



**DILFA**  
ELECTRICAL

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[dilfa-electrical.com](http://dilfa-electrical.com)

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# COMPANY PROFILE

Electrical & Lighting  
Services

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## DILFA CC

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**EXCEPTIONAL QUALITY  
FOR THE BEST PRICE**

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**DILFA**  
ELECTRICAL



**WE ARE GLAD TO INTRODUCE YOU  
TO OUR COMPANY**



## OUR MISSION

Our mission is to provide the best possible service and products to our customers. We need to become highly competitive in the industry, as well as maintain relationships/communication with our customers. We strive to excel in customer expectations and always commit ourselves to building a distributorship which constantly ensures customer satisfaction.

## OUR VISION

Our vision is to be recognised as a leading electrical and lighting service provider countrywide by providing the best service. The company strives to be a preferred, well recognised and a leading service provider, supporting the business strategic intent through optimal achievement of wellness for all employees. Our vision is to be an industry expert, and leading supplier in delivering quality product to our clients and customers.

# ABOUT US

## BACKGROUND

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The history of Dilfa stretches as far back as 1997, when Mr. Claus Dilmann and Mr. Joe Fast established and commenced business trading. As part of their vision, they were known in providing quality tools and spare parts for selected industries and customers. Since then the company has evolved and is focused solely on electrical wholesale and lighting distribution. They have worked in this field for many years and had established multiple business contacts which assisted the company in picking up major business accounts. The company was guided by core values of dedication, professionalism, good business ethics and customer satisfaction ensuring high productivity and cost effectiveness.

## OUR FOCUS

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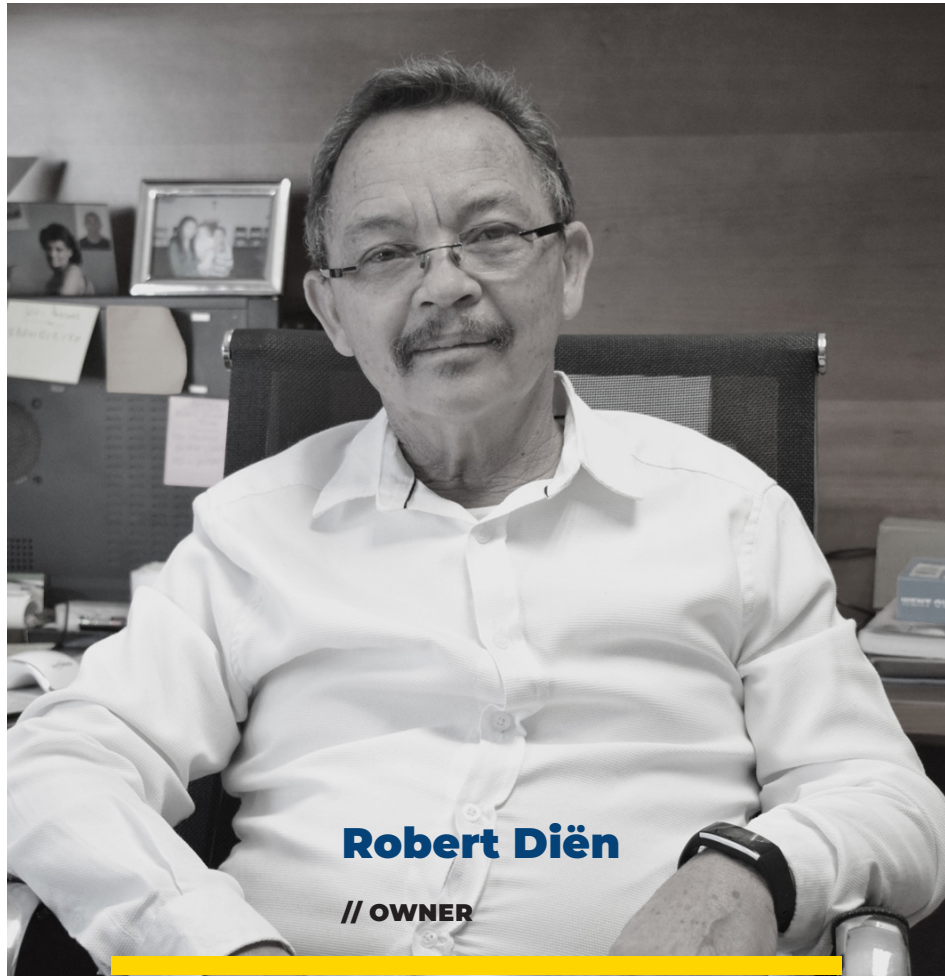
The company's focus has from the very beginning been driven by exceptional quality for the best price. We are determined to deliver efficient and effective service with customer support backed by vast knowledge in electrical and lighting products.

