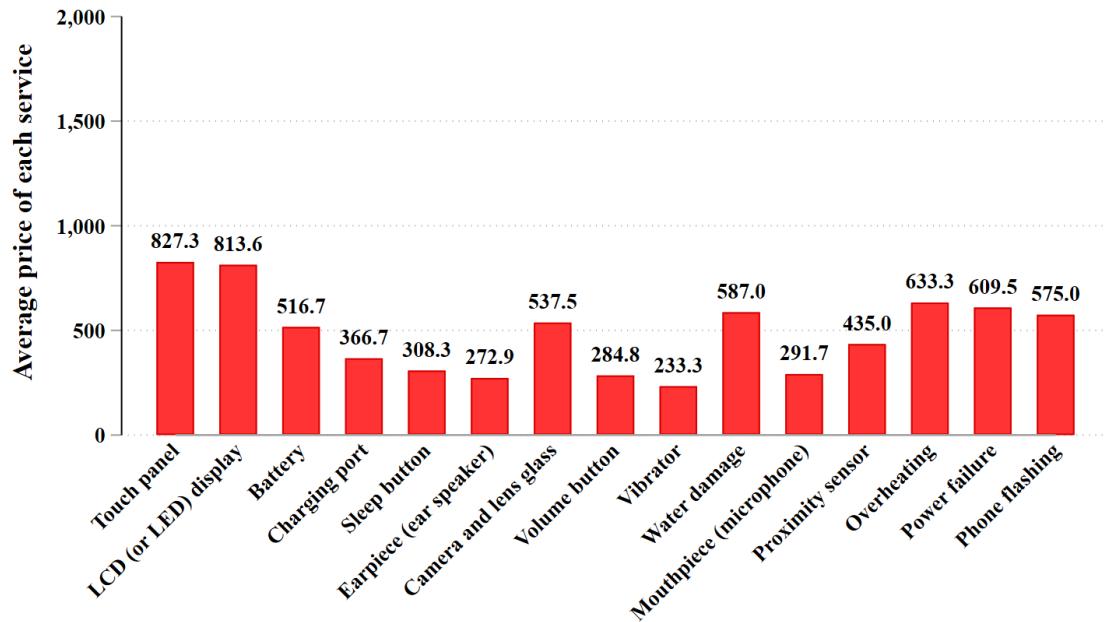
Average Service Price by Repair Service (iPhone X) Shauri Moyo



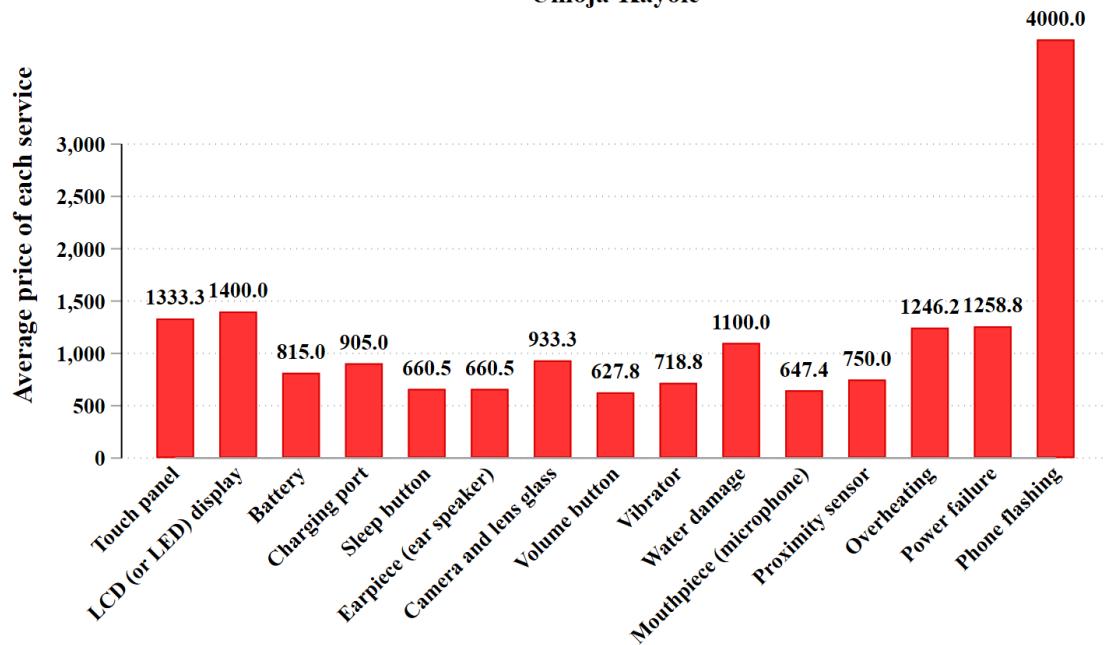
Total Weekly Customers by Repair Service Umoja-Kayole



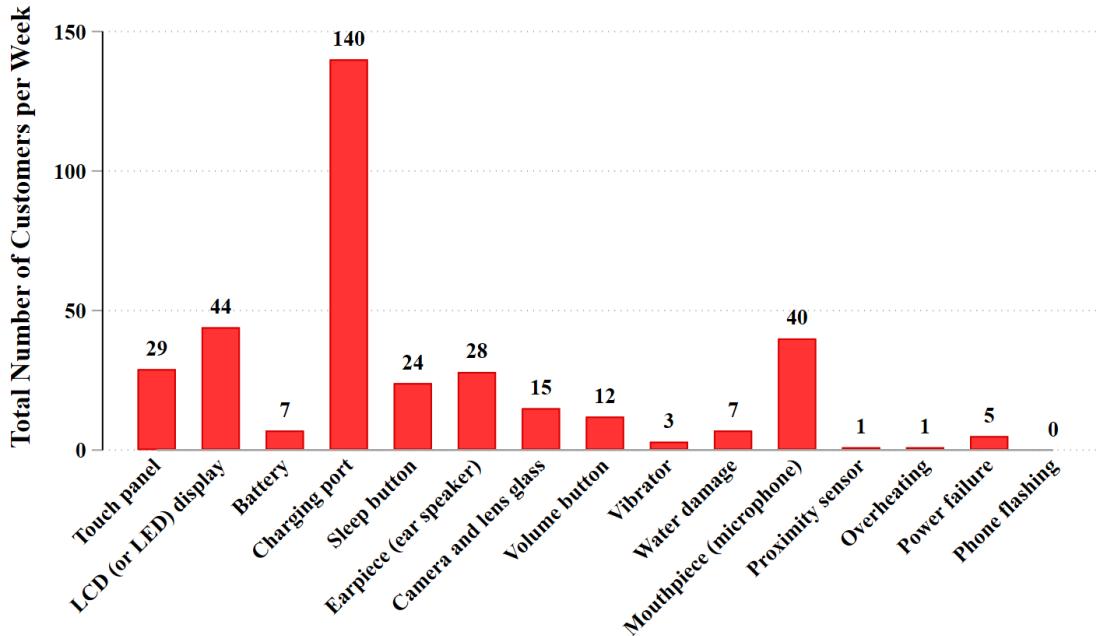
Average Service Price by Repair Service (Android Nokia C22) Umoja-Kayole



