



SOFA LIGHT BUSINESS

COMPANY PROFILE

COMPANY ADDRESS

LEGAL STATUS of the Company

The following pages demonstrate legal status and registration and licenses of the company

OFFICE ADDRESS :

Country: Kigali, Rwanda

Province: Kigali

District: GASABO

Tel. +250788689926

E-mail: sofalightbusinessltd@gmail.com

Kigali, Rwanda

Company Name: SOFA LIGHT BUSINESS Ltd

SOFA LIGHT BUSINESS Presented by

FRED SONGA



Visit our website; <https://www.sofalight.rw/>



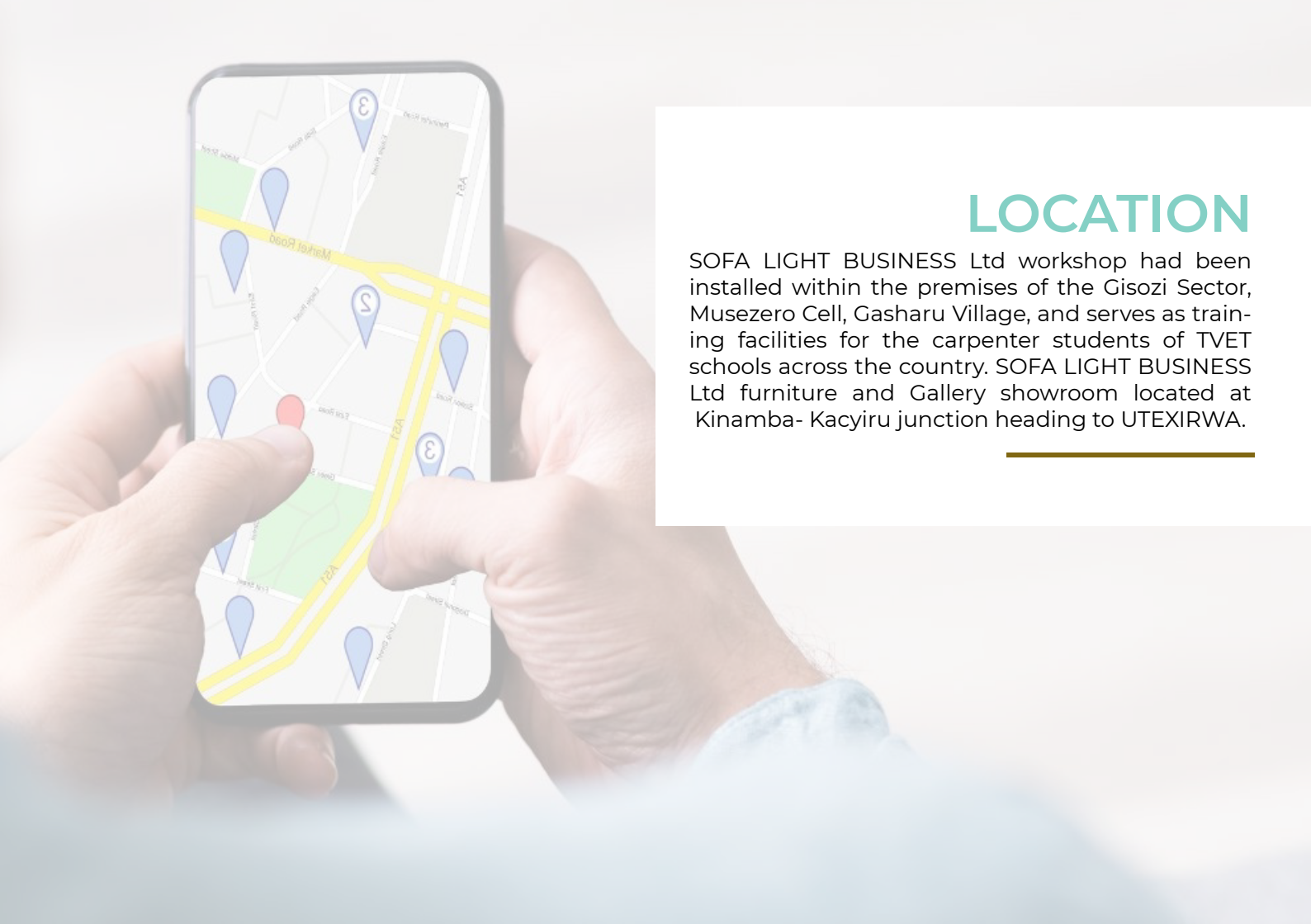
COMPANY BACKGROUND

SOFA LIGHT BUSINESS Ltd is the company established in 2017, that builds custom home storage solutions and functional pieces for homeowners across the country. The Company is built on the skills of its team and a customer-centric approach to doing business and creating relationships with its customers. SOFA LIGHT BUSINESS Ltd is a furniture maker dedicated to the design and production of quality; timeless wooden furniture made from sustainably wood materials. SOFA LIGHT BUSINESS Ltd designers and carpenters are motivated to exceed client's expectations in customized furniture for the home, workplace, and public amenities like, Hotels, apartments, restaurant and schools.



