

Pulse

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Home Improvements by PHETHONJUL

Home renovations as an industry has been in existence for many years, and although home décor and construction have grown in leaps and bounds to become more attuned to the end user, the way that home renovation service is provided is as old as the industry itself.

Premier home renovation services are usually only within reach of the affluent market, and the regular Joe is left to grapple with contractors which are at times unreliable and whose workmanship leaves a lot to be desired.

Phethonjul Home Improvement believes Joe deserves better. Their business is home renovation that prides itself in reliability, innovation and high level customer satisfaction.

Phethonjul was registered in 2015 by Ontshwanetse Marageloe to change way the public views and takes part in the home renovation industry. The idea was developed after identifying a gap in the market for a mainstream, well-marketed renovations company which provides quality renovations services to both low and middle income groups.

They are a full service renovations company which manages projects from concept to construction. Their services are geared to supplying high quality renovation services to those who cannot afford the services of the established renovations companies that service the affluent.

Phethonjul provide a full range of renovation services under one umbrella as opposed to using multiple contractors as is often the case in home improvement projects.



They bring together some of the most skilled subcontractors, good suppliers and great customer service to create a model offering renovation services.

This model is decidedly customer centric. It focuses on uncovering the customer's needs, learning to fulfil them better than its competitors and creating value for the customer which will be reflected in the way in which the customer is treated and the final outcome of the renovation project.



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