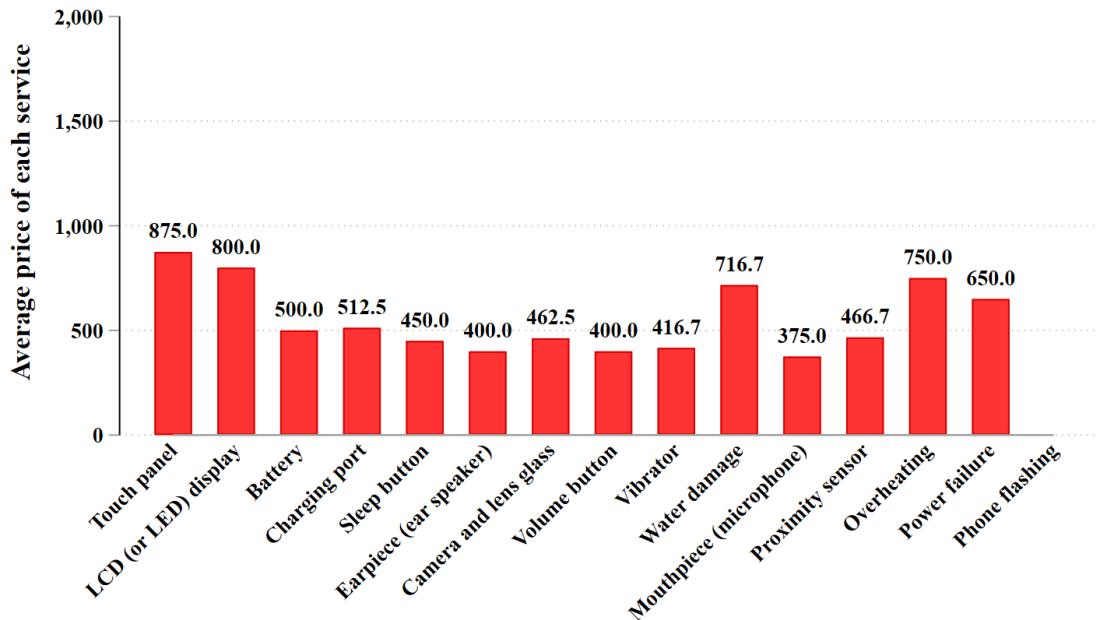
Average Service Price by Repair Service (iPhone X) Umoja-Kayole



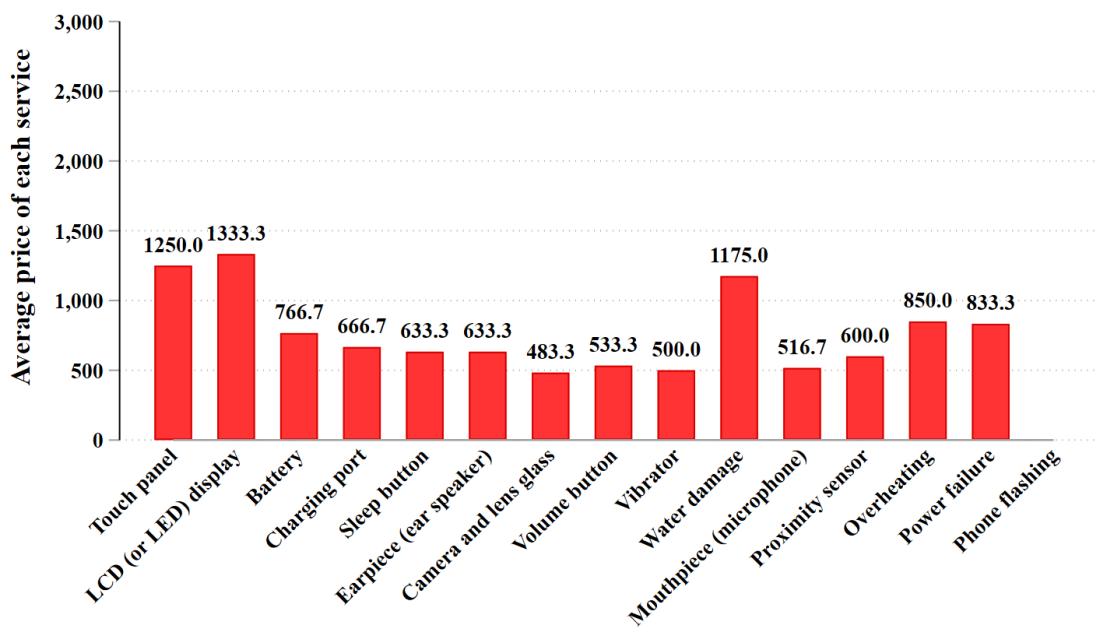
Total Weekly Customers by Repair Service Lower High Westlands



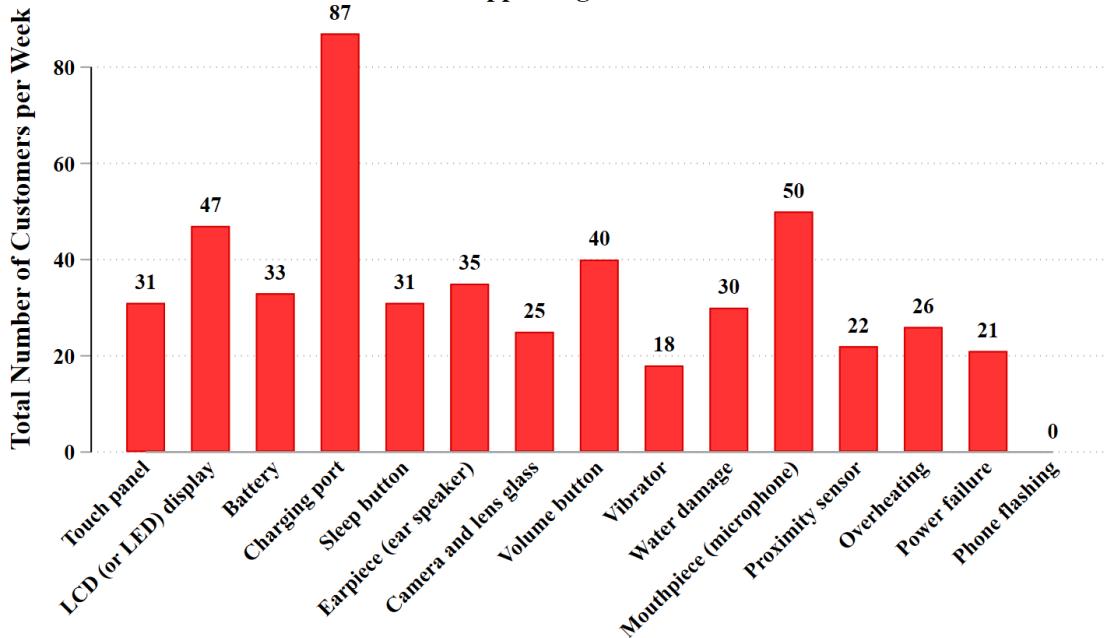
Average Service Price by Repair Service (Android Nokia C22) Lower High Westlands