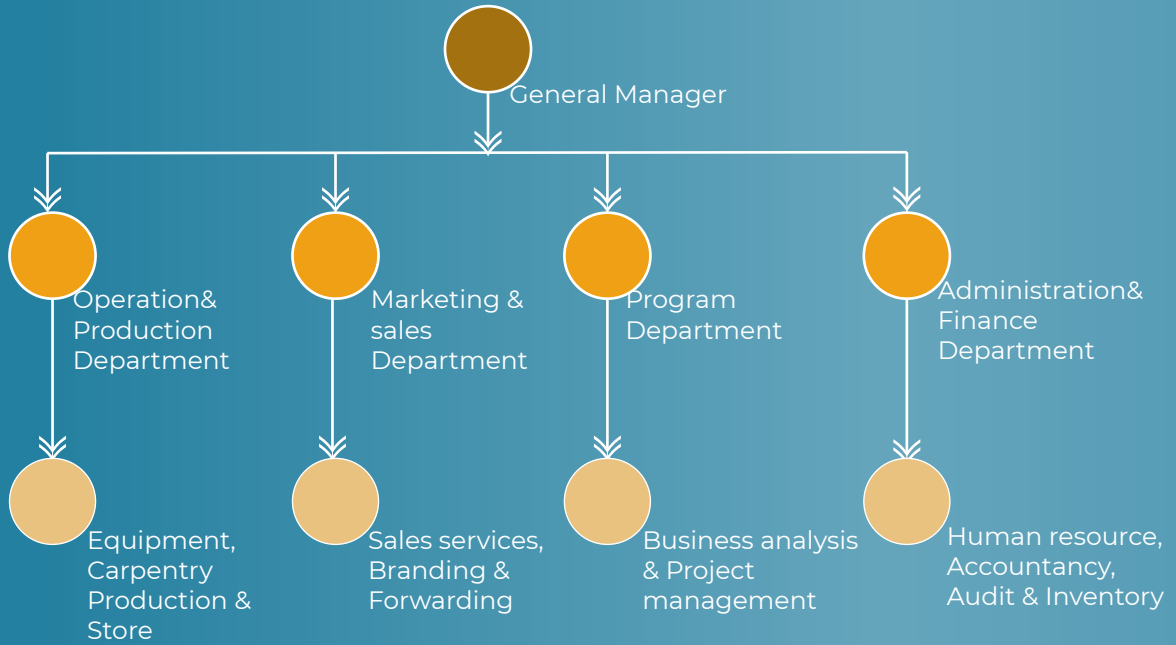
ORGANISATION STRUCTURE

SOFA LIGHT BUSINESS Ltd staff is composed of professional carpenters and engineers, under the supervision of an experienced production manager, being also a confirmed carpenter. In addition, qualified designers in furniture design are assisting in the production of the furniture. Experienced casual workers are hired whenever the volume of work exceeds the capacity of the permanent workers.



LOCATION

SOFA LIGHT BUSINESS Ltd workshop had been installed within the premises of the Gisozi Sector, Musezero Cell, Gasharu Village, and serves as training facilities for the carpenter students of TVET schools across the country. SOFA LIGHT BUSINESS Ltd furniture and Gallery showroom located at Kinamba- Kacyiru junction heading to UTEXIRWA.



ORGANISATION CHART



CORE VALUES

SOFA LIGHT BUSINESS has several core values that guide business growth and day-to-day operations:

Quality

Quality work is how repeat business is earned. Every order (command) is completed with the best raw materials within budget and assembled with quality workmanship and time.

Integrity

All decisions are made with the highest moral principles and honesty.

Professionalism

Customers expect professional quality work. SOFA LIGHT BUSINESS Ltd staff go above and beyond to ensure all finished products meet that standard and that all interactions with customers are friendly and professional at all times.

Detail Oriented

The nature of custom carpentry requires deep attention to detail. No detail will be overlooked. It's better to ask too many questions than to ask too few and miss a critical element of the project.

