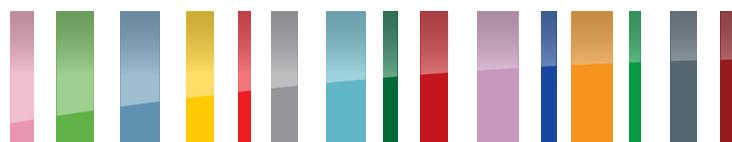


COMPANY PROFILE — 2016



FAIRDEAL

FURNITURE





OUR VISION:

Provide a complete array of furnishing solutions for Kenyans everywhere to realize their dream homes and offices.

OUR MISSION:

Become the premier furniture retail brand throughout EastAfrica by focusing on quality , selection and affordability.

OUR GUIDING PRINCIPLES:

Sustainability through Customers

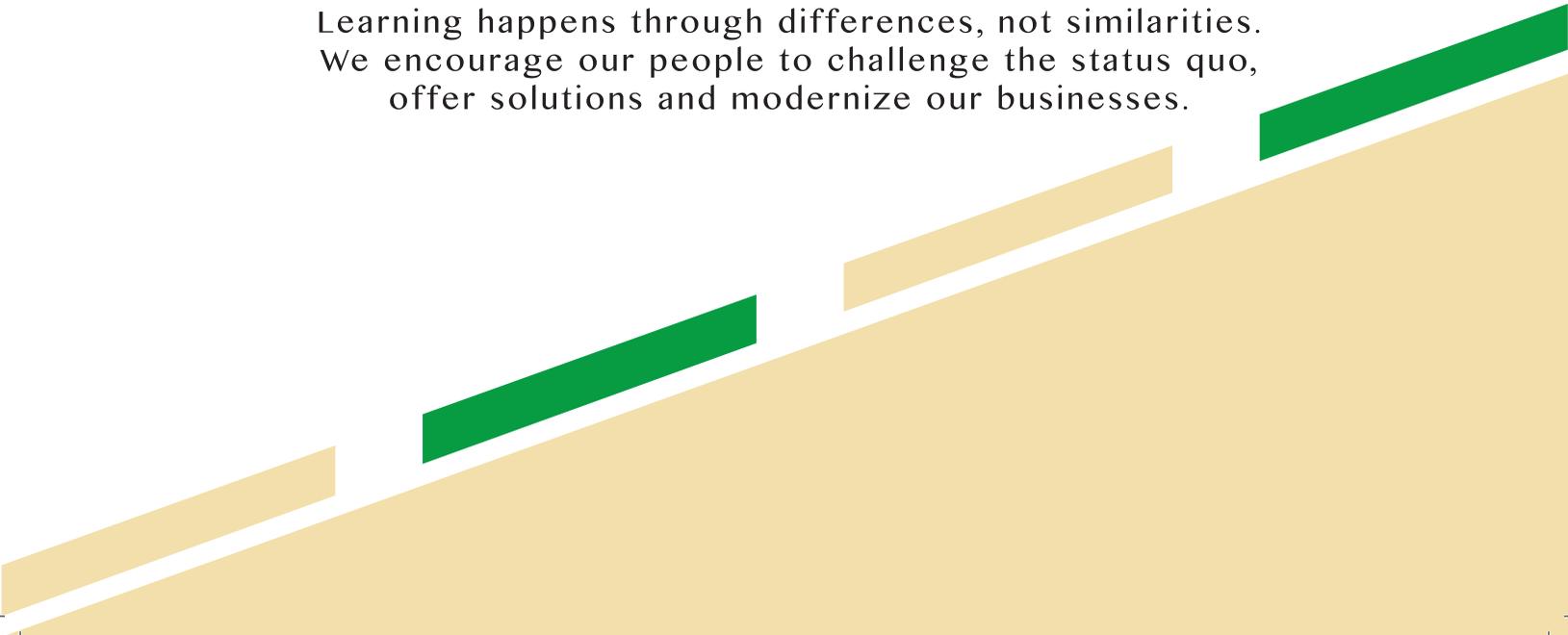
Our companys greatest asset is its customers, because without customers there is no company.

Relationships through Trust and Reliability

Providing real service means you must add something which cannot be bought or measured with money, and that is sincerity and integrity.

Growth and Advancement through Diversity

Learning happens through differences, not similarities. We encourage our people to challenge the status quo, offer solutions and modernize our businesses.



ABOUT US

Fairdeal Furniture

A place where your **DREAMS ARE DESIGNED**

In 2003, the first Fairdeal branded store opened in Mombasa. We started as a superstores, specializing in a variety of goods. Over time, the Ezzi and Zakir family decided to aggregate their various businesses, and grow together under the Fairdeal umbrella. Fairdeal Furniture Ltd developed due to the specific furnishing needs of the Kenyan people. Three things distinguish us from our competitors :- our range, our quality and our price.

Our Range:

Our driving force has always been style and selection. Our purchasing department travel the world, looking for the latest designs and trends in the furniture industry. We are also gearing ourselves to become a one-stop solution store for all our customer's furnishing needs. We have recently partnered with Rosetta TM, an international company to develop our flooring solution range.

