

JOHANNESBURG OFFICE

BALLYOAKS OFFICE PARK, BUILDING B, 35 BALLYCLARE DRIVE, BRYANSTON EXT 7  
P O BOX 3044, RANDBURG, 2125  
TEL: +27 11 513 -1450 FAX: +27 11 463-2771

PORT ELIZABETH OFFICE

57 FIFE AVENUE, ROWALLAN PARK, PORT ELIZABETH, 6025  
P O BOX 505, HUNTERS RETREAT, 6017  
TEL: +27 41 371-5298 FAX: +27 41 371-5151

WEBSITE: [WWW.WHOOWNSWHOM.CO.ZA](http://WWW.WHOOWNSWHOM.CO.ZA)  
REG No: 1986/003014/07

---



Essential Business Information

## RESEARCH REPORT

on

### **Manufacture of Furniture**

SICCODE: 3910

Report Date: June 2010

Compiled By:  
**Gerald Henderson**  
[research@whoownswhom.co.za](mailto:research@whoownswhom.co.za)

## **Report Index**

INTRODUCTION .....	3
DESCRIPTION OF THE INDUSTRY .....	3
SIZE OF THE INDUSTRY .....	4
➤ Office Furniture .....	5
➤ Household Furniture and Mattresses .....	6
➤ Mattresses.....	6
➤ Hospitality Furniture .....	6
STATE OF THE INDUSTRY .....	8
➤ Local .....	8
Exports .....	8
Imports .....	9
Corporate Actions .....	10
Regulations.....	10
Black Economic Empowerment .....	10
➤ Regional .....	11
➤ International .....	11
INFLUENCING FACTORS.....	13
➤ Economic Environment.....	13
➤ Increase in Cheap Imports.....	13
➤ The National Credit Act .....	13
➤ Technology.....	13
➤ Labour Resources.....	14
➤ Declining Supplies of Timber .....	15
COMPETITION .....	15
➤ Research and Development .....	15
➤ Timber Furniture Supply Chain.....	15
SWOT ANALYSIS .....	16
➤ Strengths .....	16
➤ Weaknesses .....	16
➤ Opportunities.....	16
➤ Threats.....	16
FUTURE OUTLOOK.....	17
INDUSTRY ASSOCIATIONS .....	17
REFERENCES .....	17
➤ Websites .....	17
APPENDIX 1 .....	19
➤ The Furniture, Bedding and Upholstery Manufacturers' Association Members .....	19
ORGANOGRAM .....	37

### **Companies Profiled**

AXZS Industries (Pty) Ltd .....	39
Bravo Group Manufacturing (Pty) Ltd .....	40
Brother's Mattress Factory Stores Cc.....	42
Cecil Nurse (Pty) Ltd .....	43
Coricraft Group (Pty) Ltd.....	45
DK Group.....	46
Friedlein & Company (Pty) Ltd .....	48
Kiran Sales (Pty) Ltd.....	49
Motani Lounge (Pty) Ltd.....	50
Pilot Furniture Manufacturers (Pty) Ltd.....	52
Rest Assured Group (Pty) Ltd.....	53
Restonic (Pty) Ltd .....	54
Simmons (South Africa) (Pty) Ltd .....	55
Streamline Metal Furniture Manufacturers (Pty) Ltd .....	56
Waltons (Pty) Ltd.....	57