

Company Profile

KYT TRADING Pvt. Ltd. Company



AFROADDIS

May 2025

AFROADDIS

HEAD OFFICE

AFROADDIS Building
Yerrer-Gorro-Summit Rd
Lemi Kura Sub City, Woreda 09, H. No. new
P. O. Box 31613, Addis Ababa

SHOW ROOM

Diaspora Square, Megenagna,
Metebaber Building, 3rd Floor, Off. No. 302
Yeka Sub City, Addis Ababa

WORKSHOP

Bole Bulbula
Bole Sub City, Woreda 12, H. No. new

E-mail: customerservice@afroaddis.com OR info@afroaddis.com

Web: www.afroaddis.com

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1. **AFROADDIS: YOUR LONG-TERM PARTNER**

KYT Trading Pvt. Ltd. Company - whose trade name is **AFROADDIS** - is owned and run by a team of former diaspora executives who command extended years of experience in the corporate world both at home and abroad. The team is also supported by an advisory board – consisting of executives, academia, and practitioners.

While the team has had over a decade years of experience operating family-based ventures, KYT Trading PLC has been in operation since September 2015.

AFROADDIS owners have built a property in Lemi Kura Sub City, near Yerrer hospital. Housed in this property are its head office, the hotel and a showroom. The company runs a production workshop, located in Bole Bulbula Woreda 12. The company has two sales outlets, the first one being on AFROADDIS building and the second showroom at Megenagna, Metebaber building, 3rd floor.

Our Company has been selected as one of the best tax payers for two years in a row in January 2024 after accomplishing best tax payer status at Federal level and secured Silver Award in 2023.

2. OUR VISION & VALUES

Our Vision is to build and sustain **AFROADDIS** into a model company.

At **AFROADDIS**, we are committed to emerge as pace-setters in the fields we are engaged in. Our strategy is to position ourselves as a group that is “*trusted for top-quality products and customized service*”.

Our Values (TIPS):

- **T**rust
- **I**ntegrity
- **P**rofessionalism
- **S**ocially Responsible

We believe in

- Innovation
- Collaboration
- Collective responsibility and leadership
- Adding values to our client needs

3. ORGANIZATION & MANAGEMENT

AFROADDIS is engaged in the manufacturing and marketing of household and office furniture. The Company is also running a star-nominated boutique hotel. It also has a trading business through which it markets its own furniture and selected household appliances.

AFROADDIS is run by a management team which is overseen by advisory board whose chair is the Managing Director, the major shareholder.

The executive management team constitutes a General Manager who runs the daily affairs of the business and reports to the Managing Director. There are four managers running the three departments - Production, Sales & Marketing and Administration & Finance - along with the hotel manager. The Managing Director and the General Manager along with the four department managers constitute the executive management team.

The company employs over forty staff - twenty permanent, most of whom are professionals, and twenty laborers and contract employees.

4. AFROADDIS WOOD MANUFACTURING



Under its manufacturing unit, the company is engaged primarily in the production of household furniture. In pursuit of our vision, our focus of production is primarily on high-quality products which include, among others, sofa sets, kitchen cabinets, beds, cupboards, dressing tables, shelves, and other wood work products.



We used our in-house manufacturing capability to furnish our hotel which has gone operational starting May 2017. While moderate in its size, our manufacturing business has proven its capacity to deliver products that meet star-level requirements as acknowledged by Addis Ababa Culture & Tourism Bureau.



The primary focus of **AFROADDIS** is **import substitution**. The company has developed standards and specifications for the design, production, and installation of high-quality products that ably replace house-hold furniture that are comparable and indeed better than imported products. The products are produced using high quality raw materials that warrant their durability. This is accompanied by a one-year guarantee manifesting the company's confidence on the quality and durability of its products while at the same time assuring customers of same.



We are not just manufacturing and installing products. We are actually delivering a package with products of special attributes. Our design concepts ensure elegance, grace and beauty with seamless synchronization amongst the various aspects of housings. **AFROADDIS** products are about adding pleasure to peoples' daily living experience thereby raising their life standard.



