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***CHELFI ENTERPRISES PBC***

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## **Company Profile**

Unit 2C, 2 Barrow Road

Southerton, HARARE

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**Director: Edith Chari**

## **COMPANY BACKGROUND**

Chelfi Enterprise PBC is a wholly owned Zimbabwean entity which was registered in July 2021. It is a company that aspires to be in the business of construction within the country. The main emphasis will be on responding to nationwide tenders within the construction field. A lot of expertise has been grasped from construction exposure over years and personal interest in the field. Chelfi Enterprises is headquartered at unit 2C, 2 Barrow Road, Southerton, Harare. The business is a private business company.

The Director Edith Chari prides herself with her high level of project management skills having attained her Master's Degree in Business Administration. Over years she has been contracted to build houses, perimeter walls, renovate both private and public properties. It is against this background that she is formalising her exposure and interest by embarking on her construction career

The company's edge against its key competitors will be in the provision of experienced and reliable artisans. To date we work closely with qualified builders, plumbers, electricians, tillers, carpenters and painters of good reputation and precise handwriting. We also offer credit terms as an added advantage to lure our client base.

## **VISION**

To offer reliable construction solutions within the country

## **MISSION**

Our mission is to achieve significant presence in the construction industry through

- Relentlessly exceeding customer expectations by offering construction material and services which is personal, friendly, unmatched and professional
- Creating wealth for our investors
- Providing development and ensuring progressive welfare for our staff

## **PROFILE OF DIRECTOR**

### **Mrs Edith Chari – Company Managing Director**

Edith Chari is the Managing Director of Chelfi Enterprises PBC. Edith left the Meikles Group as the then General Manager at Barbours Department store in 2014 having worked in the group for over 25 years. Having successfully positioned the department store to flagship status, Edith aspires to use her well earned respect and command in business to achieve personal actualisation.

Edith is a holder of a Masters of Business Administration Degree (with commendation) from Nottingham Trent University, United Kingdom. She also has a Bachelors Degree in Business Administration from Midlands State University Zimbabwe, a Diploma in Business Administration specialising in General Management with Central African Correspondence College, Zimbabwe amongst other business related qualifications.

Edith is a member of the Reformed Church in Zimbabwe and is also a member of the Rotary Club of Harare Central serving as President in year 2016-17.

Mrs Chari is hardworking, committed and personally motivated to achieve her dreams.

## **PROFILE OF KEY PERSONNEL**

### **Mr Golden Gatora – Operations Manager**

Golden Gatora is the Operations Manager of Chelfi Enterprises. He brings to the company the wealth of IT mastery having attained a Diploma in IT at the Harare Poly Technical College. He has been exposed to extensive IT Specialisation having worked for the Rooney`s group for over 20 years.

### **Mr Clifford Masaka – Marketing Manager**

Clifford Masaka is the Marketing Manager of the company. He comes with vast experience in the marketing field having worked as a Sales Manager at Greatermans Department Stores. He is the holder of a Diploma in Marketing with IMM