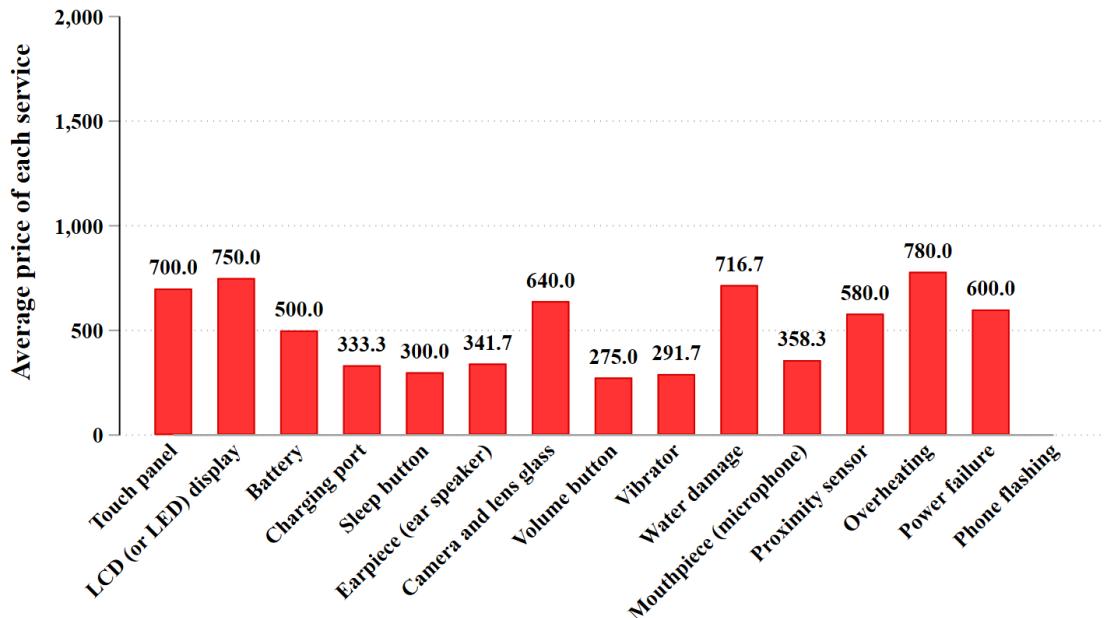
Average Service Price by Repair Service (iPhone X) Lower High Westlands



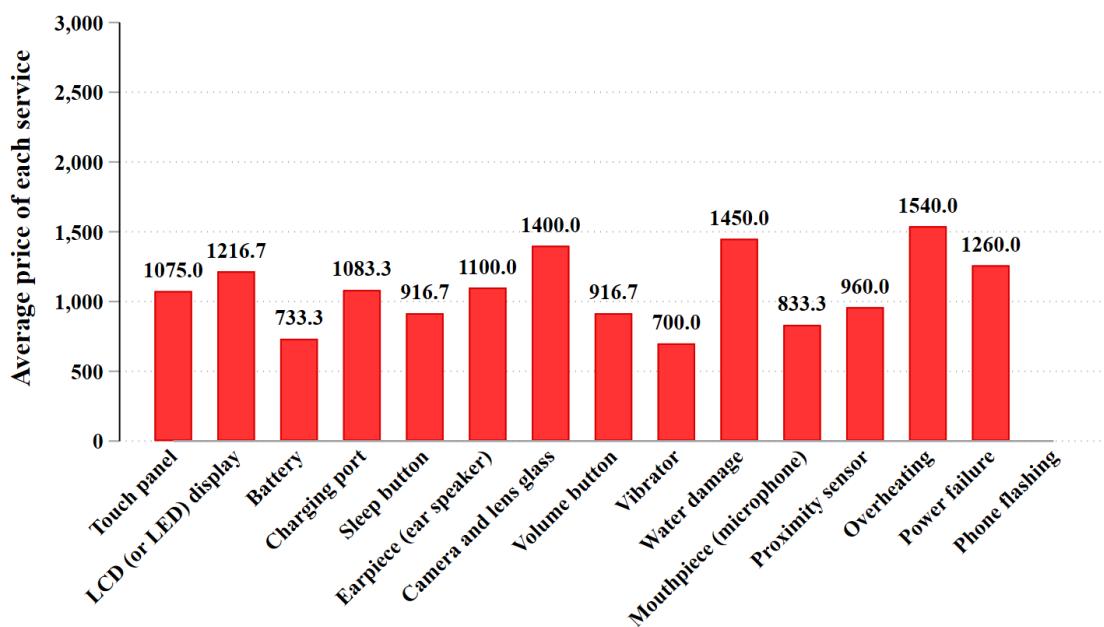
Total Weekly Customers by Repair Service Upper High Westlands



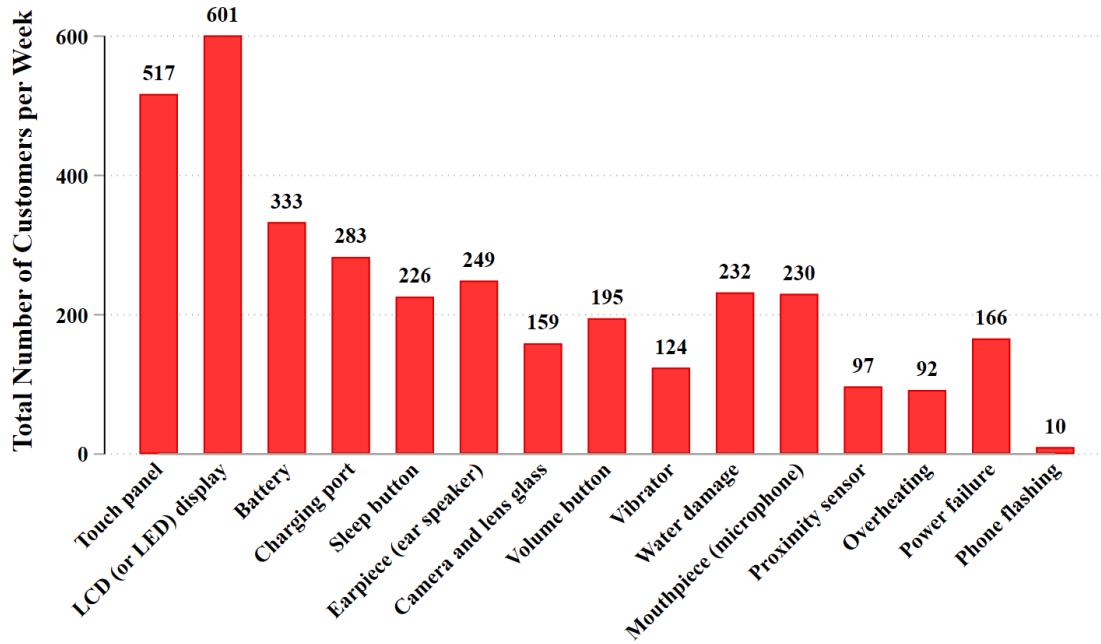
Average Service Price by Repair Service (Android Nokia C22) Upper High Westlands