Collaboration

Collaboration with our customers is key to the SOFA LIGHT BUSINESS Ltd.'s business model. Working in silos is not productive. SOFA LIGHT BUSINESS Ltd.'s representatives work collaboratively and include the customer in the process so they can ask questions and make customizations when needed.



OBJECTIVE

SOFA LIGHT BUSINESS Ltd aims to provide high quality expertise and technics in the residential carpentry industry at a very competitive cost. It is the goal of the company to achieve a greater reputation for quality and on-time delivery than the current competitors in Rwanda.



MISSION

our mission is to help our customers to live more comfortable in their homes with quality furniture, aesthetic, functional and interior designs.



VISION

our vision is to provide high quality furniture
that satisfies our customers with innovative
and affordable.



KEYS TO SUCCESS

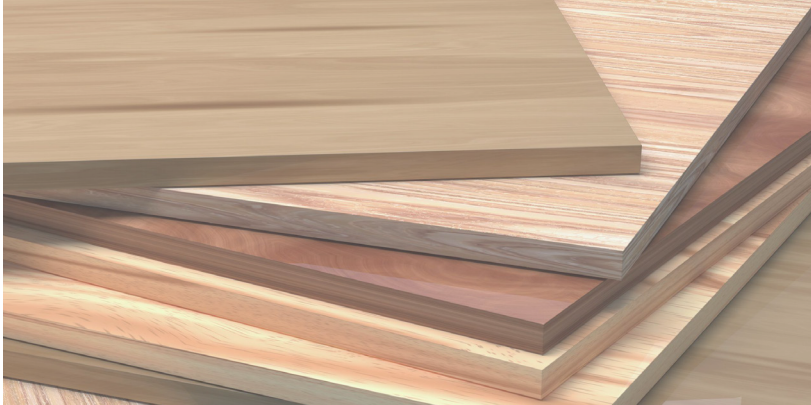
The business's keys to success are comprised of the following factors:

- Many long-term relationships already established in the core business area.
- Existed reputation among clients and domain performance
- Retaining high-quality of product, on-site management and services
- Ensuring estimates on price and completion dates are as accurate as possible.



GOALS

- To become the number one carpentry and joinery business specializing in installations.
 - To increase sales incrementally by at least 70% for the following five years
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OUR PRODUCT

We offer

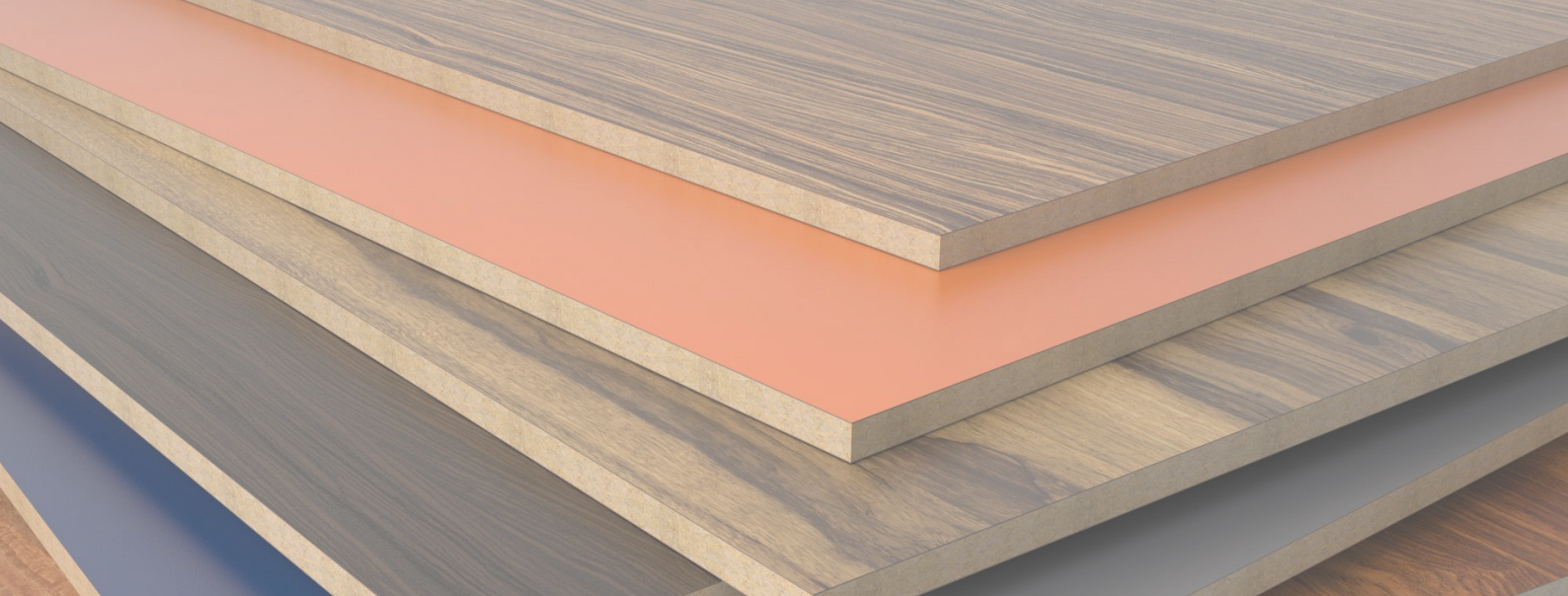
Carpentry and Joinery
Hardware shop/Quincallerie
Mattress shop



