



**Acsion**  
Air Conditioners



**DAIKIN**  
AIR CONDITIONERS

# ***ZULULAND REFRIGERATION (PTY) LTD***

Tel. 035 787 1330  
Fax. 035 787 0121  
A/H: 083 280 0661 / 076 8174 991

Physical Address: No. 9 Ngwelezane Road, Empangeni Rail  
Postal Address: P O Box 7097, Empangeni Rail, 3910

E-Mail: [info@zr.co.za](mailto:info@zr.co.za)  
Website: [www.zr.co.za](http://www.zr.co.za)

Company Registration: 1968/1334/07  
VAT Registration Number: 4310105814

## **COMPANY PROFILE**

# **2014**



Directors: G Mountjoy, V Tirumol

## 1. BACKGROUND

Zululand Refrigeration (Pty) Ltd was established in 1968. It has proved to be a successful business and has been a leader in the air conditioning sector in Zululand.

Zululand Refrigeration (Pty) Ltd is wholly owned by the shareholders and is not part of any franchise or agency. The current shareholders are Grant Mountjoy and Vinesh Tirumol.

Being an established business of long standing, ZR enjoys a large Client base including many of the local blue chip companies with whom they have had a long standing relationship.

## 2. SHAREHOLDING / DIRECTORSHIPS

NAME	POSITION
GC Mountjoy	Technical Director
V Tirumol	Financial Director

## 3. PRODUCT / SERVICE

Our product line includes the supply, servicing and repairs of all types of air conditioning, large refrigeration equipment, ice machines, water coolers, cold rooms and blast freezers. In addition we also overhaul semi-hermetic compressors.

Due to our experience in the industry, our Customers remain loyal to the company. We offer a professional service with a quality product and suitably qualified staff. This service has taken years to refine and with the implementation of new software to assist our personnel to maintain the delivery of a quality service to our Customers.



Directors: G Mountjoy, V Tirumol

Having 45 years in the Industry with a strong financial standing, Customers take our guarantees more seriously than our competitors, whom some of them have been established for less than five years. The Customers see more “value” in our guarantees.

We are the direct importers of the **ACSION** brand of air conditioners which include Mid Wall splits, Cassette splits, Hideaway splits and Under Ceiling splits.

We have enjoyed over 25 years experience with the Acsion brand and keep a full range of spares.

#### **4. LOCATION OF PREMISES**

ZR is situated at 9 Ngwelezane Road Empangeni. The building is 1200 m<sup>2</sup> consisting of offices, workshop, spares store, air conditioner store and a bond store.

The premises are leased on a long term basis. The low rental per m<sup>2</sup> is the main factor for ZR remaining in Empangeni rather than relocating to Richards Bay where the majority of our business is. This strategy is also in line with minimizing our overheads

In addition, the premise is situated close to all the major routes in and out of the Empangeni / Richards Bay area.



Directors: G Mountjoy, V Tirumol

## 5. COMMUNITY DEVELOPMENT

ZR has been and will continue to identify community projects to assist the community where possible. We believe in so doing also increases our exposure in terms of brand name and awareness within the community.

The assistance comes in the form of cash donations and installation of free air conditioners. Projects carried out in the past are the air conditioning of Zululand Hospice offices in Empangeni and SANCA offices in Empangeni. We also support, Childline, SPCA, Rotary, Round Table, local schools and Isuzulu orphanage.

## 6. BROAD BASE BLACK ECONOMIC EMPOWERMENT

As part of our company's objective and in line with its shareholder's expectation, together with the latest BBBEE legislation promulgated by the Department of Trade and Industry we have contracted to Seesa in developing and implementing a sustainable BBBEE strategy.

We have compiled a BEE Plan in terms of section 11 (2) (c) of the Broad – Based Black Economic Empowerment Act, 2003 (herein referred to as “the Act”).

We have been rated / verified as a **LEVEL TWO** contributor with a score of 85.50% and a **PROCUREMENT RECOGNITION LEVEL OF 125%**.



