



AJ5D PROJECTS

Interior Design . Procurement . FFE . OSE . Project Management . Construction

COMPANY PROFILE

The Story of AJ5D

Welcome to AJ5D, a globally situated business born from years of expertise interwoven with a fierce passion for expression in the fields of procurement, interior design, project management and construction. We proudly serve hospitality sector as well as commercial businesses and retail spaces. We work with both internationally renowned hospitality chains and individual hotel owners. We help bring their essence to life through the careful implementation of our design principles which are ;

- We listen.
- We value good communication.
- We solve problems.

Our clients are our best advocates, returning time and again whenever a need for our services and solutions arises. We take on their mandates with careful attention paid to their needs and provide implementation solutions that are clear, concise and seamless. With many years of experience under our belt, our illustrious team is constantly seeking ways to change and evolve the way we work. We take the lead on our projects, guiding our clients through the process one step at a time, managing everything from concept to project management, construction, interior design, procurement of all quality Furniture, Fittings, and Equipment (FFE) as well as all the essential Operating, Supplies, and Equipment (OSE). We manage the project from start to finish, offering full turnkey solutions to suit each client, as well as maintaining their brand identity.



Who We Are

AJ5D is a global company with head offices in South Africa, Dubai, Pakistan and Turkey. We are supported by satellite offices in China, Kenya and Italy. Which allows us to serve all markets across the world globally. We are specialised in interior design, procurement, project management and construction services for the hospitality and corporate sectors. We work to make the world a smaller and more intimate space by getting to know our clients and everyone we work with along the supply chain connected direct to source. We build intimate relationships on all levels of the supply chain, bring the personal touch to everything we do. The growth has also been complemented by a team of designers, project managers, procurement managers and administrators etc. the majority of which are female. AJ5D's main objective is to empower women and assist minority groups in advancing in their careers and their lives. Our procurement teams follow a very personal presence with the client and establish understandings that build long-term relationships with individual hotel owners that support the global brands. Our prestigious clientele include Accor, Radisson, Althoff, Kempinski, as well as individual groups such as Nishat Hotels, Icon, and various other clients. We have executed projects on the following continents: Africa, Europe, Middle East and Asia. Our specialty is working with clients and groups in Africa, as we understand local conditions and global or international expectations, as required by our clients and the global hospitality brands.



What We Do

AJ5D offers two core services: Consultancy and Procurement. Under consultancy, we offer interior design, procurement consultancy, and project management services. Under our procurement services, we offer sourcing, the best FF&E and OS&E solutions for clients as well as integrated construction services, which includes purchasing direct from supplier and delivering to the client as a full turnkey service. The difference is that we have our own procurement offices in the following regions – Turkey, China and Italy - and we can therefore deal directly with factory, offering our clients the best possible solutions with a personal touch. We have the insight that enables us to understand client expectations so that we can meet them at every turn. With our team at the ready and our suppliers in full support, we are fully able to scale our services and solutions to meet any requirement. Our extensive network gives us capacity where we need it so that we never have to turn a client away.



How We Do It

We have an integrated, quality-driven, and price-conscious approach to everything we do. Our unique agreements with shipping companies and our experience and understanding of each country's restrictions with regards to trade enables us to commit to each project in a more cost-effective and timely manner.

Each project is a journey that we cannot wait to embark on. We need to prepare for it by ensuring we have all local information and restrictions to provide an integrated global solution that mitigates risk to the client while ensuring that the project is completed on time.

Starting at the beginning, we immerse ourselves in the planning process before we can even set foot on our way. We make sure that every detail is attended to, and the tiniest element is considered. The details are always the factors that make a project truly shine. It's a part of what makes us... us. We go to great lengths to create concepts and strategies that incorporate all these fine details and elements in a way that makes our work compelling and memorable. We want to create an experience that will be remembered forever. An Instagrammable moment. A memory that imprints on the heart. While bells and whistles are always appealing, we always want to assure our clients that nothing we create comes without function, practicality, and longevity. Though the work we do for each client is individually distinctive, this is the general course of a typical project.



