

COMPANY PROFILE



Company Name : **Apple Floors (Pty) Ltd**
Company Registration Number : **2013/033357/07**
VAT Registration Number : **4220265443**
Tax Number : **9296494199**
Business Address (Head Office) : **Unit 53, Block B**
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Why Apple Floors Clients Are Satisfied Time and Again

At APPLE FLOORS, we believe that all your renovating concerns should be dealt with by the project coordinator. We can help you come up with a design, products, color scheme and a budget that will fit your needs. We can take your project from conception to completion. Our construction experience includes Laminate and wood Flooring, Carpets, finishing profiles and attics, additions, conversions, decks, patios, carpentry, historic restoration of Parquet floors, and many more. Apple Floors' commitment to quality craftsmanship, attention to detail and our use of the best materials are the reasons behind our success.

- We meet your deadlines.
- We represent big corporate companies as services providers.
- We stay within your budget.
- We believe that high-quality work can be reasonably priced.
- We communicate with you with professionalism and integrity.

Simply put, Apple Floors is committed to delivering the best possible product within your timeframe and budget.

"Consider Apple Floors for quality interior products for your home or business."

History

In 2002, Rhulani Reuben Mabasa established a subcontracting company called Saseka Flooring, which later became Apple Floors (Pty) Ltd. APPLE FLOORS PTY (LTD). Our principal focus was to subcontract for companies that specialized in flooring, Carpets and blinds. Our company grew and opened its first branch in Soweto in 2005.

To date we have installed over 100 000 m² of flooring, supplied furniture to government offices and blinds to domestic and commercial clients. We pride ourselves with quality workmanship and great quality products.



What We Do

APPLE FLOORS has serviced both residential and commercial clients for over twelve years. 70% of our core business comes from the insurance industry. Our professional and high-quality service has made us a preferred supplier in the trade for many local home owners and corporate clients including government sector.

When you need quality products, workmanship for your home or office, think Apple Floors first. We offer a wide selection of top brands in all our products.

"We want to create unforgettable spaces for our clients."

Our Products and Services Including Installations are:

- Laminate and wood Flooring
- Vinyl Flooring
- Carpets
- Tiles
- Blinds
- Sanding and refurbishing of parquet floors
- Carpet cleaning (Domestic and commercial)



About Us

Our Vision

To attain the set business objectives while building a long lasting relationship with clients and be the leading black-owned company in the industry of flooring and decor.

Our Mission

Apple Floors is a family owned business dedicated to providing quality and great workmanship while delivering exceptional customer service. We go above and beyond the customer's expectations with friendly, professional and knowledgeable staff.

Values and Transformation

Apple Floors is committed to meeting the individual needs of our clients, incorporate values, cultures and service in line with the philosophies of economic transformation and inclusive growth. As a 100% black-owned and managed company, we strive to assist in the process by providing a valuable service to the business community.



Fast Delivery

To successfully manage all points of contact between our clients and their stakeholders group in order to attain set business objectives while building a long lasting relationship our clients.

Driving Excellence

One of the key factors that set us apart is our approach. We approach everything we do with attitude of innovation and creativity. This is based on our understanding of the industry we work in and the vast experience of our team.

- Our wealth of experience in flooring, decor and office furniture.
- Close and solid relationship with our manufacturers and suppliers.
- Our knowledge and understanding of the diverse South African market.

Corporate Social Responsibility

As a contribution to the rising numbers of unemployment, Apple Floors has dedicated itself to programmes that train school leavers and the disadvantaged the trade and skills of installation of carpets, wooden and laminated flooring and window blinds. Up to date, we have taken eight interns of which two have become permanent staff members at Apple Floors. Furthermore, the company has produced three entrepreneurs who also continue with this initiative. The company also makes use of environmentally friendly materials to minimize damage and ensure these recourses will be available for future generations.

Management and Ownership



Brief Career Overview

Mr Rhulani Reuben Mabasa holds a Diploma in Business Management and various Certificates in Sales and Marketing from the University of South Africa (UNISA). He is currently enrolled with IMM Graduate School studying towards a BCom degree in Marketing and Management Science.

He has worked for Dreams Floors, Union Tiles, CTM and Builders Warehouse as a Key Accounts Manager and also in the technical division. Rhulani was involved in the development of business and in the acquisition of new clients. With his vast experience in the building industry and networking strategies, Rhulani saw a gap and took an opportunity in the Home and Office Improvement Industry and went on to open his own company. He founded and established Saseka Flooring in 2002 which later became Apple Floors. Apple Floors was amongst the best service providers for Rhoms Timberworld as a sub-contractor and has many of the best projects implemented.

Bee Status: Level 1

- 100% of the company owned by previously disadvantaged professional individuals.
- 100% of the shareholders are working full time in the company.
- 25% of management is black women
- We employ 20 full time staff and growing

Office Administration and Personnel

- Office Manager : 1 Team Member
- Admin Personnel : 6 Team Members
- Assessors : 4 Team Members
- Quality National Manager : 1 Team Member
- Installation Teams : 10 Teams (Gauteng, Polokwane and Durban)
: Cape Town and Bloemfontein opening in 2018

Current Clients

- ABSA INSURANCE COMPANY
- STANDARD BANK INSURANCE
- DIGICALL ASSESSING SOLUTIONS
- DOMESTIC CLIENTS
- COMMERCIAL CLIENTS
- AVBOB
- CEF (PTY) LTD
- GLUCKMAN TRADING
- CITY OF CAPE TOWN
- JOSHCO
- DEPARTMENT OF PUBLIC WORKS
- EDCON GROUP

Thank you for taking time to read our company profile. If there is any question or comments, please feel free to contact us.

For more information, please feel free to visit our website www.applefloors.co.za.