



Company
PROFILE



FARRI INDUSTRIES

"QUALITY, DELIVERED"

VISION

INDIVIDUAL CUSTOMER FOCUS & DELIVERING THE QUALITY OF WHATEVER WE SELL

PROVIDING THE BEST VALUE FOR GOODS FOR THE MONEY SPENT

WE COMBINE OUR ENERGY FOR WORK WITH OUR PASSION FOR LIFE

ORGANISED, STRUCTURAL & SUSTAINED GROWTH BETWEEN CUSTOMERS AND THE FARRI IS IMPERATIVE TO ANY RELATION WE EMBARK UPON.

MISSION

TO COMBINE AGGRESSIVE STRATEGIC MARKETING WITH QUALITY PRODUCTS AND SERVICES AT BEST PRICE TO OUR VALUED CUSTOMERS

TO BE THE BEST DISTRIBUTOR OF ALL LICENSED PRODUCTS IN AFRICAN CONTINENT, AND THE MARKET LEADER.

FARRI WILL CONTINUE TO SHAPE AND LEAD THE MARKET IN WHICH IT CHOOSES TO COMPETE.

"BE TALKATIVE, BUT DON'T MAKE IT AN ARGUMENT"

COMPANY DETAILS

Postal Address: P.O. Box 203265, Gaborone, Botswana

Telephone number: (+267) 3906788

Physical address: Plot 50362, Unit 4, Fairgrounds, Gaborone

Company Registration number: C02011/5745

Vat Number: C142776-01-11-3

Directors: Mr Motheo Letshwiti

FARRI INDUSTRIES (PTY) LTD was formed in July 2011 as per the Companies Act of Botswana.

The company's mission is to make available all product lines in the market at a reasonable price without compromising quality.

Miss. DINAO GABOIPONE is the founder and 100% citizen owned shareholder of FARRI INDUSTRIES (PTY) LTD; she is a social worker, worked as a consultant and grown up as a self motivated entrepreneur. She has developed her marketing experience through selling stationeries, computer & accessories, furniture etc. She is also pursuing her professional degree in accountancy.

Subsequently the ownership of the company has changed since first incorporated but



the core fundamental values of vibrant superior service delivery remain intact. It is still 100% citizen owned by Motheo Ditso Letshwiti, a graduate of the University of Cape Town (with a triple major in Economics Philosophy and Politics) whose drive to expand and further grow the company comes second to facilitating the needs of the customer through the provision of quality affordable products on a timely basis.

Currently the company is dealing with a wide range of product lines from Stationeries, furniture and borehole equipment, to tools medical equipments, motor vehicle spares, food stuffs, sports & gym equipment, audio visual equipment, animal tracking devices, telecommunication equipment, etc. Further, FARRI Industries is the authorised regional agent for ESP ranges, manufactured by “Beirsdorf” (Nivea Products).

FARRI Industries Product Range

- Wide ranges of Male condoms
- Latex medical examination gloves (powdered & not powdered)
- Paper products - Foam cups and paper plates, Office Stationery & books, Branded Rice, Projectors, Cameras, Computers and other digital
- Equipment - PABX Telephone Handsets, Fridges, Micro Ovens, Dental Chairs, Operating Lights, Scalars

Our client base covers a wide range of industries, from large scale production to small scale organisations. The following is the current list of our most reputable customers:

Super Market's

Spar, Shoppers, Shoprite, Choppies

Fuel Stations

Shell, Total, Engen, Puma, Caltex

Whole Saler's

Master Chem, Trans, Sefalana, Galaxy Enterprises, Gaborone Medical Centre, Fine Pharmaceuticles

Farri Industries (PTY) LTD, Gaborone, Botswana administration office is located in Plot 50667, Unit 6, Fairgrounds, Gaborone.

At Farri, our sales services are carried out by a young and energetic sales team who engage customers and clients with various business needs and requirements. The Farri Sales team is driven by an unyielding dedication to ensuring that customers needs are met, with the end goal of supplying and distributing our products with the same quality and efficiency in all our channels across the African continent.

Our marketing team is equally gifted in the execution of relevant and coherent marketing strategies aimed at the qualitative growth and expansion of our reach. This has been able to ensure that we remain competitive, whilst still remaining faithful to our dedication to quality products at an affordable price.





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