Concept & Strategy

Every project begins with ideation where we bring concepts to life. We all contribute what we feel will serve the project and the proposed outcomes, giving everyone equal opportunity to express what they think will work best. Our clients are included in these ideation sessions, but then the AJ5D team will go away and assimilate the ideas into a project strategy that has meaning, purpose, and direction.

When it comes to strategy, we discuss all the nuts and bolts, including bill of quantities, review of specification, budget preparation, pre-qualification for list of tenders and vendors, as well as cash flow forecasting. We take our understanding of international marketing and trends and incorporate them with the client's local flavour. The end result is a personal project that speaks to each individual client and their needs.



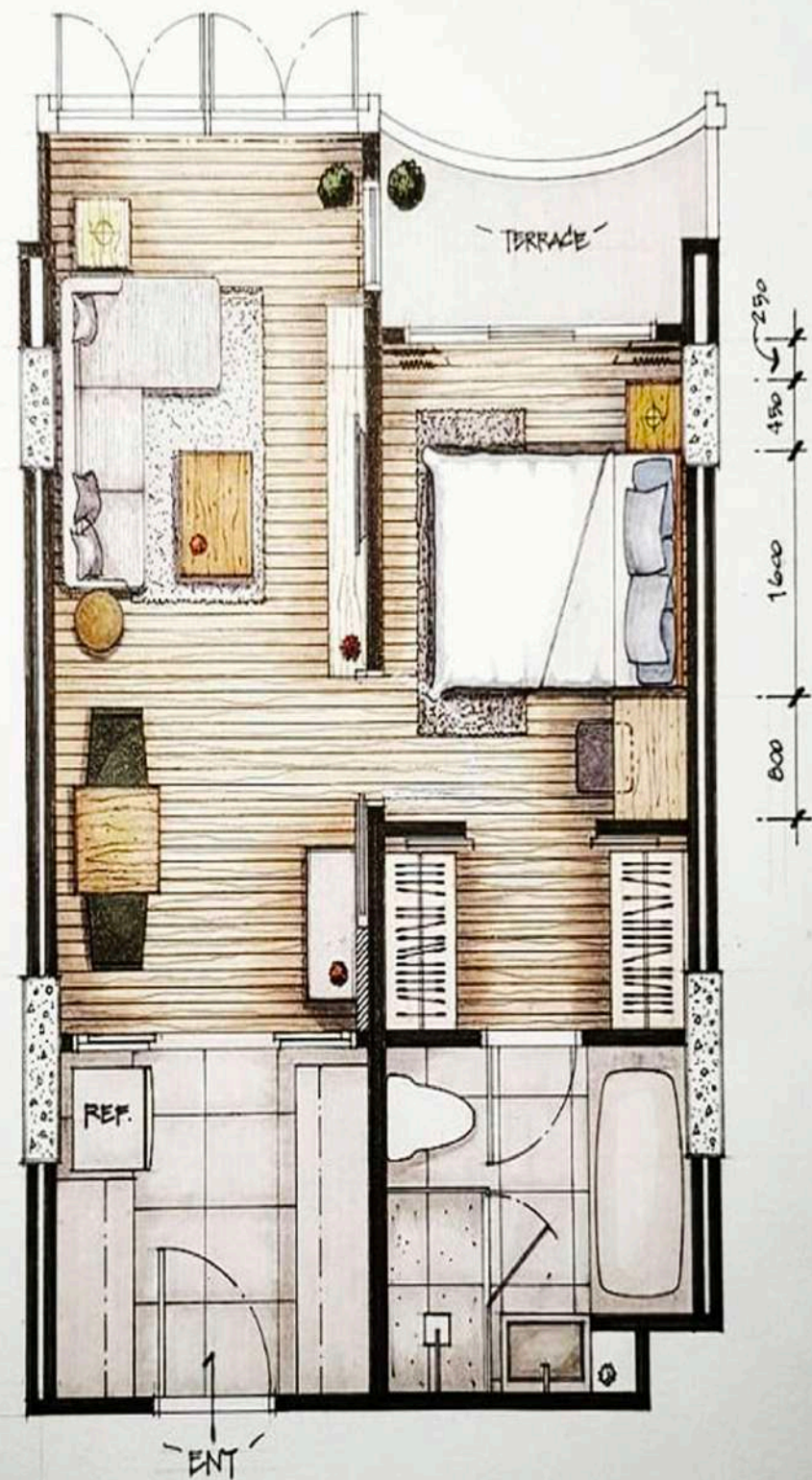
Tendering Process

We carry out the preparation and issuance of tender packages as soon as we have signed off on the concept and strategy. We offer full reporting of competitive tender analysis, validation of budget, and reporting of shortlisted recommendations. We present all of these to our clients before a final negotiation and approval process takes place. This includes arranging payment terms and contract agreements and drafting the issuance of all purchase orders. We believe in 100% transparency with our clients. Giving them all the information upfront.



Drawing up Designs & Concepts

We take some time to draw up designs that communicate our ideas in their full glory. We bring in the colours, textures, swatches, and relevant materials that are required to give our clients the full sensorial experience of the concept. This is the best way for our clients to see, touch, feel, and sometimes even smell what we are about to create for them. Once agreed, we start planning the milestones.



