

# Company Profile

of

Reef Castor Pty Ltd



Company contact details:

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## 1. Business, Administrative & Contact Information

**Business Name:** Reef Castor Pty Ltd

**A. Business Type:** Company

**B. Company Registration Number:** 2013/114957/07

**C. VAT Number:** 4230270821

**D. Tel:** 012 327 0066

**E. Fax:** 012 327 0068

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

**G. Cell:** 082 784 7253

**Physical address:**

- Pretoria Branch - 464 WF Nkomo Street, Pretoria West.
- Durban Branch – 271 Jacobs Road, Clairwood, Durban.

**H. Postal Address:** P O Box 2006, Rosslyn, 0200

## **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 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 using mild steel, 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

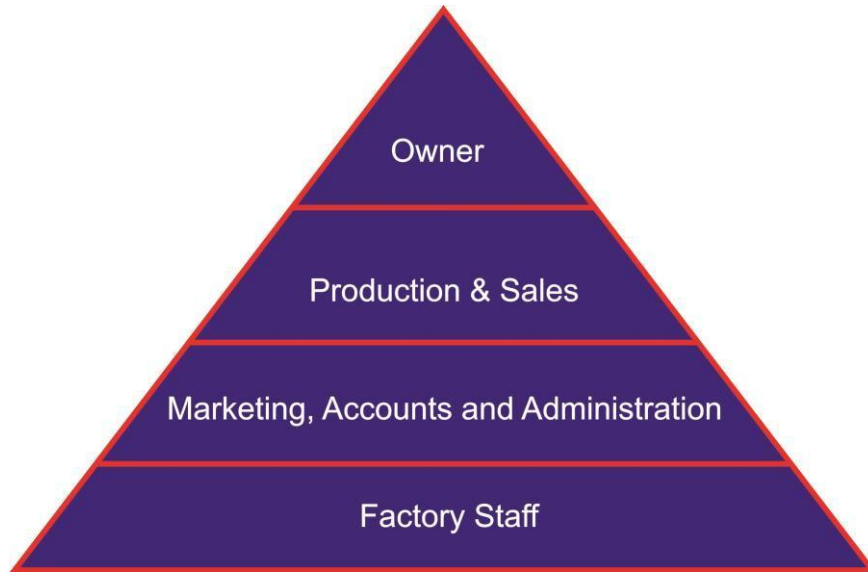
The business model chosen is centralized, as we are extremely efficient regarding business decisions and the direction in which the business is going, to achieve our goals.

## G. Value chain



## 5. Management & Ownership

## **A. Management structure**



## **B. Ownership Structure**

Owned 100% by – 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. Reanca Olwage – Sales Representative
5. Vishnu Govender – Internal Sales Administrator
6. Paulinah Ndlovu – General Assistant / Cleaner

## **E. Accountants**

Y Padachy

## **F. BEE & BEEE**

Compliant – Level 3