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## **●About Us**

Erickel pty LTD is a top-notch car seat covers manufacturing business, which was established in 2010.

The business was founded by a car enthusiast who understood the problems associated with car seats. He noticed that many car owners struggle to find seat covers that not only are pleasing to the eye but also offer durable protection against challenges associated with upholstery damage.

Our product gives new definition to luxury, comfortability, durability and protection as we source our material from top factories and we constantly bet on our workmanship, due to this our car seat covers have proven their inability to fail our clients.

Over the years, we have grown to become the preferred in our industry and we take pride in our ability to customize our seat covers to meet the specific needs of every customer at competitive prices.

### **●Mission statement**

Erickel pty LTD aims to respond to each customer's requirement of high-quality car seat covers that enhance the comfort, style, and protection of their seats beyond expectation.

### **●Vision**

The vision of becoming a lucrative large enterprise has always been the core of our business model.

Our plan is to aggressively bring innovation to our products by constantly exploring new materials, designs and features to enhance the car seat covers' functionality, safety and convenience as this is vital for staying ahead of the competition.

Apart from providing further value addition to our existing customers, we plan to empower our ability to reach even far markets globally by partnering with reliable partners across the world to ensure our services are served in a high quality standard all over the markets.

## **●Product/ Service**

Erickel pty LTD offers a range of car seat covers that are designed to fit different types of vehicles. With various premium-grade materials to choose from our products include:

> Both custom and universal fit car seat covers that are tailored to fit specific models and makes of all vehicles (cars, Trucks, SUV's, Buses and etc).

>Seat covers that protect your cars upholstery from scratches, stains, wear and tear.

>Waterproof seat covers which is the perfect solution against liquid spills.

>Refurbishing and renewal of old car seats upholstery.

We also offer installation services for our car seat covers. Our team of experienced technicians can install the covers for you to ensure a perfect fit and a professional finish.



## **●Objectives**

- >To build a strong brand that is recognized for its luxury quality, reliability and customer service.
- >To expand the customer base by reaching out to new customers and also retaining existing ones.
- >Meet customers preferences & expectations.
- >Aggressively maximize profitability without compromising the quality of our products.
- >Bring an innovative aspect to the business.

## **●Target Market**

We don't have a categorized target market as we cater for all sorts of vehicles. Our customers range from individuals who are looking to upgrade their car's interior to business owners that need to protect their fleet vehicles (mostly buses and trucks) from upholstery damage.

## **●Core values**

- >Supreme quality
- >Satisfactory Customer Service
- >Honesty and Integrity
- >Sustainability
- >Innovation

## **●What makes us different**

Our competitive advantage lies in our commitment for being a customer-focused company with continuous improvement to meet customers satisfaction through our premium product.

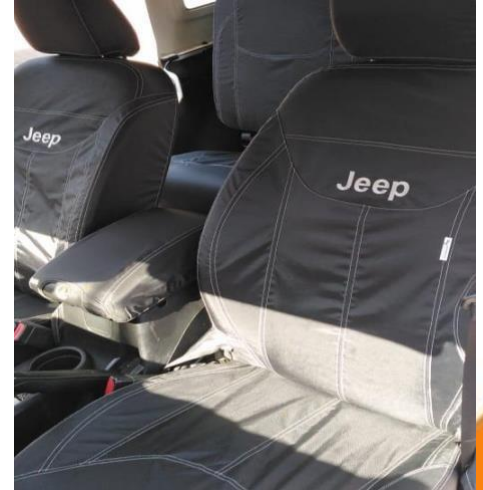
## **●Testimonials**

"They are the last stop for quality merged with style where car seat covers are concerned " - Gert Kriel

"The only recommended place for premium seat protection covers. They've been our (Pre-owned cars dealership)car seat covers supplier for 3 years and we are still happy clients" - Paul Dutton

"They are simply the best in their field and the staff constantly displays unmatched customer service" - Annaphiri Mphahlele

## **●Our work**





**●Contact information**

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Visit our website or contact us directly to learn more about  
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