Directors: G Mountjoy, V Tirumol

## 7. MANAGEMENT

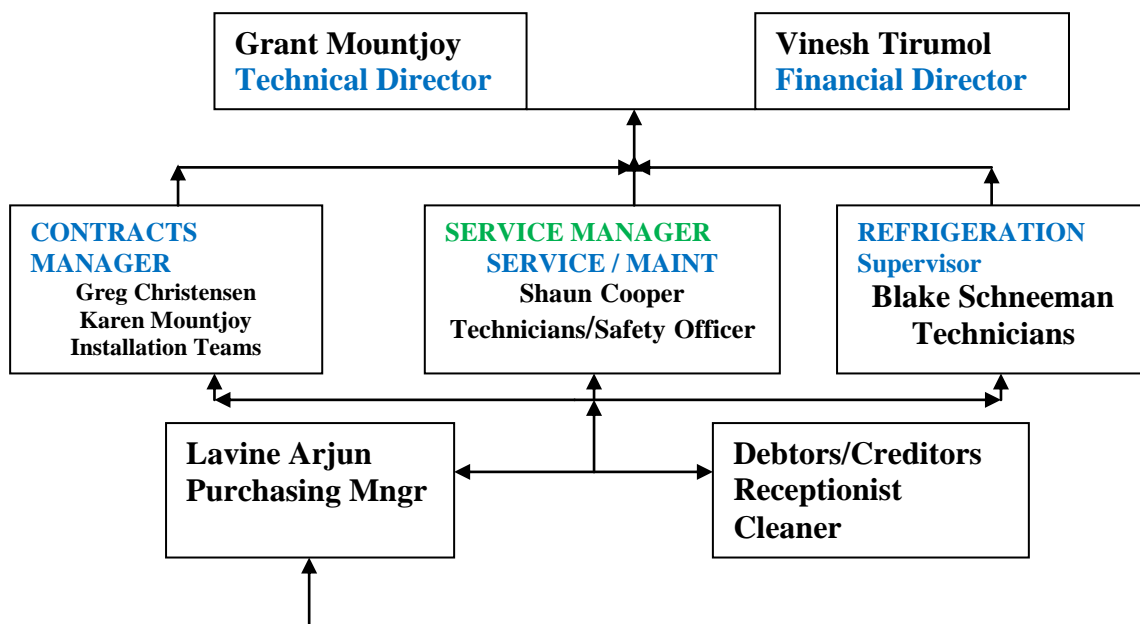
At present all shareholders are directly involved in the day to day running of the business.

The Service & Maintenance division is headed up by Shaun Cooper, who joined ZR as a junior technician initially and later qualified moving up the ranks to be Service Manager. He has been well mentored by Grant Mountjoy and boasts a wealth of knowledge in the field.

Blake Schneeman manages the Refrigeration department. He brings with him many years of experience and his knowledge in refrigeration will add value to the refrigeration department and Zululand Refrigeration as a whole.

Four years ago Grant Mountjoy head hunted for a sales person with drive and ambition. Greg Christensen was recruited and within a short period rose to the top and now heads up the Air conditioning and Contracts division as Sales Manager.

The following organigram illustrates ZR's structure:-



← **Purchases Clerk  
Storeman**



Directors: G Mountjoy, V Tirumol

## **6.1 GRANT MOUNTJOY**

Grant always had a desire to get involved in air conditioning. As a schoolboy he would help his father repair domestic fridges and air conditioners. He joined APV Hall as an apprentice where he qualified in 1987 as an Artisan.

With twenty five years of experience behind him he joined ZR in 2000. Grant has added enormous value to ZR and with his experience we now are able to overhaul semi-hermetic compressors.

Grant soon went on to purchase shares in the company and is now an equal partner in the business.

## **6.2 VINESH TIRUMOL**

Vinesh joined ZR in 1988 as an Administration Clerk whilst studying through Unisa and grew within the company to Financial Manager and then Director. His twenty four years service has gained him experience in the accounting field, forex and international purchasing.

Vinesh also purchased shares over the years and is now an equal partner in the business.

## **6.3 PERSONNEL**

Currently we have 20 Technicians, 4 Installers , 24 Assistants/Drivers and 2 apprentices.

We have a fleet of 30 bakkies in the Zululand area.

We believe that our staff must be encouraged to improve their current status, so in-house and external training is the order of the day. We work closely with the Shukela Training School in Mount Edgecombe.



Directors: G Mountjoy, V Tirumol

## **7.0 HIV/AIDS AWARENESS PROGRAM**

ZR has embarked on a HIV/AIDS Awareness program in conjunction with Master Builders Association, Durban Chamber of Commerce, University of KZN and Amangwe Village to educate all employees and their families of the dangers of HIV and AIDS.

In September 2005, after six months of awareness training, we had a 100% turnout for voluntary anonymous testing. This has given Management the necessary information to prepare for the future.

ZR has committed itself to continue with the testing on an annual basis and through education and training to help those affected with the disease.

## **8.0 SAFETY MANAGEMENT PROGRAM**

ZR is committed to the safety of all employees. We are currently an MBA 5-Star graded company. We have our own in house Safety Officer that handles all our safety and training requirements.

It is our objective to make safety an important tool in the everyday lives of each employee. We have made safety an object on purpose so that employees can visualize safety on a day to day purpose.

In addition, on a weekly roster basis, all employees are given the task to address their fellow employees on a prescribed topic on safety. In this way safety becomes entrenched in their behaviour.



Directors: G Mountjoy, V Tirumol

## **9.0 BACK UP SUPPORT**

We carry a full range of spare parts for the ACSION brand of air conditioners in Empangeni, this enables us to keep the downtime of our air conditioners to a minimum.

This obviously gives us an advantage over our competitors as they would need to order the part and hope that there is stock in the country and this can take days even weeks.

All our departments have Technicians that are on 24 hr call on a roster basis thus giving our Client's peace of mind for those critical machines.





Directors: G Mountjoy, V Tirumol