



**MARKET**

Royal Furnishers Limited, the most prominent retail furniture company in Dar es Salaam and Mwanza, is closer to your doorstep than you think. They are best known for their high quality, exclusive furniture and home audio and appliances.

Exclusivity, Quality, Selection and Service are the four cornerstones to their business model. They are the basis for every decision they make and the guiding principles to their mission statement. With two outlets in Dar es Salaam and one ultra- modern showroom in Mwanza, Royal Furnishers offer a wide selection of home furniture, decorative accessories, carpets, and much more. They are also the sole authorized dealer for Diplomat Safes and Restonic mattresses and divans.

Since the inception of Royal Furnishers way back in 2003, their objective was not to get involved in a price war with their competitors, but instead dedicate themselves to providing consumers, not only with exclusive furniture, but also quality, value for money products.

Royal Furnishers has become well known and appreciated, not only for its stylish designs and quality of its products and services, but also the commitment and focus on excellence in everything they do. As testimony to this

to invest in luxury living they can afford!

Royal Furnishers target market is affluent consumers, government institutions and expatriates. This specific targeting has led to a brand market share of around 15%. The company plans to increase this market share by means of branch expansion (Arusha,



of providing a clear, consistent message to their customers

**HISTORY**

The company was started in 2003 by the owner, Mohsin Somji, a well-known and respected businessman from Dar es Salaam (originally from Tanga), Tanzania. Their first showroom opened on the premises of the liquidated South African company Supreme Furnishers, on Nyerere Road and the second showroom (satellite branch) opened in 2004 at Raha Towers on Bibi Titi Road, Dar es Salaam.



Mbeya and other upcountry cities).

Consumers now demand access to online shopping with full showroom-to-home service delivery so Royal Furnishers are working on how to overcome local restrictions in order to provide this facility. In addition local informed consumers now demand the same facilities available in

developed countries, such as extended trading hours. Part of the reason for this is consumers' extended working hours and the time spent in congested urban traffic conditions.

focus, Royal Furnishers Ltd has been awarded Superbrands Status in East Africa for 2015/6, reaffirming to audiences their status as a brand of quality, reliability and distinction!

Royal Furnishers customers can be confident that they have authentic furniture when purchased from Royal Furnishers, with exclusive designs for those who appreciate the best, and for those who can accept no less, an opportunity

**ACHIEVEMENTS**

Over the years Royal Furnishers have received many accolades and they were the first to realise the importance of, and embrace in full the value

In July 2011 the company opened its third showroom in Mwanza, Lake Region, Tanzania.

**PRODUCT**

Royal Furnishers provide a wide range of products and the main products are domestic furniture, appliances and electronics and office furniture.

Royal Furnishers is the sole authorised Importer and Reseller of:-

Restonic Mattresses and Divans (American Brand, manufactured in, and imported from South Africa).

Diplomat Safes (Imported from South-Korea).

Royal Furnishers products must add exclusivity to consumers' homes or offices and the quality "feel" of their products must be visible, testimony to the high expectations and standards of the customers and be value for money products.

**RECENT DEVELOPMENTS**

The "top of the range" Restonic Reposeful Never Turn Pillow Top Base Set model was recently introduced, and offers the following unique features:-

Wool Fibre to assist in regulating body temperatures.

Laminated Luxury Fabrics – gives a unique luxurious look, adds durability and memory to the fabric.

Pillow Top – provides optimum cushioning for enhanced comfort.

Bazooka Sleep System – 720 x Bazooka springs that equate to almost one kilometre of wires is



which will be achieved through:-

- Innovation in everything the company does.
- Continuous and consistent development and optimisation of customer relationships based on sound levels of service, values, ethics and business principles.
- Ongoing development of our staff and



the core spring foundation of the mattress. This gives the mattress over double the amount of springs used in a conventional mattress, increasing the durability and comfort.

Twelve years Peace of mind Warranty.

## PROMOTION

Royal Furnishers use the full spectrum of media available to them to promote the business including:-

### Printed Media

- Newspapers: The Guardian, The Daily News and Citizen (Dailies)
- Advertising Dar magazine

### Cable Television

- Dar es Salaam based IBNtv (community station)
- Stand-alone TV adverts proven to be very successful

### Special promotions

- Valentine's Day (One week)
- Easter (Two weeks)
- Saba-Saba (July, two weeks)
- Christmas (November/December, approx. 4 weeks)
- All promotions are supported by extensive advertising/marketing that includes window posters and in-store window and hot-spot displays; this is over and above the normal electronic and printed media advertising.

### Marketing themes

- Royal Furnishers use different annual marketing themes with appropriate slogans/tag lines
- Theme 2015 proved to be very successful, talk of the town with tag line "expensive furniture, just so much cheaper"
- Theme 2016 (just launched) slogan or tag line is "especially for you!"
- Images for advertising (static for billboards and printed media; video for outdoor screens and television) are all warm and upmarket, testimony to luxury and quality lifestyles.

Other marketing methods used extensively and with great success are"-

- Direct mailing
- Social Media (Facebook, Instagram)

## BRAND VALUES

### Mission

- Lead the industry by satisfying customers' needs and expectations through the delivery of consistent, acceptable products and services,

continuous enhancement of management and leadership skills.

### Vision

- To be the Class leader in their fields of expertise!

### Core Values

- Extreme customer-focus in regards to service and support.
- Fairness and integrity when dealing with business partners and customers.
- Continuous self-improvement and achievement of personal excellence.
- Accountability for quality of work to business partners, co-workers and customers.
- Individually and/or collectively understanding, accepting and valuing the different backgrounds, cultures, personal preferences and competencies of people.
- Performance driven with the individual and collective commitment from all staff.

Royal Furnishers brand logo is testimony to the fact that they see and treat their customers as Royalty – they deserve only the best of products and services.

[www.royalfurnisherstz.com](http://www.royalfurnisherstz.com)



## Things you didn't know about Royal Furnishers

Royal Furnishers is a fully fledged local (Tanzanian) company, family-owned and managed.

Royal Furnishers proudly supplied and installed all carpets (national colours), Speaker's podium and desk and all desks for Members of Parliament in the new Debating Chamber at Dodoma.

Royal Furnishers are the sole authorised importer and reseller of Restonic Mattresses and Divans and Diplomat Safe products.

Superbrands