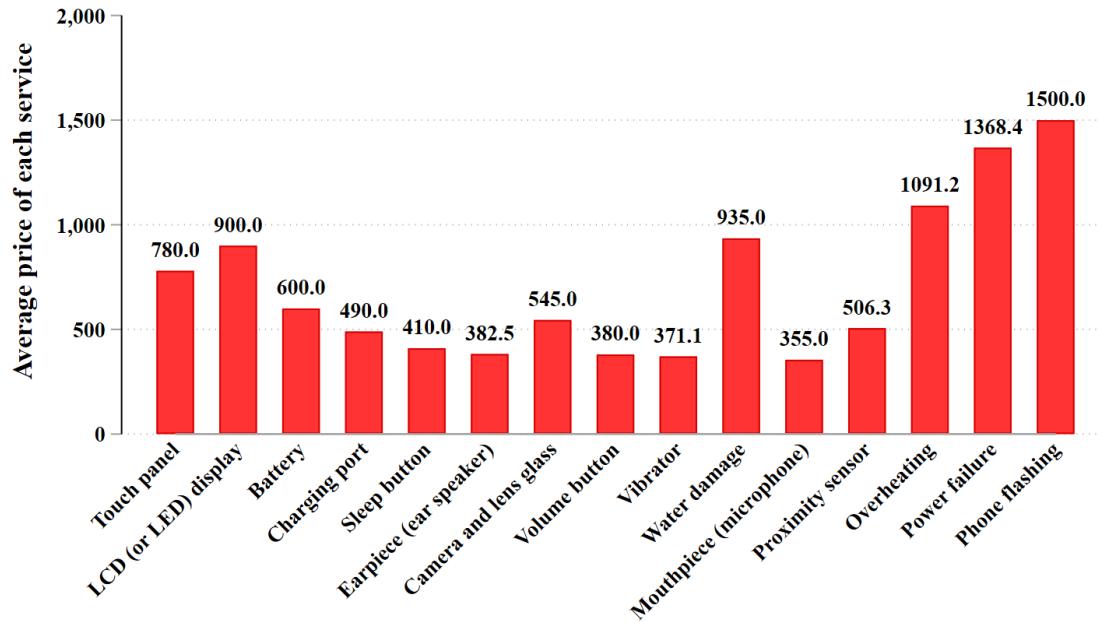
Average Service Price by Repair Service (iPhone X) Upper High Westlands



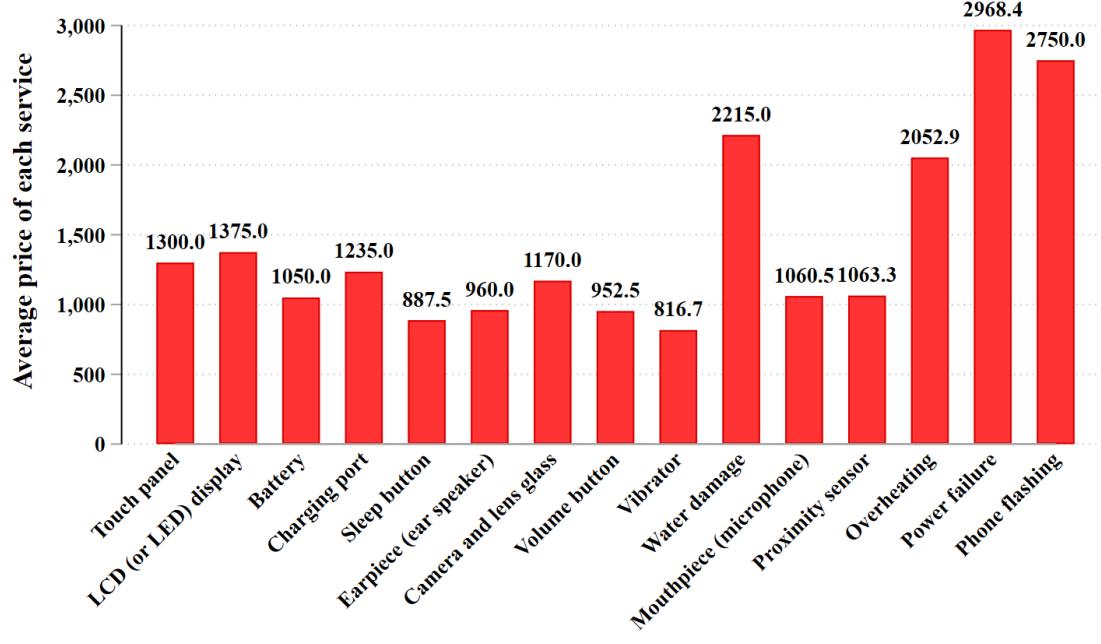
Total Weekly Customers by Repair Service CBD downtown



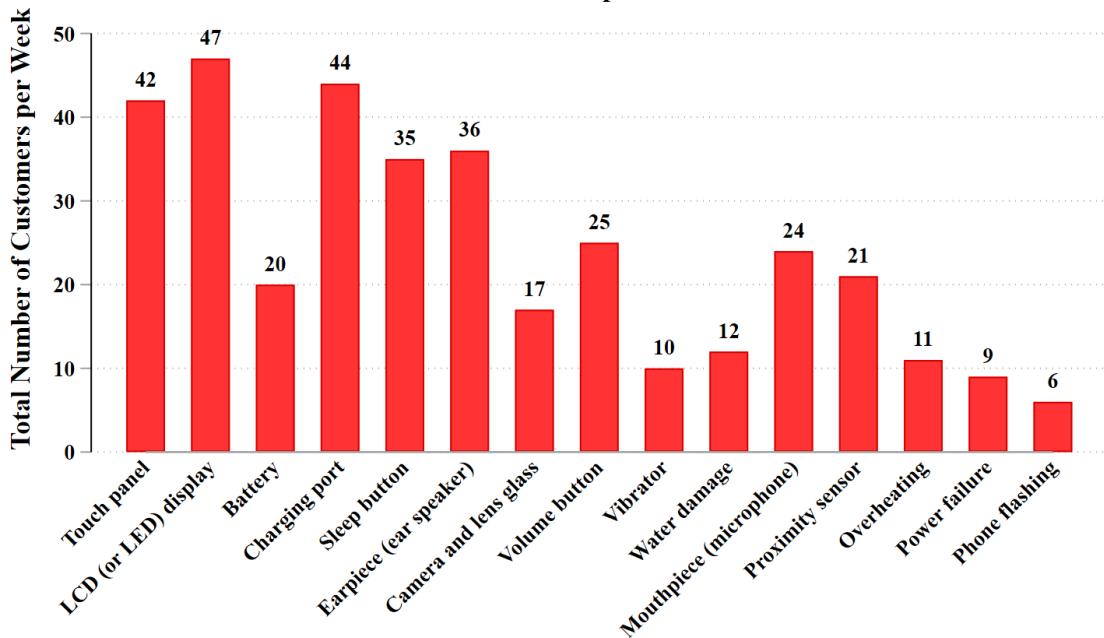
Average Service Price by Repair Service (Android Nokia C22) CBD downtown