Carpentry and Joinery

Workshop and Showroom

Bed
Book shelf
Coffee table
Cup board
Dining set
Doors design & fixing
Dressing tables
Office tables
Sofa set
Luxury wooden chair
Tv stand
Shoe rack
Wardrobe
Berceaux
Kitchen



SOFA LIGHT BUSINESS Ltd has also A hardware shop that sells and supplies furniture accessories, construction materials, finishing materials, interior designs. Not only to the company but also to the external companies, institutions and individuals. This empowered **SOFA LIGHT BUSINESS Ltd** to produce high quality sitting, resting and storage furniture that meets with customers needs due to availability of raw materials.

Hardware shop (Quincallerie)



Workshop

SOFA LIGHT BUSINESS Ltd has modern workshop with specified machines and qualified technicians that tends company to produce furniture on international standards.

SOFA LGHT workshop provides the different types of furniture for showroom of the company and perform a big role in producing tasks of our customers. Workshop is not limited only to the company but also helps external individuals, institutions and companies.

Showroom

Sofa Light Business Ltd. has a showroom installed at Kinamba KG 15 Ave. The sofa light showroom is a large space created by storing the furniture in order to help buyers view our new furniture design, and it provides an intimate, personalized shopping experience for customers.



Matress shop

SOFA LIGHT BUSINESS Ltd has a mattress shop that provides mattress for using within company as raw materials and also sells and supplies mattress to the external companies, institutions and individuals. Mattress shop has two different types of mattress; **covered** and **uncovered**.

Uncovered mattress used as raw material in furniture manufacturing where covered used as finished product for resting or using in different ways. Both covered and uncovered mattress are not used to the company but also are supplied and sold to the external entities.



MARKETING STRATEGY

Successful businesses are not only focused on good marketing and sales activities, but also depend on how the company will compete and their ability to implement the chosen marketing strategy. If the marketing strategy is not implemented properly, it can have a negative impact on the level of business achievement and cause losses. Therefore, marketing strategy that is implemented correctly and effectively is essential to encourage productive use of resources to enhance the ability of marketing strategy in achieving the desired goals and objectives of a company.

Carpentry and furniture ads are a dime a dozen making a stand out from the competition is imperative to capture leads, convert clients, and build the business. For Carpentry and furniture advertisement to be effective and engaging, use stunning images, catchy headlines, and appealing designs that target intended audience and evoke a response. There are many examples of creative carpentry and furniture ads to inspire advertising strategy. In this regard SOFA LIGHT BUSINESS Ltd will use the following channels for advertisement and marketing purpose:

Social Media

It can be challenging to reach the target audience on social media because social media platforms are very saturated. On the other hand, they also have a massive outreach. To capitalize on social media advertising, you should use visually stunning images so people will not scroll past your post as well as clever copy to capture your targeted audience.

Many people visit social media sites in their free time for entertainment and to catch up with the latest world news. With Social media, you can save time and get results by simultaneously optimizing and publishing content across multiple networks.

Grow Social integrates with various social media platforms like Facebook, Instagram and Twitter (X). Using Social media enables you to strategize, plan, execute, and measure the effectiveness of your campaigns.





Print Ads

Print ads aren't used as often as they used to be because of the abundance and low cost of online advertising. But as they say, don't knock it until you try it. Print ads appear most commonly in newspapers, posters and flyers shouldn't be any less interactive, engaging, or compelling than their digital counterparts. For example, many print ads include a Quick Response code (QR code) that directs clients to other media like your website or social media so you can continue to tell and share your products story to interested and potential clients. Print ads also reinforce your brand by giving clients a tangible item to hold on to and remember.

