



PLUSHHOMES LTD

Natural Solutions to Modern Architecture.....

Corporate Profile



About PlushHomes Ltd

Who We Are

PlushHomes Ltd was initially established as a division of MG Resources Ltd to carry on business as investors in Real Estate development, by offering construction support services in the industry. In 2013, PlushHomes Ltd was registered to offer a wider range of products and services, with a primary dream to build and design elegantly finished residential homes and commercial sites. The company has a strong team of seasoned professionals trained to design and transform your space, thereby creating a new, modern ambience for you.

PlushHomes Ltd is duly structured to operate as a:

- Real Estate Developer and Consultant
- Wholesale/Retail Outlet for our products
- Private Project Contractor (Building Construction and Finishing)



About PlushHomes Ltd

What We Do

At PlushHomes Ltd, we have identified a vacuum in the quality of well-constructed buildings and space finishes (floor and wall finishes). To bridge this gap;

- We collaborate with other real estate developers to build strong, admirable structures of standard eminence and specialise in defining your indoor and outdoor experience with our products and services.
- We provide Consultancy services in Real Estate Development, and Project support services such as Block production, Bathroom & Space remodelling, Exterior flooring, Interior flooring & finishing etc for discerning high profile clients who appreciate quality and aesthetics, and believe that one's space is a living reflection of one's own personality.
- We sell quality sanitary/bathroom fittings, wall bricks, tiles and external façade floorings.
- We remodel your home and office space, by modifying the interiors and exteriors to suit your unique taste of elegance.



About PlushHomes Ltd

Our Vision Statement:

- To be a brand name in the building and remodelling of elegantly finished structures at reasonable costs.

Our Mission Statements:

- To create a unique ambiance in every home and commercial space.
- To meet our clients' expectations in all ramifications.

Our Value Proposition:

- We are committed to technical excellence, and through our outstanding product and service range, we are at the forefront in the delivery of tastefully finished homes and offices at reasonable prices.



Our Core Values and Objectives

Core Values:

- Technical Excellence
- Outstanding Product Quality
- Inspiring Designs
- Stylish Comfort

Our Signature marks:

- ✓ Aesthetics
- ✓ Quality
- ✓ Price
- ✓ Reliability

Objectives:

- To sell comfort and aesthetics to our sophisticated, quality-loving clients at affordable prices.
- To build fully /semi-furnished homes of tasteful standards from start to finish, as a growing real estate developer .
- To set and maintain a cutting-edge standard in the quality of creative space finishes, so as to create a pleasing atmosphere & a refined experience for homes and offices.
- To design your space exteriors to be equally as appealing as your interiors.



Our Products

Our products include:

- ✓ Real Estate Products (Land & Apartments)
- ✓ Building blocks
- ✓ Wall Facing bricks
- ✓ Paving stones flooring
- ✓ Stamped concrete flooring
- ✓ Bathroom fittings & furniture
- ✓ Porcelain & Ceramic tiles
- ✓ Tile Adhesives and edge profiles
- ✓ Waterproofing chemicals.
- ✓ Bath mats





Our Services



- ✓ Real Estate Development
- ✓ Project Contracting
- ✓ Finishing Concepts
- ✓ Bathroom Remodelling
- ✓ Space Remodelling
- ✓ Assisted Procurement Services





Our Real Estate Portfolio

Royal Palm Villa 1:

- Joint Venture with Jofame Integrated Services Ltd.
- Executed supply & installation of sanitary fittings, facing bricks and paving stones.
- Provided Construction support services.
- Total Value of work executed: N30 million
- Estate Worth: N6 billion
- Land Size: Covering 4 hectares (About 40 plots).
- State of work: Completed and habited estate.





Our Real Estate Portfolio

Royal Palm Villa 2:

- Strategic Marketing Partner of the estate with Jofame Integrated Services Ltd.
- Actively providing Project Management services for Infrastructural Facilities.
- Projected cost of Development: N15 billion
- Facilities: Fully serviced estate with Artificial lake, Amusement park, Gym etc
- Land Size: Covering 30 hectares (About 272 plots).
- State of work: Infrastructural Development of the Road network, Fencing, Landscaping etc.
(See Proposed Development Layout below)



Live in a Resort.

