

COMPANY PROFILE

Modo Kitchens Pretoria



Modo Kitchens proudly presents this Business Profile for your perusal
We have been active in Pretoria since 1999 and we look forward to ensure that you will be our next satisfied client
Please contact us directly if you need any additional info

Kitchen & BIC
Installation
Design

- A** The Business Details
- B** The Company Basics
- C** The Numbers

The Business Details

Company name

Date Established

Physical Location

Contact Details

creating
inspiring
spaces

Company Name

Modo Kitchens PTY (Ltd)

Date Established

1999

Physical Location

27 van Wouw street, Groenkloof, Pretoria, 0027

Contact Details

Tel: 082 534 5409 or 078 202 7358

Fax: 086 410 6233

Email: info@modokitchens.co.za

Web: www.modokitchens.co.za

1

Creating beautiful designs
free of charge

2

Manufacturing and installing
exactly what the customer wants

3

Leaving 100% of customers
100% satisfied

Design is not just what it looks like and
feels like. Design is how it works.

Steve Jobs



Installations always Supervised
by a project manager



Always searching for new
innovative ideas



Growing from strength
to strength every year

The Company Basics

Description of Business

Mission

Vision

Services and Products

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Description of Business

Modo Kitchens PTY (Ltd)

Mission

Our Company exists for the sole purpose of providing the highest level of kitchen design and installation service in Pretoria. 100% customer satisfaction 100% of the time

Vision

Our vision is simple. We want to create a better every day life for our customers at home

Services

Kitchen Design - Using state of the art design and drafting software

Kitchen Manufacturing

Kitchen installation

The Design, manufacturing and installation of all other cabinetry that include:

Bedroom cupboards (BIC's)

Bathroom Vanities

Home Study Units

Home Office Units

Products we work with

Melamine - We use PG Bison Melawood exclusively

MDF Board for Profiled Doors and Exposed Panels

Wrap Foils. We also use foils for high gloss applications

Wood veneers

Solid Wood - for cupboard applications or worktops

Formica Lifeseal worktops

Granite

Quartz worktops - We offer Caesarstone, ProQuartz and EEZQUARTZ options

All our Hardware is of top quality and include as standard soft close hinges, full extension aluminum ball bearing drawer runners and solid handles

The Company Basics

History, expansion and Growth

Public Relations

Advertising

Industry information

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History, expansion and growth

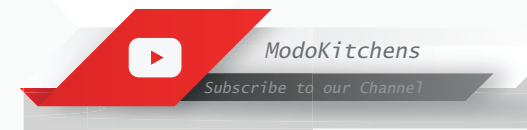
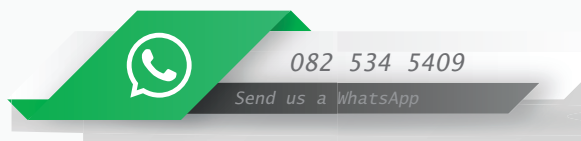
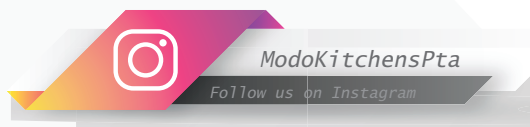
From humble beginnings to a leader in our field. The concept of designing and installing top quality cupboards at the best prices accidentally became a reality in 1999. The current owner, then fresh out of highschool, was asked to help one of his friends install a kitchen. This “odd job” turned into a realization and what we currently know as Modo kitchens

Public relations

The focus of our PR campaign is to present our product, service or person to a target group. This is done by building relationships with those who have the ability to get Modo's message in front of their audiences.

Advertising

Our main source of new business will always be Word of Mouth Advertising. We however make use of online advertising using the web and the following platforms



Industry Information

Our company works in an industry that is very competitive and very crowded. However these are never seen as obstacles but rather as challenges. The challenge being to ensure that the quality of our work always exceeds our competitors'

The Company Basics

Safety, health and environmental policies

Core team Details

Client portfolio

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Safety, health and environmental policies

Our company is committed to ensuring a safe and healthful workplace and protecting the environment. We believe that safety and protecting the environment is good business and that all work-related injuries, illnesses, property losses and adverse environmental impacts are preventable.

Core team details

Our Company is a family owned business and will always be. Owners will always run the company and is always involved directly with clients. We pride ourselves on always (during office hours) being available to see to any queries the company might receive

Client portfolio

Below are 2 examples of actual client installations. Please visit www.modokitchens.co.za and have a look under the "portfolio" tab



The Numbers

Annual sales

Financial targets

No of Employees

Partners

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Annual sales

Our sales must be split into two portions for it not to be confusing. Firstly we have a residential component that generates approximately 70% of our annual sales. Secondly we have a commercial component that only work with property developers on larger multi unit projects. This second component yield around 30% of our overall income.

Financial targets

Our sales targets on residential installations currently escalate with between 20% and 25% quarter on quarter. With knowledge of the fact that our industry basically goes into hibernation over December and during January, we aim to push this up in the busier months (July and November)

With reference to our commercial side of business, we aim to secure at least one development for the first two quarters of the year, and one for the second half of the year. It is very difficult to estimate a sales target on these commercials, as the scope of work is very rarely constant

No of Employees

We currently employ a total of 25 people. Two in management, a bookkeeper, two project managers two workshop workers, 4 installation teams (4 people each) and a two drivers

Partners

Without the support of industry leading suppliers we would not be able to provide the quality of service that we promise. We make use of the following leading suppliers.

