



KITCHENS | BEDROOMS | VANITY UNITS

COMPANY PROFILE



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Kitchen Link an Enterprise destined for the stars.

Success belong to young people who rise up to challenge and take up their position in defining the future not only for their good but for the community and the nation at large. This assertion rings true for firebrand businessman Richard Muchaka, who at 37 has defied the odds by setting up one of the most promising and consistent home and office decor companies of our time, Kitchen -Link Private Limited.

The happily married father of four who is the founder and visionary designed the business trajectory for his fast fledgling business capitalizing on the potential in the home and office decor industry

His visionary leadership and business acumen saw him applying relevant dynamism required for Kitchen-Link to survive in the cut throat local industry while pushing his team to aim for the best. Such astute leadership has seen kitchen-Link becoming the most sought after home and Office decor service provider in Zimbabwe.

GROWTH GAME

For a company that started as a small backyard endeavors and now employing over 75 employees and counting, the quest was to create a meaningful market share within the first three years of operations and regardless of obtaining challenges, the home and kitchen décor has made its mark and is now poised for the regional marketing moving into fifth year of operation. Muchaka believes the world is yet to see the best of him and his brand as he capitalizes on available opportunities and tailor made government policies like the indigenization Act and Zimbabwe Agenda for sustainable Economic Transformation (ZIMASSET). The vision is to open as many branches as possible around Zimbabwe while making forays into the region through strategic and smart partnership.

UNWAVERING DEDICATION, FOCUS AND TENACITY:

Muchaka who started from humble beginnings back in 2012 reckons he had to sell some of his property as he sought to set up a viable enterprise which would compete in the home and office decor sector while creating value for locals and the greater economy. The affable businessman has always been motivated by a desire to please the customer and that value has seen Kitchen-Link boasting of unparalleled workmanship in their line of business in the process consolidating gains. Starting off with some rented offices, Kitchen-Link has moved on to acquire a state of the art showroom cum head office in Harare's Eastlea suburbs where clients have firsthand experience of the company's workmanship and this Muchaka believes has helped entrench their position as a brand par excellence. The self-motivated gladiator's quest for growth has also seen him acquiring trucks which are used for deliveries and import on of some top-notch materials which have given the company an edge over competitors who for want of minimizing costs opt for cheap but low quality materials.



VISION

To serve our customer better, to always be relevant in their business endeavor, and to form a lifelong relationship.



MISSION

To be the preferred home expert deco provider in Zimbabwe.



Core Values



LEARNING

Always learning
and be curious.



QUALITY

Built with heart,
empathy and balance.



TEAMWORK

A positive team
and family spirit.



COMMITTED

Long term company
thinking.



CUSTOMERS

We are customer-
obsessed.





A sound financial management system has also been put in place with a view to keep track of acquired materials and stocks so that the company at any given time never runs short of the tools of the trade. A qualified and highly motivated finance and logistics team is also in employ to make sure that both the financials and stocks of the company are up to scratch at any given time. Conveniently installed is also state of the art design software that helps Kitchen-link staffers to come up with some visuals I drawings which gives the client an insight into what the final product will look like before they commit or make a payment. This helps guarantee quality while guarding against losses from calls for re-designs or job re-dos.

Beyond the highlighted internal innovation aimed at growing the business, Muchaka has also enlisted the services of local marketing and public relations company, Esteem Communications (www.esteemcommunications.co.zw) with a view to design a serious marketing campaign to grow the company's market share while fostering lasting relations with the public it serves. The marketing campaign started off with a vibrant digital marketing campaign on social media and some media blitz in the mainstream media. The climax of the campaign will see the company enlisting a local celebrity for brand endorsement that will help take the Kitchen-Link brand to every homestead.

While Muchaka now sits in the advisory board of local business, media and arts group, Zimbabwe Business and Arts Hub (Zibah), Kitchen Link has also become part and parcel of major bodies like Zimbabwe National Chamber of Zimbabwe (MAZ) among others. Kitchen Link was also one of the major funder of highly successful Zibah Valentine's Ball held at Rainbow Towers Hotel where it availed some gifts for winning couples drawn from the business media and arts sectors.

Kitchen Link has also been running some promotions where loyal and consistent customers have been getting some freebies including microwaves and other kitchen makeover. This has helped enhanced brand loyalty while giving the customers something to smile about beyond the guaranteed quality service.



TAX COMPLIANCE AND STAFF DEVELOPMENT

As an indigenous and fast growing home and office décor enterprises, kitchen-link prides itself as a law abiding business player which is compliant to government requirements including tax remittances. Muchaka believes such compliance is essential for good corporate governance for his brand while also adding value to the viability of the local industry which is facing a myriad of challenges on all fronts. All this has been made possible with tailor made staff development programs that the company is making. The first in house staff development programme was implemented by local public relations and brand Management Company, esteem Communication which facilitated some team building, effective communication and customer care workshops aimed at instilling a winner mentality and the right business values at the Kitchen link team. Funds have also been availed for staff that seeks to further enhance their skills through formal study and this has added to the organization's corporate cutting edge. It is indeed a journey but the future looks bright for the home of expert décor.



OUR BRANCHES

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