Welcome to Royal Palm Villa, Ibeju-Lekki, Lagos.

Limited offer
of 600sqm of land
for
₦10.9M



Royal Palm Villa
...satisfaction guaranteed



Our Real Estate Portfolio

Plush Homes within Chalcedony Estate:

- Joint Venture with Chalcedony Estate.
- Actively providing Project Management services for Infrastructural Development.
- Projected cost of Development: N4 billion
- Land Size: Phase 1 & 2 covers about 19 hectares (About 100 plots available)
- State of work: Pre-Construction Planning (See Proposed Development Plan below)





Our Real Estate Portfolio

- **Private Development: Residential Plots within Beechwood Estate Scheme**
 - Sale of serviced plots and Construction of apartments.
 - Value of Portfolio: N100 million

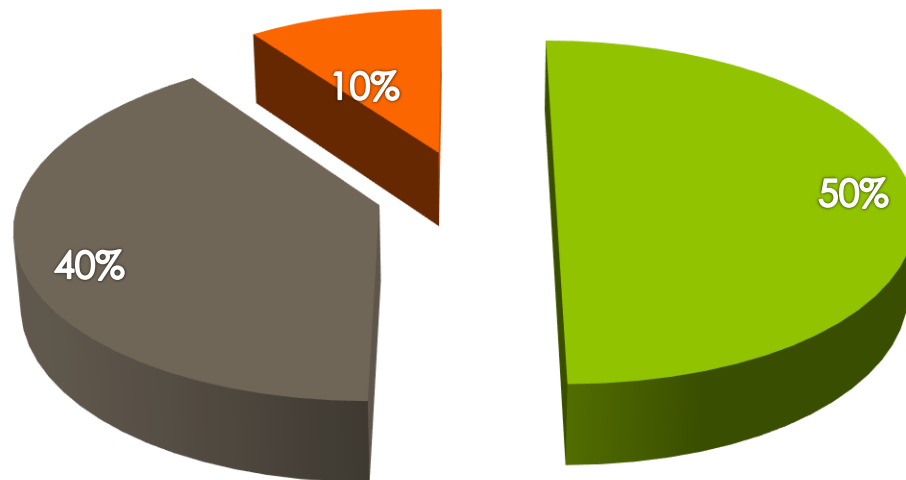


- Private Development: Residential Apartment at Fidiso Estate, Abijo, Ibeju-Lekki**
- Value of Portfolio: N 60 million



Our Target Market

Target Market



■ Upper Class (High Profile Clients)

■ Middle Class (Average Profile clients)

■ Others



Our Target Market

Target Audience:

- High Net-worth Clients
- Rich & Sophisticated Elites
- Crème of the society
- Captains of Industries
- Luxurious Lifestyle
- Aspirational Individuals
- Estate Developers
- Quality-discerning customers
- Steady Income Families
- Financially stable individuals.
- Urban Settlers & Expatriates
- Targeted at about 37% – 45% of Nigeria's Population

Target Areas within and outside Lagos:

- Housing Estates
- Residential Homes
- Offices
- Schools
- Hotels
- Churches
- On-going building constructions
- Buildings due for internal/external renovation



Our Team

- Chairman - Mr Ayodele Lawal
- Managing Director - Mrs Yetunde Ayo-Lawal
- Executive Director, Administrative Affairs - Miss Anjolaoluwa Ayo-Lawal
- Strategic International Partner (U.K)– Dr Olusunkanmi Akinremi
- Strategic International Partner (U.S.A)– Mr Uche Okorie
- Legal Counsel/ Company Secretary– Miss Oreoluwa Ayo-Lawal
- IT Consultant- Mr Dimeji Falana
- Architect /Consultant – Arc Bayo Sobayo
- Head, Real Estate Development – Mr Olaoluwa Akinsulie
- Lead Supervisor, Facing Bricks & Bathroom fittings- Miss Damilola Akinnadeju
- Lead Supervisor, Blocks, Paving Stone & Stamped Concrete- Mr Kehinde Raufu

Visit or Contact Us :

Showroom Address: Km 42, Lekki-Epe Expressway, Opp Eko-Akete City, Awoyaya, Lagos.

