

# SMME Profile

Featuring our tenants & proudly North West enterprises



June 2019

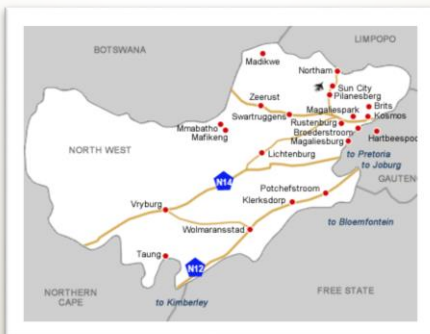
**Diamond Furnishers & Appliances is a tenant of the NWDC in Taung**

Diamond Furnishers & Appliances can be found at no 5 Station Street, Taung.



**DIRECT JOBS: 4**

**OCCUPIES RENTAL SPACE OF > 450 M<sup>2</sup>**



## COMPANY FEATURE:

### DIAMOND FURNISHERS & APPLIANCES

Situated in central Taung, one will find Diamond Furnishers & Appliances.

The business belongs to Aubrey Schutzler who welcomes each visitor to his store with a friendly, welcoming smile.



**NWDC Tenant Coordinator Pinky Mankuroane with shop owner Mr Aubrey Schutzler and his staff Pinky and Pinky.**

Diamond Furnishers & Appliances has been a tenant of the Corporation for close to 26 years. Starting out as an employee of the Protea Group during the then Bophuthatswana era, Aubrey participated in the opening up of what was soon one of the biggest furniture shops in the country.

Identifying a niche in the market, Aubrey found a small building (belonging to the then BNDC) and proceeded to open up his very own furniture shop. In doing so, Diamond Furnishers & Appliances was born.

True to his bubbly personality and passion for keeping his clients happy, Aubrey prides himself on delivering the furniture to his clients himself (within a 50 km radius.). He also emphasises that should customers require a specific item or style, Diamond Furnishers & Appliances would go out of their way to source it.

When questioned about plans, Aubrey indicates that he is quite happy with his shop as it is. There is the challenge of the current poor state of the economy, which affects the business. Income used to be mainly from the farming and mining industry. Waiving the challenge aside, Aubrey is very quick to assure one that he is also very positive about the new developments in South Africa, the presidency and the North West Province.

In order to bring services to the people of Taung, Diamond Furnishers & Appliances is also a depot for Zip Dry Cleaners. In addition to the above, Aubrey let it slip that he also owns a distillery, Azul, in Kimberley, something he is just as passionate about.

Diamond Furnishers & Appliances are open from **Monday to Friday from 08:00 to 17:00** and on **Saturdays from 08:00 – 13:00**. For more information, contact **Aubrey Schutzler on 053 – 994 1461**.



---

For more information on this article, contact:

Karen Landsberg: Communications Officer, NWDC

018 – 381 3663