

Company Profile

of

River End Trading 1800cc T/A Reef Castor



Company contact details:

15 William Hoy Street Rosslyn, Pretoria, 0200 TEL: 012 541 8400/1 FAX: 012 541 8475
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OR contact Ronnie Naicker Cell: 082 784 7253 email: ronnie.naicker@reefcaster.co.za

1. Business, Administrative & Contact Information

Business name: River End Trading 180cc T/A Reef Castor

A. Business type: Close Corporation

B. Company registration number: 2005/077349/23

C. VAT number: 4470220239

D. Tel: 012 541 8400/8401/8402/8403

E. Fax: 012 541 8475

F. E-mail: info@reefcastor.co.za / sales@reefcastor.co.za /
ronnie.naicker@reefcastor.co.za

G. Cell: 082 784 7253

H. Physical address: 15 William Hoy Street, Rosslyn, Pretoria, 0200

I. Postal Address: P O Box 2006, Rosslyn, 0200

J. Banking details

Name: River End Trading 180cc T/A Reef Castor

Bank: Nedbank, Current Account

Branch: Southgate

Account number: 1864002352

Branch code: 186405

2. Introduction

A. Our Company History

Reef Castor is based on the commitment to provide customers with superior quality manufacturing and outstanding service. This principle was the cornerstone of our business and over time drove us to improve customer satisfaction by investing in highly skilled labour and machinery. Because of this bold expansion we moved premises from Johannesburg to Rosslyn, Pretoria in 2011 – which boasts a factory of 1300 m2.

B. What that We do

We offer a comprehensive manufacture, repair and/or refurbishment service for all types of trolleys. We manufacture a complete range supermarket and industrial trolleys, with a zinc electroplated finish.

3. Our Strategy

A. Vision

To be a market leader in locally manufactured ladders and trolleys, continually inspired by quality and excellent service thus creating a lasting impression to anyone who uses a Reef Castor product.

B. Mission

We manufacture our trolleys from the finest A- Grade steel, this ensures a quality finish and longer life span once electroplated. The manufacturing process is made possible through skilled professionals, modern machinery and the latest manufacturing trends.

C. Our Values

Safety: We act consciously every day to keep ourselves and our team safe.

Team Work: We work together as part of a high performing team and deliver what we promise.

Value: We build strong relationships and deliver value to customers.

Excellence: We consistently look for better ways to improve our processes.

Integrity: We act with high integrity, energy and passion.

D. Business goals & objectives

Our goal for Reef Castor is to become the leading trolley manufacturer, acknowledged for superior quality, service and value for money.

4. Business concept

A. Business concept

We are proudly South African as we manufacture locally and support fellow South African suppliers. This ensures quality over quantity.

B. Products

Supermarket and industrial trolleys fitted with a variety of castors and/or wheels – nylon, grey rubber, polyurethane and super elastic as well as ladders for domestic and industrial use.

C. Services

We offer a comprehensive repair and/or refurbishment service for all types of trolleys, granted that they are locally manufactured as imported trolleys have a plastic coating and cannot be zinc electroplated as per our quality standard finish.

D. Business competitiveness

We manufacture all our products locally and offer a complete service as we produce a complete product from raw materials into usable form to make the final product required, all products are electroplated in-house.

E. Our Service pledge

Put customers first

Exceed customers' expectations by providing exceptional service.

Customers' are guaranteed that we will go the extra mile to ensure that we understand their needs and meet their requirements in a timely manner.

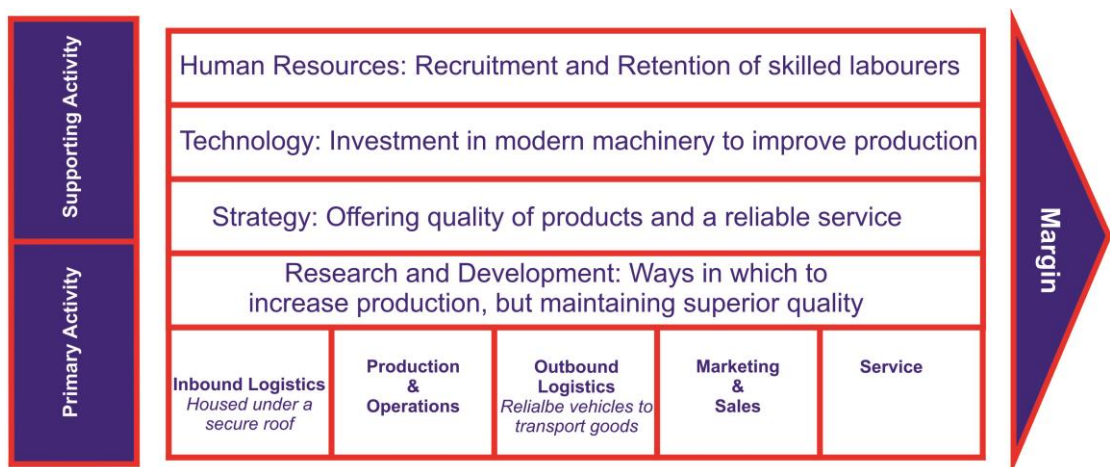
Exceptional Performance

Act in a manner of the highest ethical standards, use resources wisely, act quickly and do the job right the first time.

F. Business model

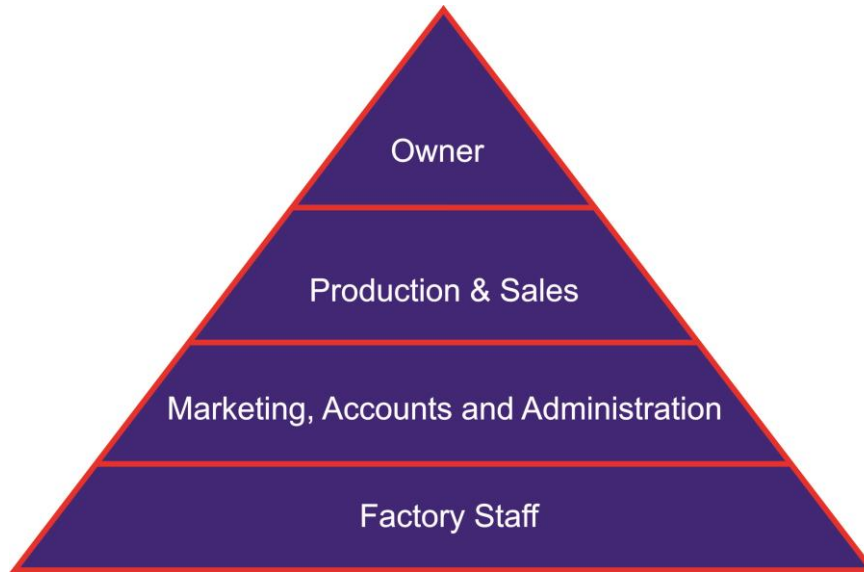
The business model chosen is centralized. As we are extremely efficient regarding business decisions and the direction in which the business is going in order to achieve our goals.

G. Value chain



5. Management & Ownership

A. Management structure



B. Ownership Structure

Owned 100% by Owner – Ronnie Naicker

C. Management

1. Ronnie Naicker – Owner / Managing Member

D. Office and administrative personnel

1. Vanitha Naicker – Accounts
2. Preshen Naicker – Sales and Production
3. Viloshnie Chetty – Administration and Marketing
4. Paulinah Ndlovu – General Assistant / Cleaner

E. Accountants

Y Padachy

F. BEE & BEEE

Compliant – Level 3