Milestone Planning

Every milestone is accounted for, and we project manage the entire process via a professional project team with hard deadlines set for every deliverable. We are non-negotiable on deadlines, and we keep everyone accountable. Obviously, there are unforeseen circumstances that can crop up, but we are prepared for these as best we can be. This planning process keeps our clients involved in their approvals and input. This way we can plot out a realistic plan of action, summarising exactly when everything will be wrapped up.



Final Implementation

This is where the magic happens. This is where all our hard work becomes the experience. We start implementing all the features, fixtures, fittings, furniture, and everything else in between one piece at a time until the concept comes to life in full colour. This is everyone's favourite part of the process as we see our hard work unfold in front of our eyes. We identify any snags and issues in this phase and ensure that they are all taken care of before handover.



Handover and Post-Completion Services

We hand over the project as a complete and final product. The entire journey. This is where our clients get to see the culmination of our weeks or months of hard work. We will handle the issuance of O&M manuals, warranty, certificates, and anything else that relates to the final project handover. We will also do the final budget reconciliation and tie up any loose ends.



Who Do We Do It For

We are honoured to work with clients all over the world in a variety of sectors. Our main areas of focus include:

- *Hospitality Industry*
- *Restaurants, Cafés, and Bars*
- *Commercial and Office Space*
- *Retail and Shopping Malls*
- *Private Clients and High End Residential*

