

Company Profile

1. COMPANY OVERVIEW

2.Introduction

Founded in 2001, World Focus Electrical and Lighting is a premier wholesale supplier of electrical and lighting products based in Stellenbosch, Cape Town. We specialize in high-quality, energy-efficient solutions tailored for residential, commercial, and industrial applications. Our reputation for reliability, competitive pricing, and exceptional customer service makes us a trusted partner for electricians, contractors, developers, retailers, and the public across South Africa.

Mission: To power South Africa with cutting-edge electrical and lighting solutions, offering high-quality products at competitive wholesale prices while prioritizing innovation, efficiency, and customer satisfaction.

Vision: To be the preferred supplier of electrical and lighting products in South Africa, setting industry standards in quality, sustainability, and service excellence.

3.Core values

- Integrity
- Innovation
- Customer-Centric Approach
- Sustainability
- Reliability

4.Products and Services

- Product Categories:**
- Electrical Supplies:** Cables, switches, sockets, circuit breakers, distribution boards.
 - Lighting Solutions:** LED lights, floodlights, downlights, chandeliers, industrial lighting.
 - Energy-Efficient Products:** Solar lighting, smart lighting systems, motion-sensor lights.
 - Industrial & Commercial Solutions:** High-bay lighting, emergency lighting, panel boards.
 - Electrical Accessories:** Tools, conduit fittings, insulation tapes, and mounting systems.

7. Sustainability & Community

- Promoting LED and solar-powered solutions.
- Offering training and workshops for electricians and contractors.
- Corporate social responsibility projects supporting local communities

8. Testimonials Engagement

J

Johan Brand

6 reviews

★★★★★

3 years ago

Worked really hard to finish a big order in record time and gave me quality components at a much better price than the other quotes I received. Recommended.

👍

Like

Sean Sequeira

7 reviews

★★★★★

2 months ago

Best Shop for your electrical good. Super Friendly Service from years of experience .

👍

Like

Chalbal

Local Guide · 215 reviews · 239 photos

★★★★★

3 years ago

Employees are great, know their stuff, are helpful as can be. speedy service and knowledgeable. Good location and parking is plentiful

👍

Like

Clinton Theron

Local Guide · 15 reviews

★★★★★

2 years ago

Excellent service good price enjoy shopping there

👍

Like

Peter De Waard

9 reviews

★★★★★

a year ago

Very well stocked, fantastic services

👍

Like

Johann Marais

Local Guide · 71 reviews · 20 photos

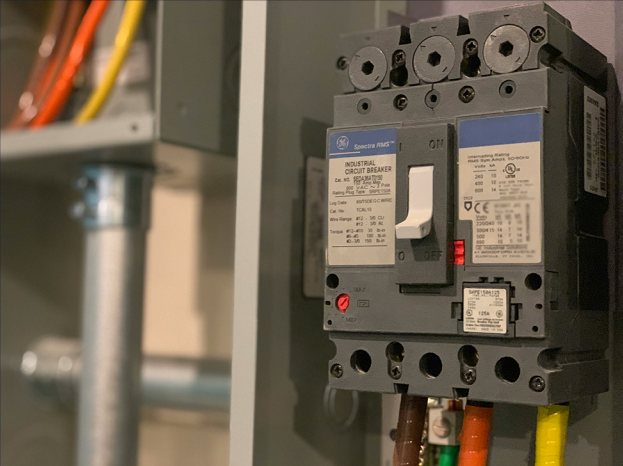
★★★★★

3 years ago

Very helpful and good after sale's service

👍

Like



5. Target Market & Competitive Advantages

- Target Market:** Residential: Homeowners, electricians, and small-scale developers.
- Commercial:** Offices, retail stores, shopping malls, and hospitality businesses. Industrial: Factories, warehouses, and large-scale manufacturing plants.
- Construction & Contractors:** Builders, developers, and electrical contractors.
- Government & Municipalities:** Large infrastructure projects and public lighting.

- Service Areas:**
- Western Cape, Gauteng, KwaZulu-Natal, and beyond.

- Competitive Advantages:**
- Extensive Product Range
 - Competitive Pricing
 - High Stock Availability
 - Fast & Reliable Delivery
 - Technical Expertise
 - Eco-Friendly Solutions

- Certifications:**
- SABS Approved
 - ISO Standards
 - Industry Memberships

6.Infrastructure & Logistics

- Warehouse in Stellenbosch with vast inventory.
- Dedicated delivery fleet for nationwide distribution.
- Customer-friendly showroom showcasing latest lighting innovations.

- Direct-to-consumer model with personalized service and high-quality products.
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