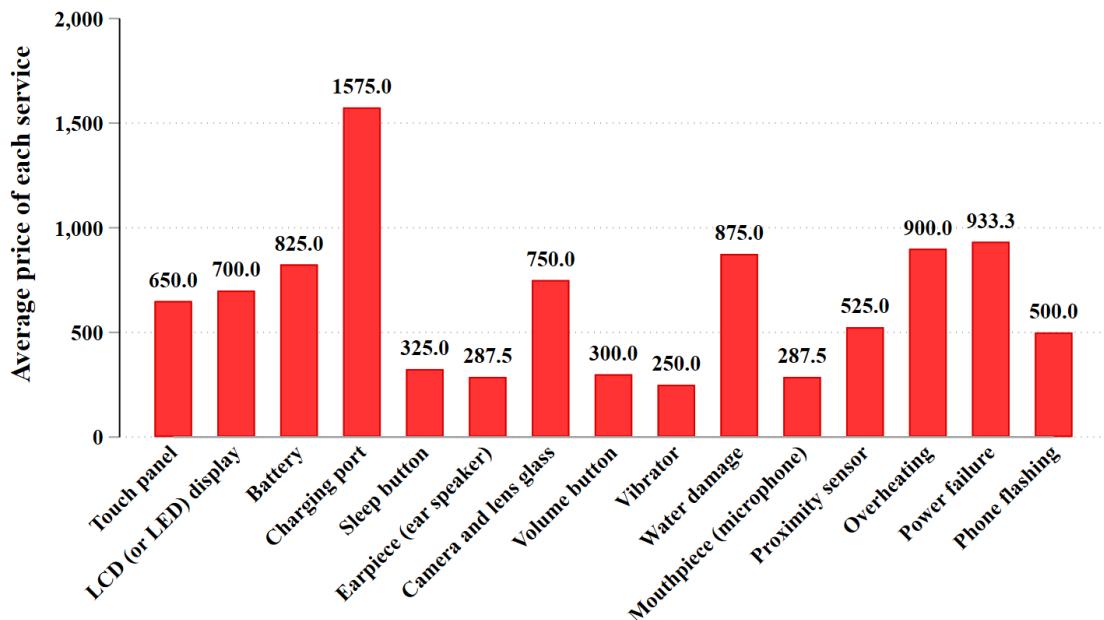
Average Service Price by Repair Service (iPhone X) CBD downtown



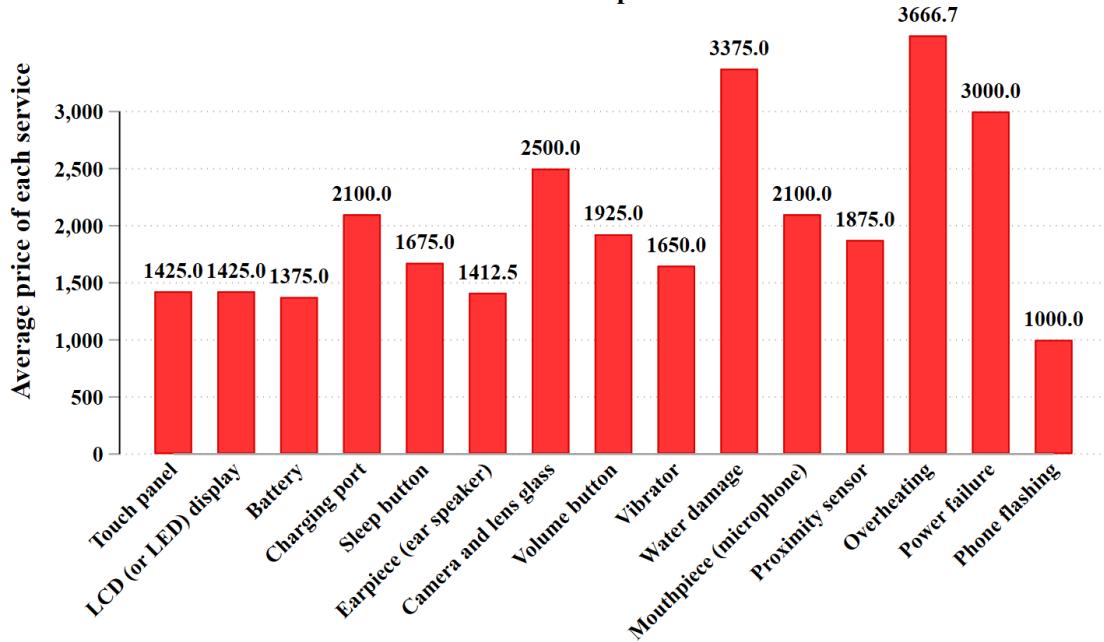
Total Weekly Customers by Repair Service CBD uptown



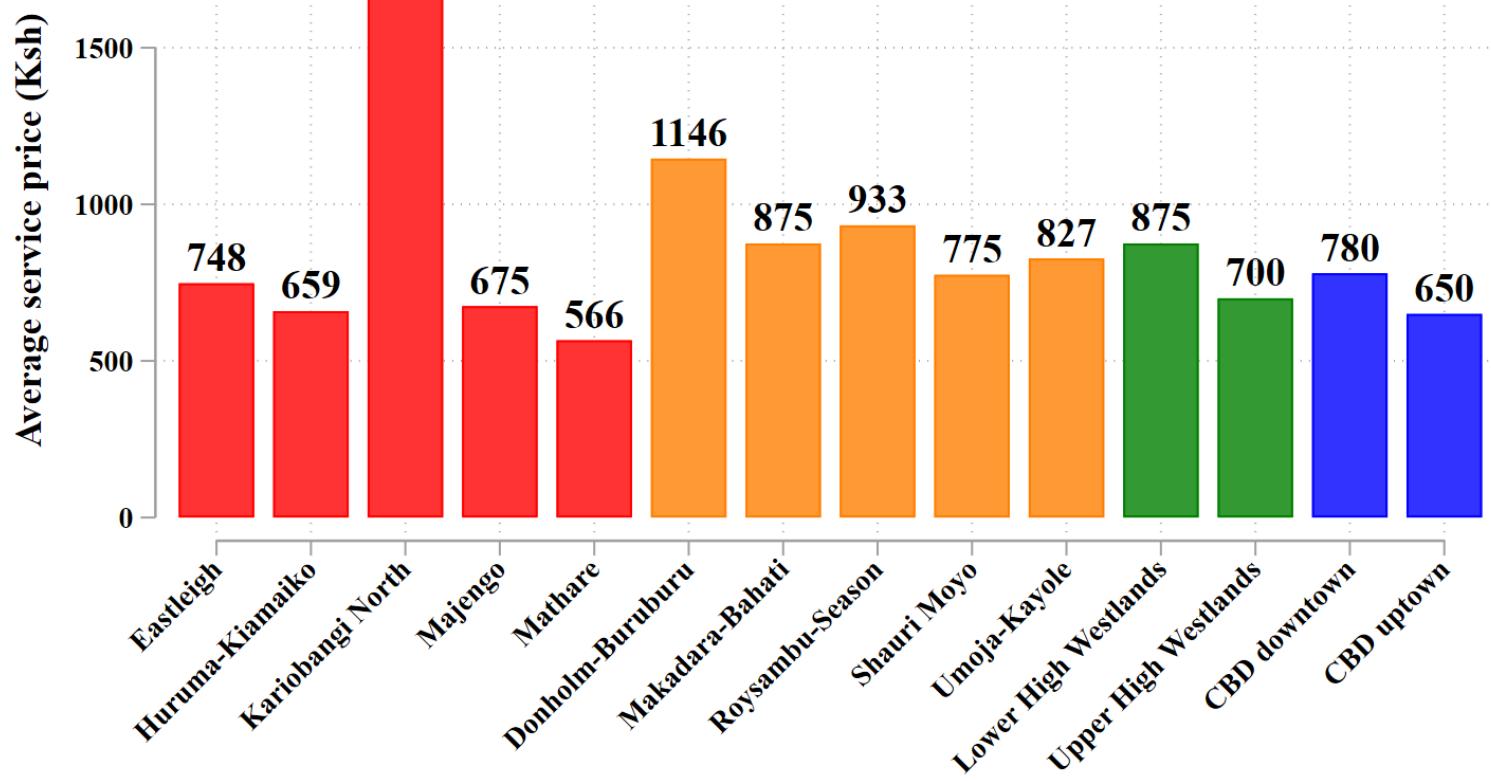
Average Service Price by Repair Service (Android Nokia C22) CBD uptown