## OUR CLIENTELE

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Dilfa has been engaged and part of a vast number of projects driven by private, government, councils and municipalities. We have developed a number of partnerships with architects, engineers, private / public clients, contractors and suppliers which ensures continued business and prosperity



**Robert Diën**

// OWNER

## MANAGEMENT AND EXPERIENCE

The company can be classified as a small to medium enterprise in nature which requires a simple organisational structure.

Implementation of a small organisational structure calls for managing members to make all of the major management decisions in addition to monitoring all other business activities.

The current managing member, Mr. Robert Diën is a born and bred Namibian and has been in the industry for many years and therefore has the development of Namibia in general at heart.

A born entrepreneur by heart, Mr. Diën has qualified as an electrical engineering technician who has worked in a number of institutions being government, consulting

engineers and in the construction industry. He strategically manages his Team, as well as dealing in sales and oversees the general dealings of the business. Mr. Diën ventured into private business some 20 years ago and currently is also the managing director of Dilco (Pty) Ltd, a successful electrical company which specializes in electrical and water pre-payment systems as well as metering and vending systems for businesses be it in private, institutional or government.

He therefore has gained vast knowledge in the industry and therefore understands key operating factors and all the risks associated with the electrical and lighting services business.

Mr. Diën not only has the desire to succeed, but brings a wealth of knowledge and experience to Dilfa CC. He has nearly thirty (30) years of experience in the electrical and lighting industry.

# MEET THE TEAM

## Lloyd Diën

### // GENERAL MANAGER

The son of Robert J Dien (Owner), Lloyd Dien has been with the company for 7 years now and has been handling the companies supply chain channels, daily operations and setting out of business frameworks. He also deals with general sales, projects and all marketing duties.



## Glenn Carelse

### // PROJECT / TENDER MANAGER

A known industry expert in lighting with over 20 years experience. Glenn has worked for in the SADC regions for BEKA Schreder Group and has managed key clients, working closely with Engineers and Architects from conception to implementation phase. He is well versed with former and current lighting technologies.



## Fred Pieterse

### // SALES EXECUTIVE

Mr. Pieterse boasts with over 40 years in the industry and brings years of knowledge and experience.



## Grant Routh

### // SALES EXECUTIVE (LV & MV MATERIAL)

Grant even though still young, has been in the industry for about 15 years and has also been around the block. Working for several industry competitors he has engaged with several clients and has worked on numerous projects.



## OTHER EMPLOYEES

The company has currently a procurement manager, tender/procurement manager, accountant, three salesman, two ladies (receptionist and debit clerks), a store control clerk, two store men and two technical staff in their employment. Most of the personnel are from the previous disadvantage group of people.

## OUR SERVICES

DILFA CC PROVIDES A FULL RANGE OF ELECTRICAL, ELECTRONIC AND LIGHTING PRODUCTS. ALL THE MATERIAL TO COMPLETE THE ELECTRICAL CONSTRUCTION OF BUILDINGS AND TOWNS; LIGHT FITTINGS BOTH INDUSTRIAL AND RESIDENTIAL AS WELL AS LOW, MEDIUM AND HIGH VOLTAGE MATERIAL AND CABLES ARE SOLD BY DILFA. CURRENTLY A RANGE OF EXCLUSIVE AND KNOWN AGENCIES FORMS PART OF THE DILFA CC STABLE.