We are continuously innovating and improving our range of products to satisfy all our customer needs.

Our Quality:

We use two simple words to describe our quality standards:**No Compromise.**

Whether it is our products or customer care, we do not compromise. We handpick the best suppliers, partner with international brands and continuously train our staff.

Our Price:

New furnishing trends and specific customer needs are identified by our sales and marketing team. Our imports and procurement division source directly from manufacturers, cutting out any middle-men. The savings made are passed to our customers. At Fairdeal, we call this the Fair Pricing Model (FPM).

FAIRDEAL GROUP OF COMPANIES

Who we are

The Fairdeal Group of Companies is a fast growing family owned business. We are a company geared towards providing Kenyans with a plethora of choices in the construction and real estate industries. With four dedicated divisions (Fairdeal Hardware Ltd, Fairdeal Furniture Ltd, Fairdeal UPVC, Aluminum & Glass and Fairdeal Holdings Ltd) our aim is to cater to any of our customers needs by providing quality products at fair prices.

What we do

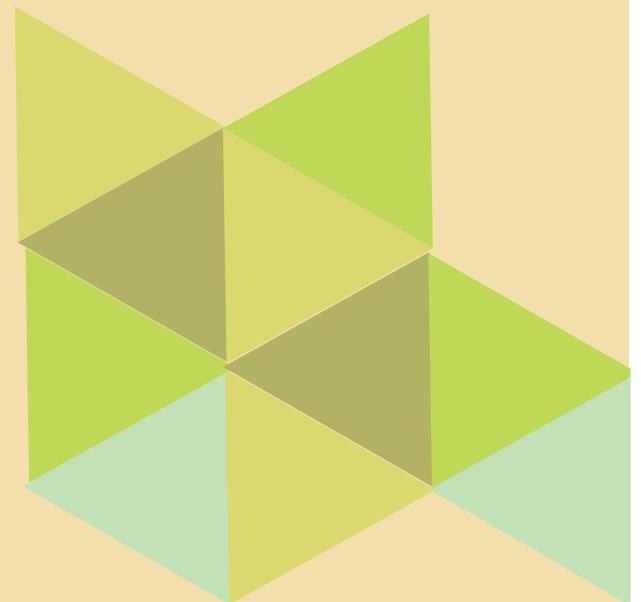
Build, Finish and Furnish with Fairdeal. This is the message to all our customers. We are a one-stop company offering the complete home and office package. Fairdeal Hardware will supply all construction materials, Fairdeal UPVC, Aluminum & Glass will redefine your building with contemporary finishing, and Fairdeal Furniture will complete your homes n offices with stylish and elegant furniture.



Mission Statement

A rapidly growing middle class has given rise to consumers who want high quality products at fair prices. It is the vision and pledge of the Fairdeal Group of Companies to have an outlet throughout Kenya and the extended East African market, giving people enhanced alternative choices.

Fairdeal Group of Companies, in line with vision 2030 aims to accommodate the needs of the East African people through local manufacturing. Quality products that rival imported goods will be made available at the best prices, thus giving our customers the ultimate Fair deal.



MESSAGE FROM CEO

MR. MOHAMMED ZAKIR



Our journey to the renowned brand, Fairdeal Furniture Ltd has its humble beginnings in a simple store in the busy town of Mombasa. The vision has always been to provide an outlet all over the country for everyone to realize their dream homes and offices. The Nairobi, Malindi, Nakuru and recently Eldoret branches are a testament to achieving this vision.

It is commonly said that the difference between success and failure is a great team. Indeed, without the great team we have assembled over the years, the vision and mission of Fairdeal Furniture is just but words on paper. We encourage our people to abide and uphold the guiding principles set out by the organization. These principles are what makes us focus on the quality of service we deliver, the relationship we build with our suppliers and the advanced products/systems we introduce.

We recognise that Fairdeal Furniture Ltd is on its way to becoming a power brand in the Kenyan market. Our emphasis is on consolidating our position in the market and creating a satisfied and loyal customer base. Introducing new products such as complete Flooring Solutions by Rosetta (an international brand) or services such as Customized Solutions through our local furniture manufacturing unit are ways in which we aim to improve and innovate. At Fairdeal Furniture Ltd, we are gearing towards becoming a solution based company. Apart from Office, Home, Customized and Flooring solutions, we are looking to partner with likeminded companies to offer many other interior solutions.

Finally, let me take this opportunity to thank all our steadfast customers, our dedicated work teams and our reliable suppliers for taking an equal part in the success of Fairdeal Furniture Ltd. We hope that our relationship will continue to strengthen as we aim higher.

TIMELINE

First branch of Fairdeal Furniture Ltd opens up in Mombasa

2003

Fairdeal Furniture Ltd makes a grand entrance in Nairobi opening on the hands of Vice President Hon. Moody Awori.

2007

Fairdeal Group's board of directors embrace Vision 2030, and commence development of infrastructure for industrial growth.

