




**ALMOND**  
ESTATE COMPANY LTD

# COMPANY **PROFILE 2023**





**The Best Value is derived  
from the Integrity of Being  
Successful and Working  
Perfectly.**



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# Introduction

Almond Estate Company LTD is a well-known real estate firm based in Nairobi, Kenya. At Almond Estate, we understand that the path to home ownership is not always easy. We exist to remove the hustle and bustle from this process by selling strategically placed value added land parcels as well as building and developing affordable homes.

Almond Estate was founded in 2014, after the founders saw a need to fill a gap in the Kenyan Housing Sector. Since then, the company has grown in many ways, taking on multi-million dollar projects, gaining invaluable experience, earning the trust of shareholders, and remaining true to its mission.

In Kenya, the unhoused majority are citizens from the lower middle class. Most of these people want to own a home, but the process is extremely difficult for them.

And, because there is still a high demand for occupant-owned housing, the government has placed a special emphasis on this sector. Almond's housing product model is consistent with Kenya's Vision 2030 in this regard.

Our development objectives are thus well-informed and in line with Kenya's housing demand and the government's goal for urban areas, which is "to achieve a well-housed population living in an environmentally secure urban / rural environment."





# Executive Summary

Despite the fact that there are many competitors in the industry, Almond has a competitive advantage due to our product package and partnerships with other organizations.

The company's business strategy is based on sustainability, which the company defines as "the practice of using resources to meet the needs of today's citizens while preserving the use of those same resources for future generations." Sustainable development aims to improve the quality of life for all people now and in the future. This can be accomplished by recognizing the three strands of social equity.

Solvency is critical to a company's ability to stay in business because it ensures that operations will continue in the foreseeable future. Almond Company Limited requires liquidity to thrive, but this should not be confused with solvency. As a result of the regulatory changes, many players have had to reconsider their positions, and some early winners have emerged. The long-term financial obligations of Almond Company will be met. This firm will engage business experts in highlighted fields to develop a comprehensive business development strategy.



**To Be The Undisputed Real Estate Market Leader In Providing Sustainable, Viable And Competitively Priced Real Estate Solutions.**



# Why Choose Us

Almond Estate Company aspires to make significant contributions to the future of real estate through our projects and services. We use an integrated team approach from land acquisition to completion to ensure that our projects and services are adequately handled in terms of environmental and lifestyle factors.



## Company Positioning Statement

To be the undisputed real estate market leader in providing sustainable, viable, and competitively priced real estate solutions.



# Mission

Economically empower our lower and lower middle-class citizens by providing them with economically viable land. De-mystify home ownership by developing a plan aimed at providing decent and affordable housing to the unhoused majority.

# Vision

To propel real estate investments, sales, and consulting services.

## Core Values

01

### Integrity

We embrace the highest standard of ethical behavior and transparency in every aspect of our business process.

02

### Impact

We endeavor to engage in activities that have a positive influence and effect on all our stakeholders.

03

### Innovation

We continuously improve our products and processes.

04

### Accountability

We have well laid down system and policies to ensure responsibility of every action taken in order to have best dealings with our clients.

05

### Customer Centric

We put our customer needs first and ensure they have a great customer experience.

# Message from **The Founder**



The last ten years have been an increasingly exciting time for Kenya's construction sector. Rising disposable income, regulatory changes, and market developments have all energized an increasingly private-sector-dominated industry. Almond Estate has built its business on a sustainability strategy, which the company defines as the practice of using resources to meet the needs of today's citizens while preserving the use of those same resources for future generations. Sustainable development is all about providing a better quality of life for everyone, both now and in the future.

## **Chrispus Kariuki Wachira**

Managing Director & CEO

Our mission is to economically empower our population's lower-middle-class members by providing affordable and viable real estate solutions. We intend to demystify home ownership by developing a deliberate strategy for providing decent and affordable housing to the unhoused majority.

This has been made possible by our unwavering commitment to closely understanding our clients' strategic goals as well as viable business models that meet and exceed market demand.

The best feature of Almond Estate is our team of driven, dynamic, and highly professional employees who provide the best blend of in-depth real estate expertise and excellent service delivery to our clients through their passion, dedication, and continuous drive.

On behalf of Almond Estate Co. Ltd's Executive Board and Staff, I look forward to serving your needs and transforming lives through property acquisition and home ownership.



# Guiding Principles

1. Exceed customer expectations.
2. Pursue excellence.
3. Work as a team.

## Our Partners



# Our Services

Almond Estate Company's 2021 Strategic Plan sets a goal of delivering 5000 title documents and settling more than 2000 families over a five-year period, which equals at least 400 homes and 1000 pieces of land annually, respectively.

Almond Estate Company Ltd wants to make a substantial impact on the real estate industry's future through our initiatives and services. From the beginning to the completion of the land acquisition process, we use an integrated team approach to ensure that all of our projects and services fully adhere to environmental and lifestyle standards.



## Affordable Housing

All around the nation, we work to make housing accessible for those with middle-class incomes. Our objective has allowed us to provide housing in Almond Heights Phase 1, where we provided 40 apartments, all of which have been fully sold.

We are currently wrapping up another great project dubbed Variant Homes. Located on the Kikuyu Bypass. The project consists of 20 state-of-the-art 3 bedroom Bungalows.

For Almond Heights Phase 2, a brand-new housing development known as "superior living" is now under construction. The goal is to offer 60 apartments with 1 or 2 bedrooms and a flexible payment schedule.



## Sale Of Value-Added Land

Our passion is maximizing property potential and providing our clients with the best possible property value. We purchase land in Kenya's strategic economic areas and add value by adding fence, internal access roads, water, and electricity.

In addition we provide genuine title deeds as well as a variety of other services to maintain our credibility and ensure that our clients are satisfied with our products and services.