Bulk Sms

Another direct marketing strategy is communicating with your target audience and general contacts through digital means, mainly through text message advertising. While direct print ads have a higher effectiveness rate, text messaging can be a convenient and effective way to reach potential clients.

Many consumers trust email as their preferred method of communication with online brands, which helps increase brand recognition and conversion rates. However, text messaging may be better for advertising campaign if you send shorter, personalized messages.

Texting can be a creative advertising opportunity to show clients about services you provide. Text messaging let you target a specific audience at a significantly lower cost than many other advertising methods.





Radio Mention (live reads)

Live reads are ads that are read live on air by radio host. They are often called endorsement ads because the host's voice provides personalized recommendation of a brand, product or service. They are most effective when the host know the product and can talk about how wonderful it is.

When working with a radio host to advertise your brand, it is recommended providing them with your key messaging but still allowing them to make the endorsement their own. Authenticity and trust are paramount to influencing radio audiences. Ideally, you can provide bulleted talking points and the host can put the creative into their own words.

As opposed to traditional, pre-recorded adverts placed on a radio time slot, live reads have a great impact because they are read by a beloved presenter, which creates a bond with the audience. This is because listeners have already developed a sense of trust with the presenters, as they rely on them to give them the news each day. And that trust forms a bond, which is why a live read feels more personal.



Website

As carpentry and furniture professional company, you can advertise on high-traffic listing websites to generate furniture leads and showcase yourself and your expertise in real estate to entice potential buyers.

Nearly all of these websites can also be a great way to display reviews and testimonials from satisfied clients to secure your brand and value. The benefit of advertising on furniture listing websites is that you directly connect with active buyers are ready to move forward in the buying process. To attract your target audience, ensure your ads stand out in a sea of visuals.

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Job Creation

As a furniture manufacturing company, **SOFA LIGHT BUSINESS Ltd** created a significant number of jobs, which is one of the main benefits of this industry. Jobs can be created at every stage of the furniture manufacturing process, from design and engineering to production and distribution.

SOFA LIGHT BUSINESS Ltd created a job to the Designers, Engineers, Technicians, Craftsmen, Support staff

Economic Growth

As a furniture manufacturing company **SOFA LIGHT BUSINESS Ltd** contribute to economic growth in several ways, some of them are mentioned below;

Job creation, Revenue generation, Investment opportunities, Supply chain support, Infrastructure development.

Innovation and Creativity

Through Innovation and creativity **SOFA LIGHT BUSINESS Ltd** as a furniture manufacturing company, created unique and high-quality products that meet the changing needs and preferences of consumers like;

Unique designs, Use of new materials and technologies, Customization options, Competitive advantage, Improved production processes.

Customization and Personalization

With customization and personalization **SOFA LIGHT BUSINESS Ltd** as a furniture manufacturing company allowed the customers to get furniture that suits their specific needs and preferences by;

Meeting customer preferences, Increased sales, Differentiation from competitors, Enhanced product quality, Flexibility in design

Environmental Benefits

As furniture manufacturing company **SOFA LIGHT BUSINESS Ltd** had adopt sustainable practices and materials.

Use of sustainable materials, Recycling and waste reduction, Energy efficiency, Life cycle assessment, Consumer awareness

Brand Recognition

Through brand recognition **SOFA LIGHT BUSINESS Ltd** as furniture manufacturing company established itself as market leaders and increase its market share by; Increased customer loyalty, Competitive advantage, Pricing power, Expansion opportunities, Brand equity

COMPANY
SOLUTION

PARTNERS

BRAC Rwanda



RTC
Rwanda Trading Company



HONGHAI WOOD



Riviera high school



Hotel Mille Colline



Salama Machine



Horzon
ORIZON
CONSTRUCTION

Rwanda wood value
chain association



Amaco paints



Matelas Dodoma



Rwanda foam



FLEX FOAM

SOFA LIGHT BUSINESS Ltd LOGO



SOFA LIGHT BUSINESS Ltd TAGLINE

The world of furniture

SOFA LIGHT BUSINESS Ltd PILLARS

SOFA LIGHT BUSINESS Ltd has six pillars considered in production process:
Creativity, Simplicity, Durability, Functionality, aesthetics and affordability.



(+250)788 689 926/735 255 041



sofalightbusinessltd@gmail.com



<https://www.sofalight.rw>



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