



KUBU CRAFTS

Manda Hill Centre-Lusaka

Mosi-O-Tunya Square

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Executive Summary

Kubu Crafts Ltd. is a Zambian manufacturer and retailer of high quality household, business, and lodge furniture & items, combined with the best of arts, crafts, and gifts from both Zambia and the region. The company was started in 1997, and now has 2 stores in Livingstone, and a main store at Manda Hill Centre Lusaka. The company currently employs roughly 75 employees. The company's workshop in Livingstone is a very modern workshop with sophisticated woodworking machines for maximum quality and efficiency.

Mission

Kubu Crafts helps create stylish, well-designed furniture that incorporates new technology into the classic décor mode. We are sensitive to the look and feel of good wood and fine furniture as well as to high-powered personal computing. We always provide the best possible value to our customers who care about quality furniture, and we want every kwacha spent with us to be well spent. We also create and nurture a healthy, creative, respectful, and fun office and workshop environment, in which our employees are fairly compensated and encouraged to respect the customer and the quality of the product we produce. We seek fair and responsible profit, enough to keep the company financially healthy for the long term and to fairly compensate owners and investors for their money and risk.

Keys to Success

- Uncompromising commitment to the quality of the end product: quality wood, quality workmanship, quality design, quality of end result.
- Successful niche marketing: we seek out the quality-conscious customer in the right channels, and we make sure that customers can find us.
- Assembly is a combination of industrial air-compression driven machines, hand-held electric machines, and fine handwork.
- Our customers are from all walks of life, and appreciate very high quality home and office furniture. We supply excellent customer service before, during, and after products are purchased or ordered.

Company Ownership

Kubu Crafts L.T.D is owned jointly by Roelf Bosman and Lucy Renew. They are both South African Citizens, but have been here for over 20 years, and now have resident's permits.

Company History

Kubu Crafts was started in 1998 because of the demand for lodge furniture in the Livingstone region. The company was registered and obtained their Investment Licence.

Sales took a big jump in 2006, when Kubu Crafts opened a retail store in Manda Hill shopping Centre Lusaka, which is Zambia's most successful Mall.

Profitability and working capital were required during our recent growth (purchase of the workshop property), but we enjoy a very good relationship with our bankers, FNB, who were very accommodating.

The ZDA and the Investment Centre have been instrumental in facilitating our exhibiting on international platforms, and giving us good exposure.

Kubu Crafts has worked closely with PUM (Netherlands government programme to bring skills training to Africa). As a result of many visits in all areas of the business, we are now export ready.

Products and services.

1. Our main lines are all types of household furniture, mainly from indigenous hardwoods such as teak, rosewood and mukwa.
2. Lodge and Hotel re-vamps in Zambia
3. We also make complementary pieces to fill out the office suite, including conference tables, bookshelves and cabinets.
4. Many of our furniture pieces include elements of steel, which is made by our steel workshop section.
5. We also make custom designs to fit exact measurements.

Target Market

People or Companies wanting to have very fine furniture with the latest in technology, combined with an old fashioned sense of fine woods and fine woodworking. Anyone from corporate towers, small or medium business, or in a home. In our particular market, we also seek the buyer who appreciates two attributes: the quality of furniture workmanship and the excellence of design, with an understanding of technology and style built in.