**Lighting**



**Electricals**



**Design**

## FUTURE DEVELOPMENTS

Enhancing the operational efficiency of the store for this year and for the years ahead, Dilfa CC may add more stores to become a chain of stores throughout Namibia.

Importantly, we will continue to expand our diversity according to the wishes of our customers.

## PRICING STRATEGY AND COMPETITIVE EDGE

DILFA CC will follow a differentiation strategy to achieve a competitive advantage in the market. In essence, competition is about fair pricing meaning DILFA CC's pricing strategies will always be fair.

Our competitive edge is the ideal positioning of DILFA CC, which enables us to deliver personal customer qualities. It is also our conviction that healthy customer relationships may translate into appropriate defences against competition.

The longer a relationship stands, the more we help our customers understand what we offer them and why they need it.



**Indoor**



**Outdoor**



**Eco Friendly**

## COMPETITIVE ADVANTAGE

Dilfa CC has several highly significant competitive advantages

- Engineering and technical support
- Customer service and support
- Technical skills
- Cross-functional teams encourage creatively
- Quality systems are in place



# COMPANY VALUES

## OUR KEYS TO SUCCESS ARE:

- Experienced management and trained staff
- Delivering quality products
- Keeping our word and servicing our customer

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The company values integrity, it is thus driven by quality, good customer ethics and customer satisfaction. Dilfa identifies, understands and strives to meet or exceed the needs and expectations of our customers in everything we do. The company always strives for excellence in making sure that we continuously improve our services by providing quality services to all our clients. The company ensures that's on the forefront of innovation and so ensures that our customers are offered up to date services and

products.

Efficient and effective service delivery is key to our business. The company always have policies and procedures that guides them, honesty and integrity is expected from all members as well as from employees. We always make sure that we deliver our promises to clients and adhere to our words. The company and its employees vow to always work together as a team to reach one common goal.



**EFFICIENT AND EFFECTIVE SERVICE  
DELIVERY IS KEY TO OUR BUSINESS.**





## BUSINESS STRATEGY

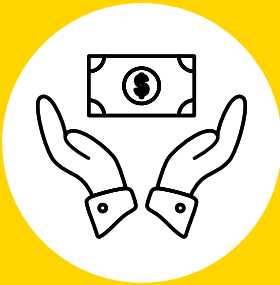
The market strategy is to capitalise on our expertise by positioning the company to acquire strategic alliances within the industry. We plan to leverage our expertise to acquire these strategic alliances and agencies with product lines that will complement our operations.

The company's goal in the next five years is to continue with our "value added" scheme and embark on a program that will see the company take on strategic and exclusive agencies.



Dilfa CC's products and services offer the following advantages to customers.

## Price



Our products are competitively priced, thus helping customers control their own bottom line.

## Quality

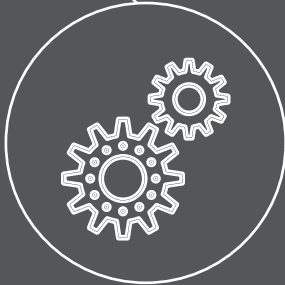


The products we supply are of high quality and have attributes that enable customers to carry out their business functions.



## Delivery

We provide on-time delivery, thereby reducing customer inventory and providing them with overall cost reductions.