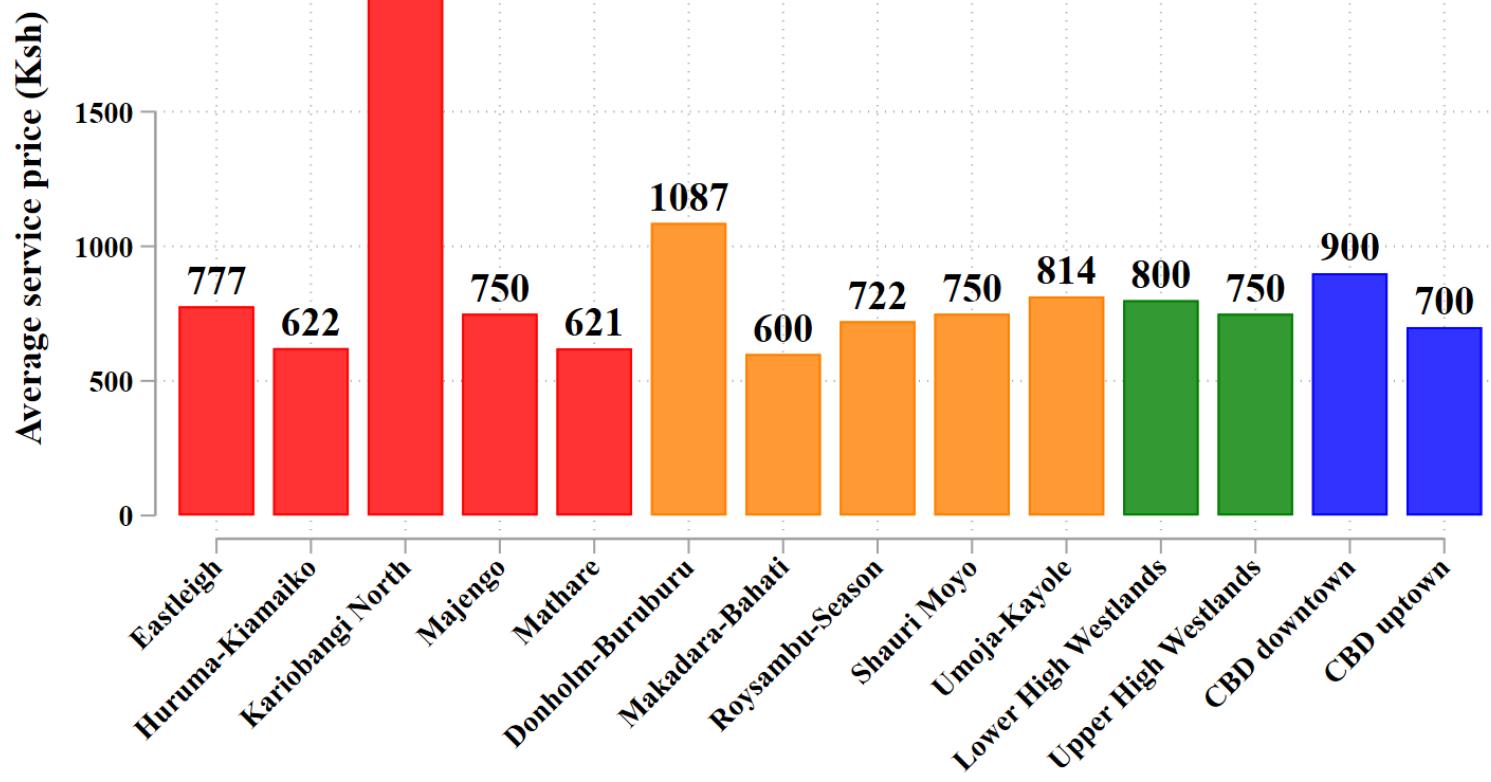
Average Service Price by Repair Service (iPhone X) CBD uptown



