



TVL INDUSTRIAL FOODS

HANDMADE SPECIALITY BREADS FOR EVERY OCCASION

COMPANY PROFILE

Cnr Charlotte Maxeke & Elson Streets
Pretoria West, Gauteng, 0001

Office: 012 327 2881 / 012 327 2876 | **Cell:** 083 453 6425 | **Fax:** 012 327 2878
Email: supremebread@telkomsa.net | **Web:** www.supremebread.co.za



TABLE OF CONTENTS



Background

- a. Company History 1
- b. What we do 1

Strategy & Vision

- a. Vision Statement 2
- b. Mission Statement 2
- c. Values 2
- d. Business Goals 2
- e. Growth Strategy 2

Products & Services

- a. Products 3
- b. Service and Capacity 3
- c. Turnaround Time 3
- d. Delivery 4
- e. Business Competitive 4
- f. Quality Policies 5

Management & Local Infrastructure

- a. Management 6
- b. Administrative Assistance & Personnel 6
- c. BBBEE 6

Portfolio 7

References 8

Social Responsibilities 9

Contact Details 9

Attachments: Certificates



BACKGROUND

a. Company History

Mr J Naudé started in the baking business **twenty one years ago** and has a solid track record in providing excellent products and services that meet the expectations of all his clients.

The business has grown from a very small bakery business in Sunnyside with limited personnel to a compliment of over 35 employees in 2014.

Because of the growth **TVL Industrial Foods** experienced in the past few years, they decided to move from the premises they leased from Sunbake, and bought their own building in 2006 from where they have operated ever since.

The new 1 066m² building on the corner of Charlotte Maxeke and Elson Streets in Pretoria West has already seen changes as management decided to expand by building an extra platform to house more internal equipment.

b. What we do

TVL Industrial Foods is well established in the bakery industry and service a variety of clients to which they provide handmade bakery products to suit each client's specific needs.

We service clients in the following industries in and around Pretoria and Gauteng:

Tertiary institutions

Restaurants and franchise groups

Hotels and Hospitality venues

Primary and Secondary schools

and Hospitals.





STRATEGY AND VISION

a. Vision Statement

Our vision is to render excellent service to all our clients and to provide in all of their needs with quality baked products. We aim to build long term relationships with loyal customers and help them to keep a competitive edge over their competitors.

b. Mission Statement

Our mission is to be the preferred service provider in all bakery products we produce. We strive to always be professional and ethical in all our business dealings and to add value to our clients's businesses.

c. Values

We value each and every client as our biggest asset and strive to provide them with handmade bakery products to suit their specific needs. **TVL Industrial Foods** is governed by strict regulations and is supported by well organized staff complementing the business.

Our bakers follow proven recipes ensuring all bakery products are delivered to perfection. We buy the best quality ingredients, bake fresh daily and deliver on time so each client can have peace of mind when it comes to each order.

d. Business Goals

TVL Industrial Foods' biggest goal is to constantly improve on the quality of their products, and the timely delivery to clients.

e. Growth Strategy

TVL Industrial Foods will never sacrifice quality for quantity. Although we have the capacity to handle more orders as required, our main focus is to service our loyal customer base with consistently good service and products.

We offer satisfactory prices which meets the client's needs and business grows through positive testimonies and word of mouth referrals.





PRODUCTS AND SERVICES

a. Products

We provide the following products (although we are not limited to it):

White bread | Brown bread | Whole-wheat bread and health products | Coctail rolls | Burger buns |
French loaves | Rye bread | Speciality breads | Display breads | Confectionary products

b. Service and capacity

All of the above mentioned products are **handmade by experienced bakers** according to each client's needs.

TVL Industrial Foods also offers **specific advice** relating to our products. We **design function-specific bread tables** with our speciality breads, and assist with **bread and food pairing** to ensure successful events.

The demand for our products come mainly from our customers, and we have enough production capacity to ensure that the deliveries will be done on time. Change in volumes is not a problem for us. All products are **baked daily**, but the shelf life of the bread is at least three days, depending on the conditions in the consumer's kitchen. If the bread or buns are kept in a cold room, it can last up to five days.

Stock levels at the bakery are being taken on a daily basis. Our stock levels are always enough for four days of production.

Any complaints regarding the quality or service is directed straight to **TVL Industrial Foods** by phone or email and are handled by the owner or assistant as priority.

c. Turnaround Time

All our breads are being **baked daily in two shifts**; a day and night shift. If orders are placed before 3pm, orders will be delivered early the following morning.

Should extra products be in stock, emergency deliveries can be made within two hours to clients in Pretoria and close-by.