More importantly, the company has professionals with long years of experience in its design unit where it develops concepts that deliver contemporary features and timelessness. We make arrangements towards outsourcing of manufacturing of products (including furniture) using **AFROADDIS** designs and standards.



Please refer to the attached brochure to see the variety and quality of products manufactured by **AFROADDIS**.



5. **AFROADDIS** IMPORT / EXPORT

AFROADDIS Import/Export is one of the major investments of KYT Trading PLC.

We have been exporting agricultural products including Coffee, Sesame, ...

As a trader, KYT Trading PLC has a seat at the Ethiopian Commodity Exchange.

We are exclusive agents of ARKEMIX (a Company based in Paris, France) for distribution of KRYSTER and BURKELYS-branded household appliances in Ethiopia.

6. AFROADDIS TRADING

- We are proposing partnerships that ensure win-win arrangements with the objective of promoting innovative business models.
- Primarily, we have put together a proposition which combines essential household consumer products – both furniture and appliances. To boost our sales, we promote a ‘credit-house’ concept offering credit sales to end users. This is an area of our competence which we combine with the capabilities of reputed companies/brands. With a robust, Credit Management System, we promote credit sales to middle income earners, namely, permanent employees of government organizations and established private companies.
- Concurrently, we collaborate with established outlets, including supermarket chains where we broaden and deepen our reach to customers. In particular, the household furniture that we manufacture boost contemporary designs and are fairly priced to fit the needs of customers.
 - *TARGET MARKET:*
 - Permanent employees, the **urban missing middle**.
 - Characterized by male & female; single and married; mostly in the age bracket of 24-40; actively employed in the labor market
 - The market size for the target products is clearly in the billions
 - *TARGET PRODUCTS:*
 - Household Furniture - Sofa, Dining set, Bed, Cupboard, TV stand, ...
 - Household Appliances - TV, Refrigerator, Stove, Washing Machine, Water Dispenser.

7. AFFILIATIONS

- *SUPPLIERS*
 - Working with reputed brands securing supply continuity, warrantee and after-sales-service.



Hisense

MeWe

KUMTEL®
LUXELL®



8. REPRESENTATION



We are agents of SVAMC S.A.R.L. Established in the horn of Africa (Djibouti) for over forty years, SVAMC is a private limited company.

Products we provide

A wide range of cars, trucks, , minibuses, motorcycles, air conditioning equipment, large and small generators, and others ...

Services we provide

Selling and repairing of the vehicles and equipment we provide,

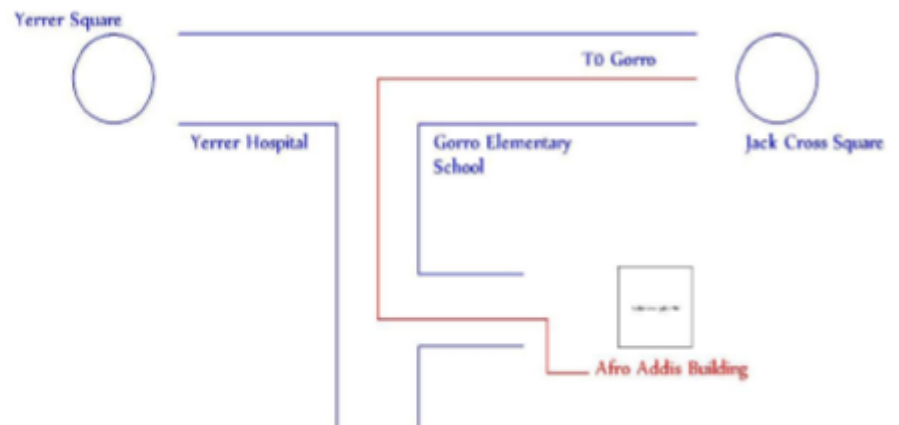
Available brands and services include

- * SUZUKI cars and motorcycles
- * Isuzu trucks
- * IVECO generators
- * HISENSE Air Conditioners
- * IGNIS house hold equipment, and many more ...



9. CONTACT US

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