**Average Price by Area: Touch panel
Android Nokia C22**

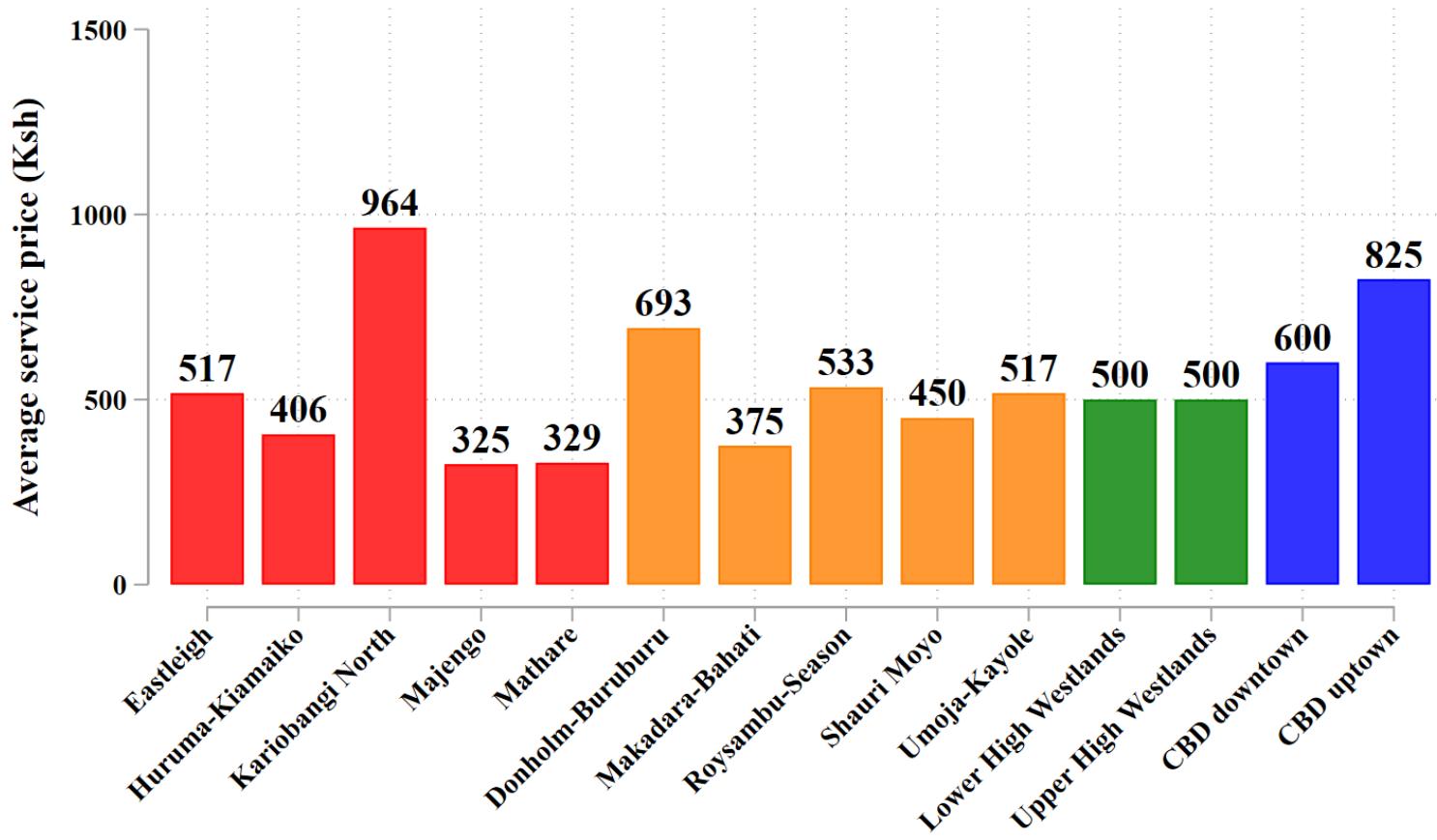


**Average Price by Area: LCD (or LED) display
Android Nokia C22**



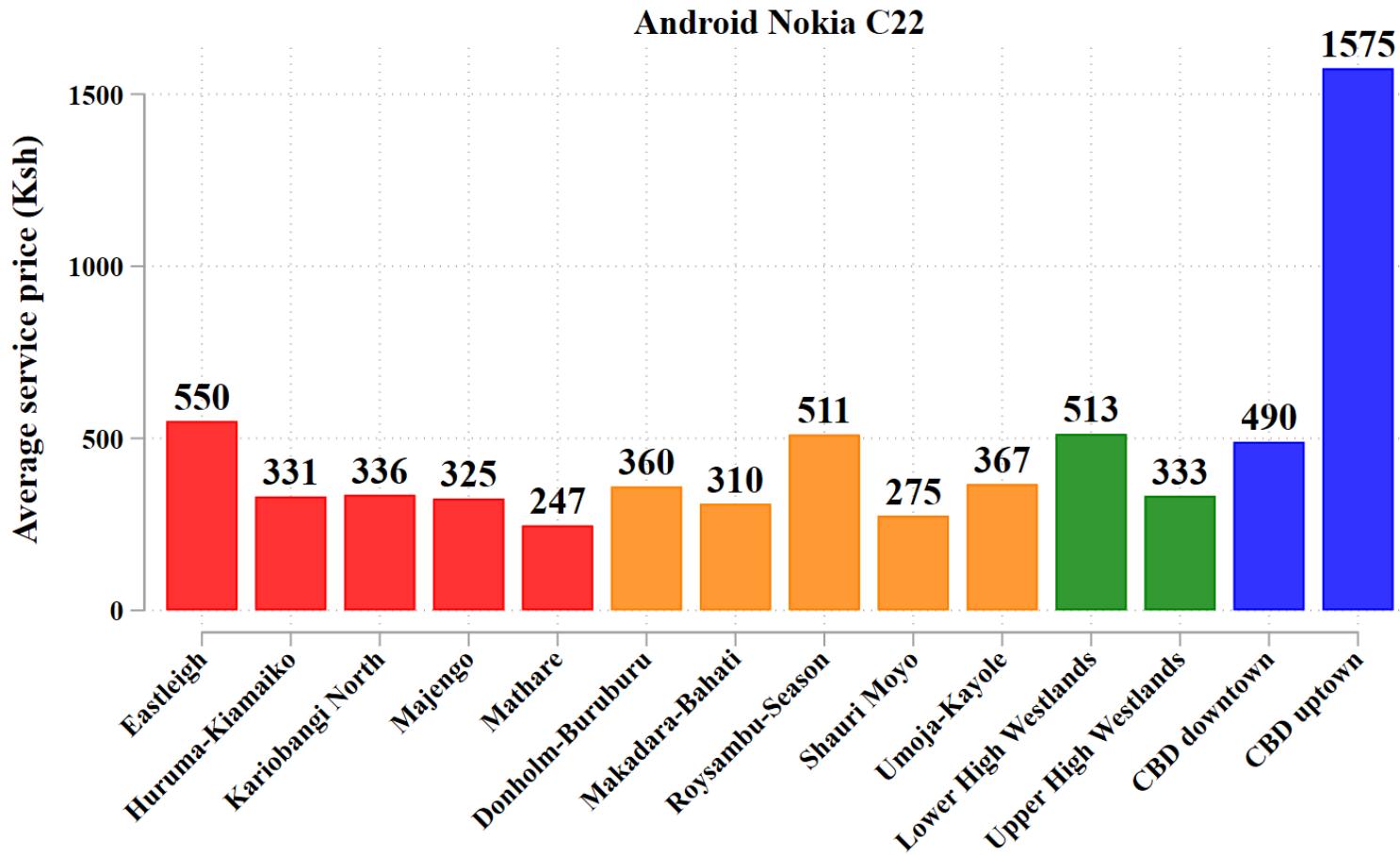
Average Price by Area: Battery

Android Nokia C22

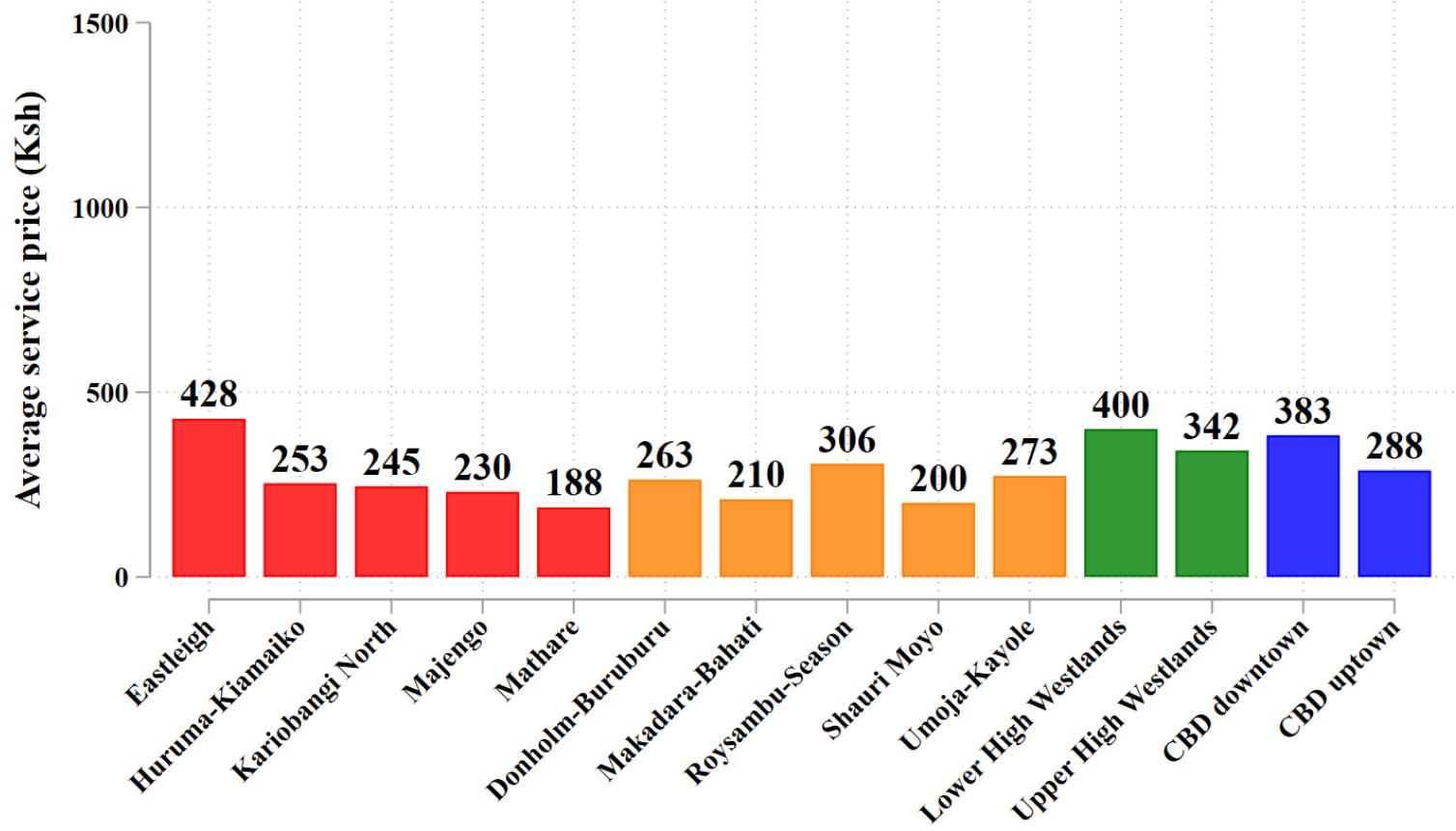