## Real Estate Consultancy

We've learned a lot over the course of our eight years in the real estate business. We now have access to invaluable expertise that we gladly impart to our clients as a result.

### **We give professional advisory services in the following areas:**

1. Compliance with policies and regulations related to property development.
2. Tax regulations and legal procedures.
3. Architectural advice related to property development and management.



# Focus Area



## Expansion & Growth

Almond Estate Company Ltd, strive to grow faster, compete, make more money, build our brand in the market area, take advantage of economies of scale and produce a bigger impact or a bigger market share.



## Financial Growth

Based on our clearly defined vision, strategy, and roadmap, we focus on a well-planned development of the Finance function. It enables the company to focus on opportunities that create value by leveraging insights from the business context, stakeholder expectations, and own performance and capabilities.



## Operational Excellence

This guiding principle is used by Almond Estate Company to plan, analyze, and execute the company's operations by executing the company's strategy more consistently and reliably than the competition, with lower operational risk, lower operating costs, and increased revenues relative to our market competitors.



## Stakeholder Engagement

Almond Estate Company ensures that actions designed to influence our stakeholders are identified, analyzed, planned, and implemented in a systematic manner, as they play a critical role in ensuring that a company's needs are met.



## Customer Management

The main focus of Almond Estate Company is on customer satisfaction and meeting their wants and needs. We believe that if we do this for our customers, competition, prices, and profits will all align.



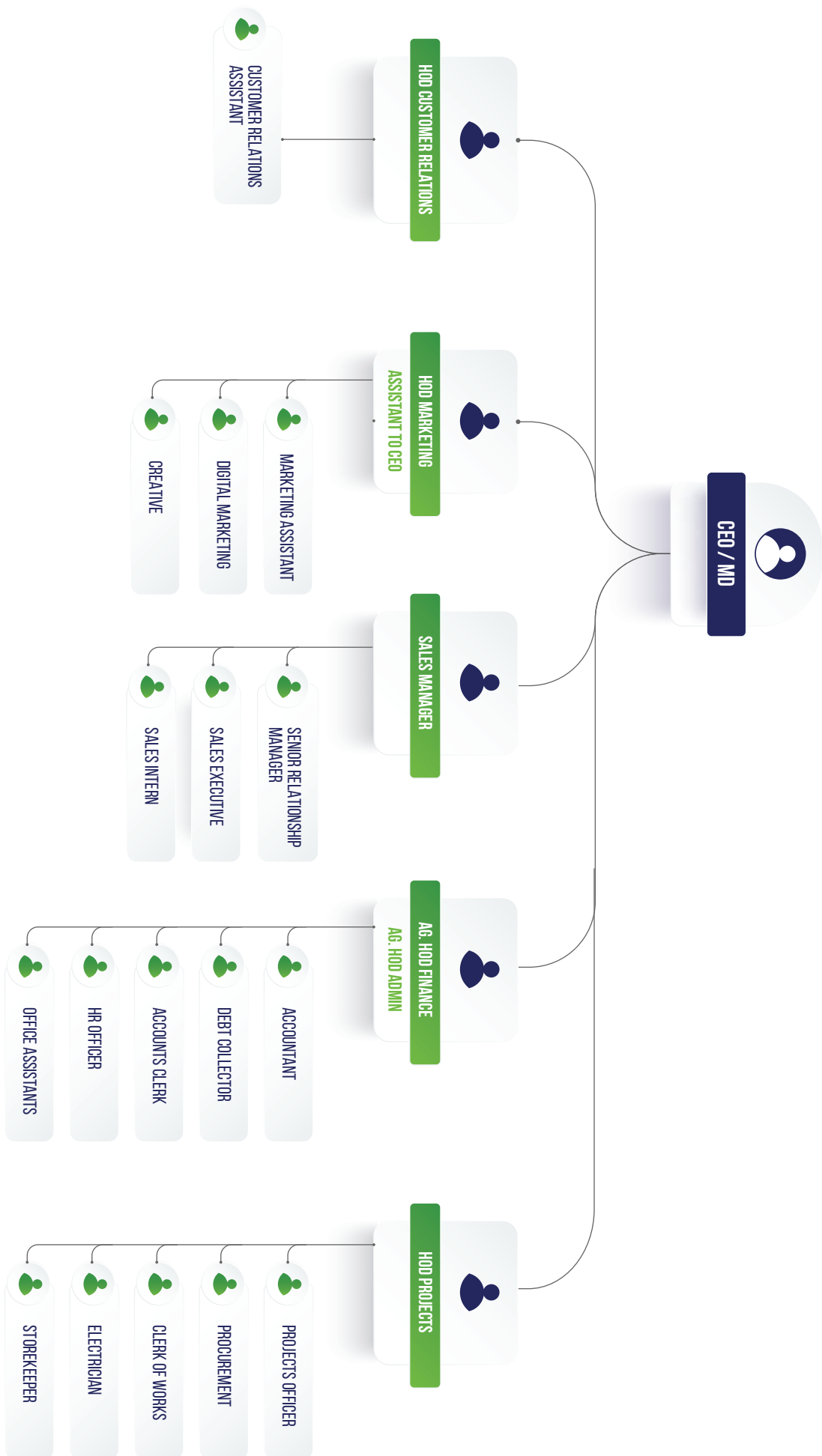
## Innovation

Almond Estate Company values its growth and long-term viability in accordance with its goals and vision. As a result, our company have developed a well-defined plan of structured steps to ensure its growth.



## Objectives

- Increased Brand Growth and Visibility
- Human Capital Development
- Establish clear Finance systems controls
- Effective company budget management
- Establish a clear and reliable feedback system
- Differentiate Products
- Leverage on technology
- Research and Development





# Perfect Property Solutions





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