President Mwai Kibaki declares support for locally manufacturing furniture industries.

2009

The success of the Mombasa and Nairobi stores is followed up by opening branches in Malindi and Nakuru.

Government of Kenya releases Vision 2030, where immense emphasis is placed on setting up manufacturing industries.

2008

Fairdeal UPVC Extrusions becomes the first manufacturing unit set up under this renewed vision at Fairdeal Industrial Park, Mombasa.

2010

Fairdeal Furniture Manufacturing (FFM) becomes the second manufacturing unit at Fairdeal Industrial Park, Mombasa.

2012

Fairdeal Furniture Ltd opens a state-of-the-art showroom in Mombasa, by the hands of His Holiness Syedna Mufaddal Saifuddin (TUS).

Fairdeal Furniture Ltd gets into shape by expanding into the athletic city of Eldoret.

2014

FFM records an eventful and successful first year. A capital overlay of \$60,000 is made to improve efficiency and product quality.

2013

Fairdeal Furniture Showroom opened new doors in Westlands, Nairobi.

2015

OUR PRODUCTS

OFFICE SOLUTION

Transform your offices with furniture suiting your every need. Refined designs, multiple colours and affordable prices means you will never run out of choices.



HOME SOLUTIONS

Ever-changing and everlasting. Our wide ranging selection of home furniture keeps up with the latest trend. Our sources extend from Turkey, Malaysia, China and Indonesia.

CUSTOMIZED SOLUTIONS

Wardrobes, Kitchens, specialized shelving or any interior needs. Our customized solution department will advise you, work with you and execute for you any personalized projects.



FLOORING SOLUTIONS

Carpets, Laminate, Floor Art, Artificial Turf and PVC Floors. Rosetta, an international company is the brand we have partnered with to provide our customers with a comprehensive selection of flooring solutions.

OUR BRANCHES

NAIROBI MSA ROAD

Kellico Complex, msa Road.
Opp. Total petrol station next to
Equity Bank
m: 0720 309 490
e: mgr.nbi@fairdealfurniture.biz

NAIROBI WESTLANDS

Westwood Building, off Ring Road
Opposite Oshwal Centre
e: mgr.nbi@fairdealfurniture.biz

MOMBASA PLAZA

Fairdeal Plaza,
along Msa - Malindi Highway
m: 0703 996 727/ 0722 931 973

MOMBASA TOWN

Old Kilindini Road, Next to
Best Lady Stalls
m: 0792 773 177/ 0722 208 683
e: sales.msa@fairdealfurniture.biz

NAKURU

Tapoo's Complex, Opp. KFA
Roundabout,
off Geoffery Kamau Road,
Nakuru - Eldoret Highway
m: 0731 165 677/ 0738 878 207
e: sales.nku@fairdealfurniture.biz

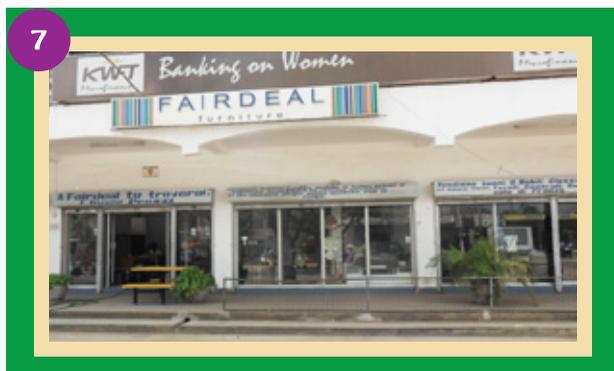
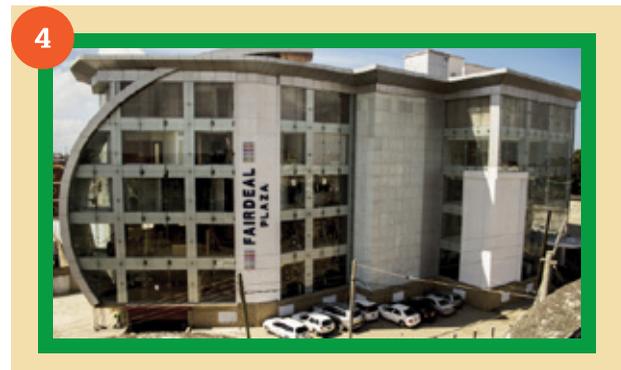
ELDORET

Fims Building, Oloo Street
m: 0713 070 108
e: sales.eld@fairdealfurniture.biz

MALINDI

Entrance of New Malindi Market,
Main Malindi-Mombasa Road.
m: 0727 934 988/ 0731 557 593
e: sales.mld@fairdealfurniture.biz

GALLERY



1. NAIROBI MSA ROAD
2. NAIROBI WESTLANDS
3. MOMBASA TOWN
4. MOMBASA PLAZA
5. ELDORET
6. NAKURU
7. MALINDI



www.fairdealfurniture.co.ke



FairDealKenya



fairdealfurniturekenya