Average Price by Area: Charging port

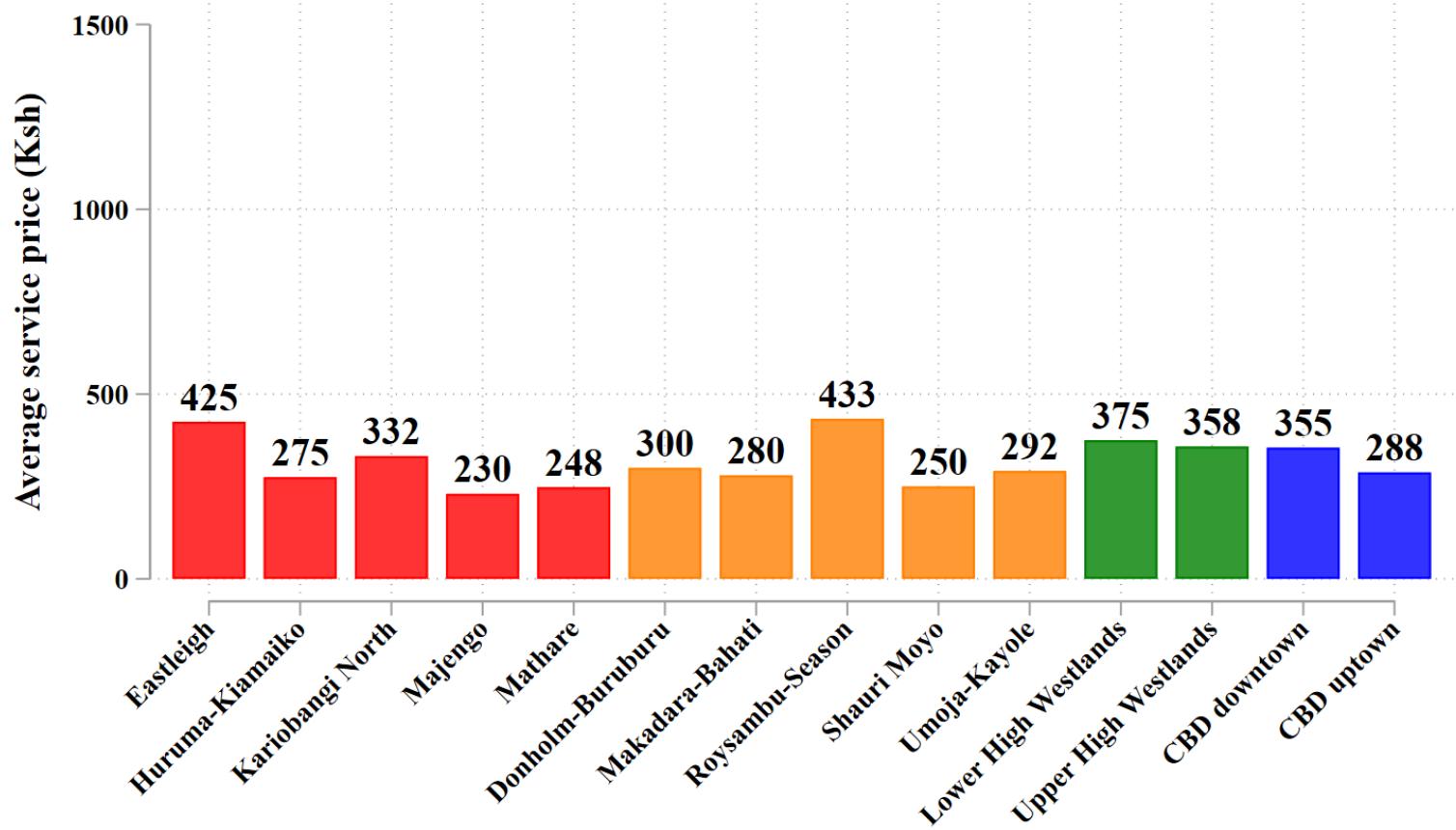
Android Nokia C22



Average Price by Area: Earpiece (ear speaker)
Android Nokia C22



Average Price by Area: Mouthpiece (microphone)
Android Nokia C22



Good luck!

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