Our Prestigious Clients



Radisson



MÖVENPICK
HOTELS & RESORTS



Radisson 

Kempinski
HOTELIERS SINCE 1897

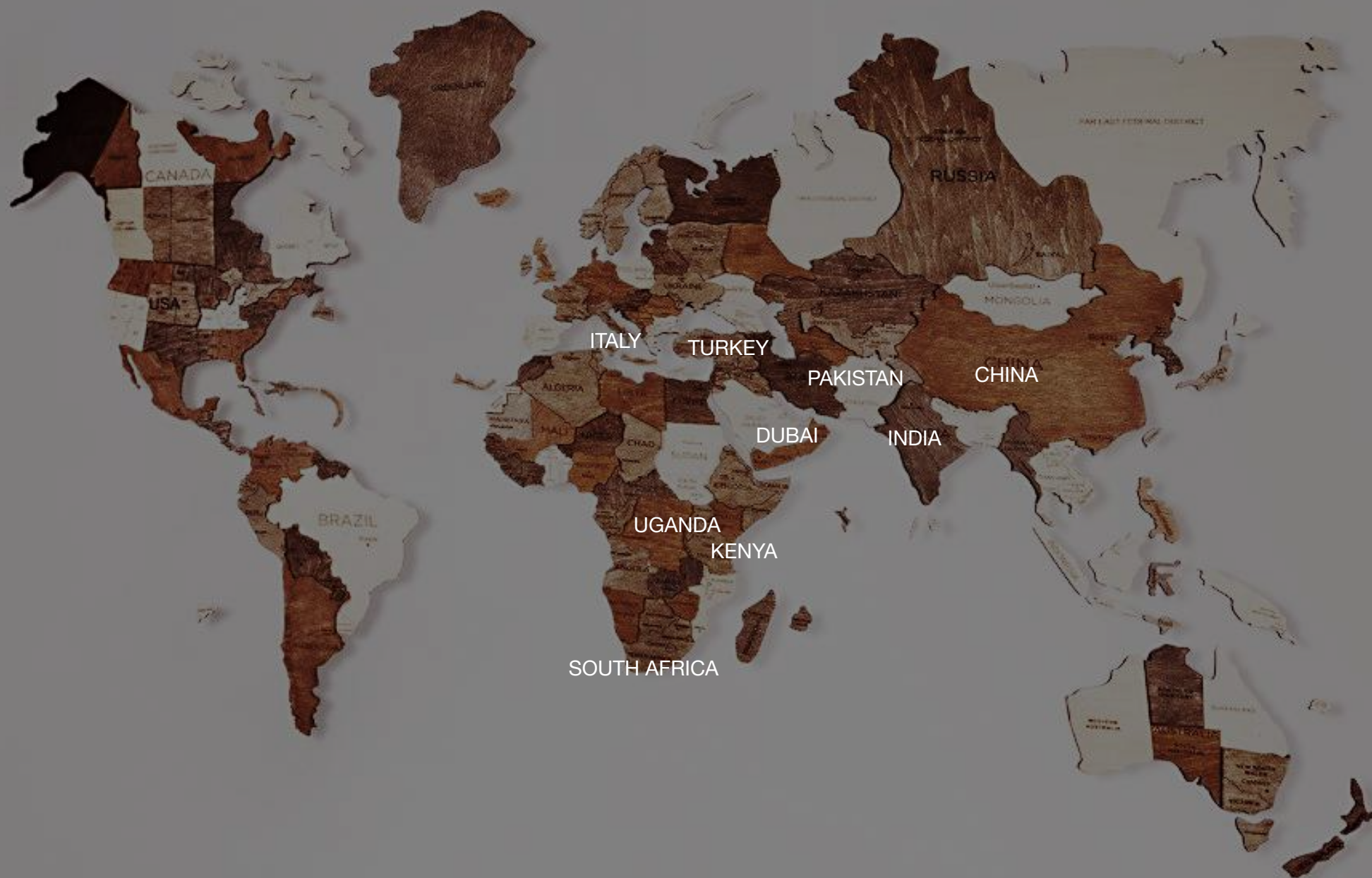
Althoff
COLLECTION


RADISSON
COLLECTION



Where We Do It

AJ5D has head offices in South Africa, Dubai, Pakistan and Turkey. We are supported by procurement offices in China, Kenya and Italy, which allows us to serve all markets across the world globally. We are specialised in interior design, procurement, project management and construction services for the hospitality and corporate sectors. This gives us the opportunity to deliver strategic sourcing and product procurement of the finest calibre. We have worked extensively on various hospitality procurement, interior design, project management, construction and corporate projects in Africa, Europe, Middle East, and Asia.



Our Purpose

Our purpose is to serve our clients wholly and completely by immersing ourselves in their projects and interpreting their needs down to the finest detail. Through the implementation process and our streamlined operations, we deliver a world-class project that will be remembered forever.



Portfolio & Projects

Our portfolio and projects are a small expression of all these elements coming together as one. We have formed lasting relationships with each client that allows us to understand exactly what the need and how we can support them from a professional point of view. Browse our list of clients and projects here. ;

- *Accor*
- *Radisson*
- *Legacy*
- *The Nishat*
- *St. James Court*
- *Radisson Collection*
- *Ibis Marcory*
- *Hotel Royal*
- *Belgium Investment Fund*

- *Raffles*
- *Mövenpick*
- *Dynasty*
- *Radisson Blu*
- *Kempinski*
- *Althoff*
- *Ibis Plateau*
- *Radisson Achorage Suites*
- *Pullman Kinshasa*

















Contact Us

AJ5D is available to support you with all
your FF&E, OS&E, Interior Design, Construction,
Project Management and Procurement needs.
Contact us today to get a quote or to discuss your options.

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