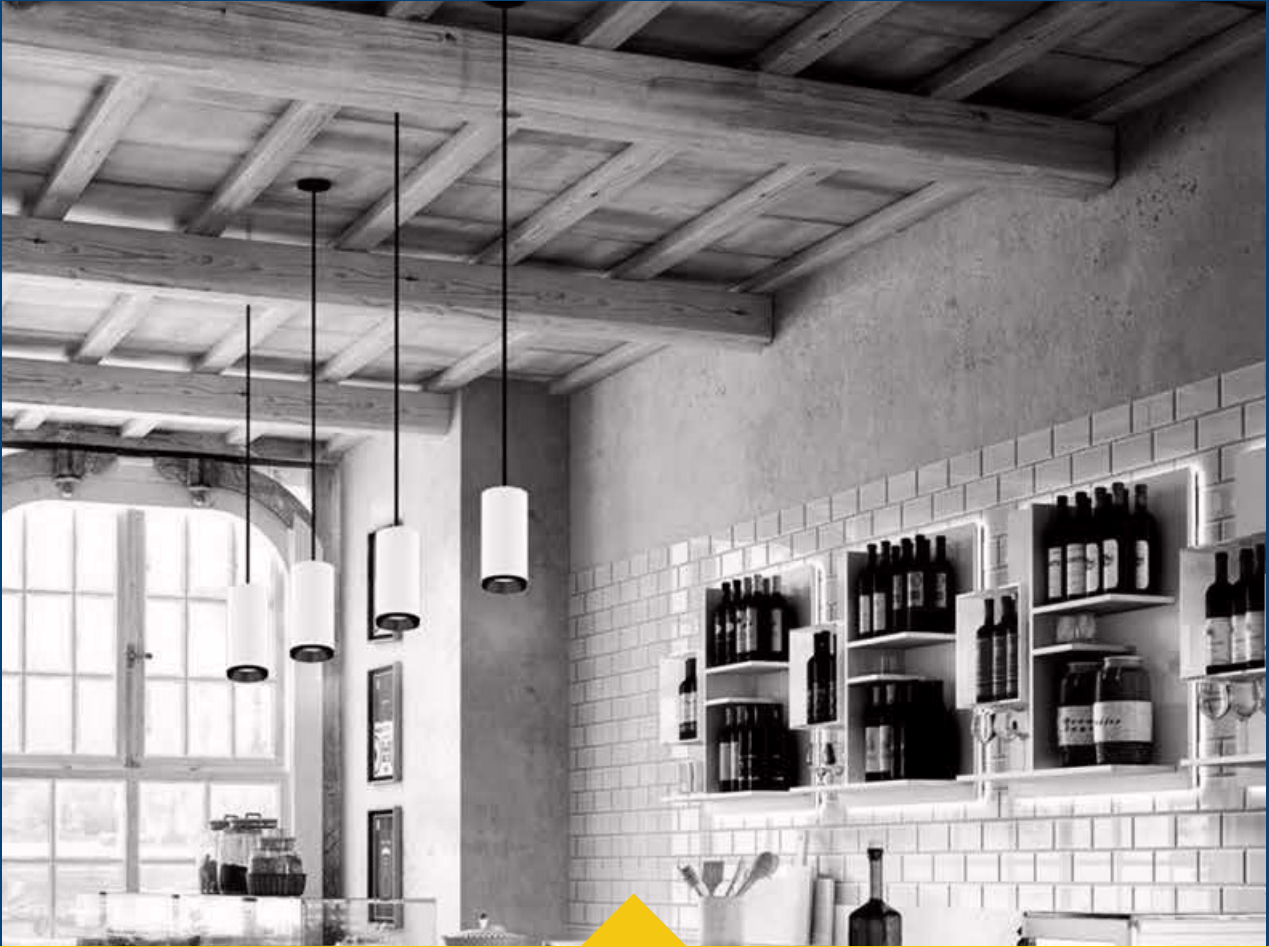
The company will continue to strive towards procuring well-known product lines according to the standards as set out by the industry leaders. To accomplish Dilfa CC's endeavours, the company will utilise internal and external sales tactics.

By aggressive seeking new accounts and taking full advantage of the existing relationships the company has with current customers, the company will expand and be able to compete with the leading companies in the industry. Dilfa CC plans to expand its sales tactics to use a direct sales force, relationship



selling, and subcontractors to reach markets. These channels are most appropriate because time to market, reduce capital requirement, and fast access to established distribution channels.

Customers and not products, must become our primary mission. An accurate profile of our customers, their needs, and behaviors should be created to maintain an on-going, relationship-building dialogue with our customers, we must harness our interactive communications with them.



**CUSTOMERS AND NOT PRODUCTS, MUST BECOME  
OUR PRIMARY MISSION**





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## DILFA CC

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