PRODUCTS AND SERVICES

d. Delivery

TVL Industrial Foods has a fleet of **six delivery vehicles**, all Hyundai H100 and Kia 2700 models. A dedicated **maintenance manager** is responsible for the maintenance on the vehicles (which gets serviced every 5000km), as well as the bakery in general. A **spare vehicle** is kept on the premises for emergency deliveries. Our vehicles are **equipped for offloading** goods at the customer's premises.

All six our drivers are issued with company overalls with the number of the bakery applied on the back of each overall. All our vehicles and crates used are being cleaned and washed on a weekly basis. The crates are being collected on a daily basis after the deliveries are done.

Deliveries are done on a daily basis from **Monday to Saturday**. We can accommodate the delivery of small quantities if required as our vehicles are on the road already.

We can also **assist with emergency deliveries** should the need arise, and if we need to bake for such an occasion, delivery can be made **within 3 hours**. **No extra delivery fees** will be charged for emergency deliveries.

e. Business Competitive

TVL Industrial Foods is proud to cater for a loyal customer base which exists because of **long standing relationships, built on trust and respect**. Our fresh, **handmade products** of outstanding quality, and the **affordable price structure** gives us a competitive edge. We strive to be professional and ethical in all our business dealings.

f. Quality Policies

TVL Industrial Foods strives for excellent quality and service at all times. That is one reason we **bake during the night** to ensure freshly baked goods for our customers. Our approach to tailor-make handmade products for our clients is what sets us aside. At this stage there is no labelling on our products and the items get delivered in **general packaging**. We are not Halaal certified.

We are focussed on **product development and training** on a continual basis as per need.

We follow the **highest standards of baking** possible. We make use of *Pristene Health* to do all our **pest control and deep cleaning** services on a monthly basis (please see certificate and reports attached).

We have also made it our priority to obtain the **Hazard Analysis and Critical Control Points (HACCP) accreditation** in the next year and also aim to get the **accreditation of the Good Manufacturing Practice (GMP)** as soon as possible.





PRODUCTS AND SERVICES

f. Quality Policies (continued)

TVL Industrial Foods is certified under **Regulation 918 of 1999**. Although the certificate was issued by the City of Tshwane in 2010 under our previous name, *Supreme Bread*, we are still working in the same building as stated under the address. (Please see a copy of the certificated attached).

TVL Industrial Foods by their flour mainly from **Ruto Mills**. Ruto Mills is a trustworthy supplier, and is affiliated to the following organizations:

- National Chamber of Milling (NCM)
- SA Chamber of Baking (SACB)
- Winter Cereal Trust
- CST-SA (Cereal Science & Technology South Africa)
- CGCSA (Consumer Goods Council of South Africa)





MANAGEMENT AND LOCAL INFRASTRUCTURE

a. Management

Mr J Naudé (National Diploma & Higher Diploma in Industrial Engineering) is the director and owner of **TVL Industrial Foods** with more than 21 years experience .

b. Office Assistance and Administrative Personnel

TVL Industrial Foods is operated by two administrative persons and one operational manager. Administrative duties include the drafting of delivery schedules on a daily basis, the organizing of staff work schedules and the purchasing of supplies.

A **total staff compliment of 35 employees** work in day and night shifts to ensure continuous production. The employees perform the following functions: table workers (for preparation), bakers and packaging personnel.

c. BBBEE

TVL Industrial Foods is a **BBBEE contributor** and the diverse staff compliment is our biggest asset. 23 Male and 12 female workers have been trained to perform their duties with excellence. (Please find certificate attached).





SOCIAL RESPONSIBILITY

TVL Industrial Foods employ local people and their families from the community and strive to develop them according.

We support and have a special place in our heart for schools that care for children with special needs like the school of **New Hope** in the Menlyn area, as well as the **Pretoria School** for children with special educational needs. We currently employ a handicapped worker from Pretoria School (for children with special educational needs) as a table worker with great success.

The **NG Church Pierre van Ryneveld** is also benefitting from our contributions on a weekly basis where we supply bread for their soup kitchen.

People living on the street near our premises can come any time of the day and buy a loaf of bread from us at cost price.

CONTACT DETAILS

Company name:	TVL Industrial Foods
Registered as:	Close Corporation
Registration no:	1985/000507/23
Income Tax no:	4450104916
VAT Reg. no:	4450104916
Mobile tel:	+27 83 453 6425
Office tel:	+27 12 327 2881 / 2876
Fax no:	+27 12 327 2878
Email:	supremebread@telkomsa.net
Address:	Cnr of Charlotte Maxeke & Elson Street Pretoria West, Gauteng 0001
Postal Address:	PO Box 60225, Pierre van Ryneveld, Centurion 0045



TVL INDUSTRIAL FOODS

HANDMADE SPECIALITY BREADS
FOR EVERY OCCASION