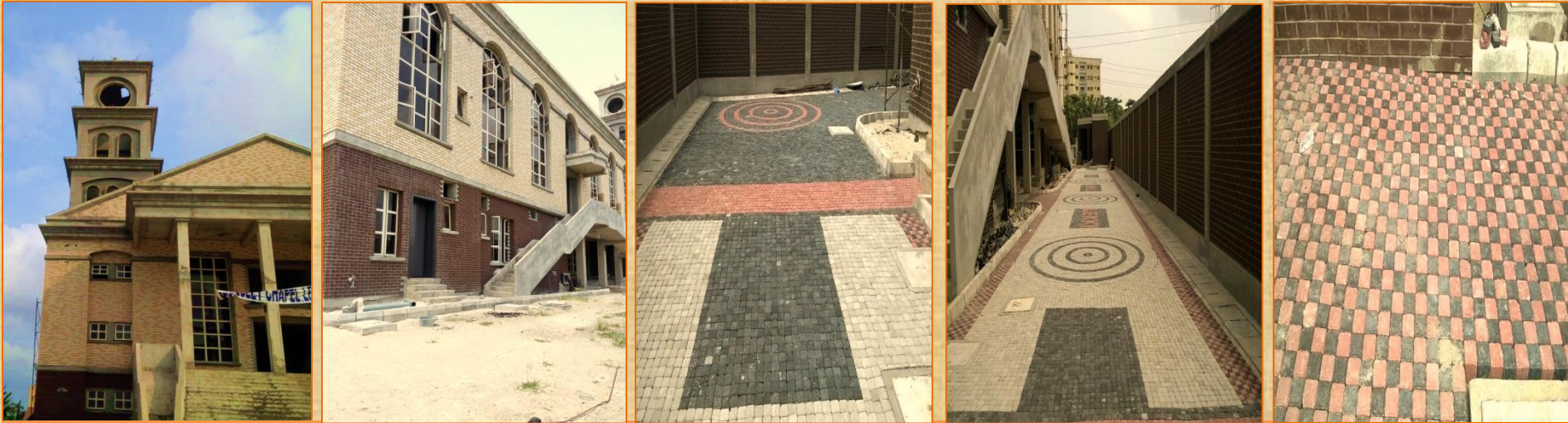
Display Outlet: Nikhipearl Interiors, Blue Island Plaza, Agungi, Lekki, Lagos.

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Social Media - Facebook: @PlushHomesNG; Instagram: @plushhomesng

Our References



Wesley Chapel Lekki



Residential Sites



Our References



Residential Homes in Estates



We have built / finished the interiors and exteriors of residential homes in Diamond Estate, Royal Palm Villa, Royal Gardens, Beechwood Estate, Lekki Gardens and Many More....



Our Top Management Profile

Mr Ayodele Lawal – Chairman/ Co-Founder

Ayodele Lawal is a trained Quantity Surveyor by profession. He is a registered member of the Nigerian Institute of Quantity Surveyors (NIQS). He is a certified Project Manager with over 25 years of building and project management work experience. He also has a diploma in Marketing & Journalism with the Nigerian Institute of Management.

He defined his career in GYB Consults Ltd, where he worked for about 3 years, and became a General Manager, before starting Projectbond Ltd (a Construction Company) and its affiliate, PS Associates Ltd (a Project Support Services Company), in conjunction with his former boss and business partners. He has acted as Chief Executive Officer (CEO) and Principal Partner of both companies respectively for over 12 years.

He also co-founded MG Resources Ltd with his business partner. In 2013, MG Resources birthed PlushHomes Ltd, as an affiliate till date. He is happily married and blessed with 4 children.





Our Top Management Profile

Mrs Yetunde Ayo-Lawal – Managing Director/ Co-Founder



Yetunde Ayo-lawal is an Associate Chartered Accountant (ACA) with over 25 years of work experience. She started her career in UBA Bank, and the Eleganza group . In the year 2000, she joined Worthwhile Ventures Ltd- a company into the importation and sale of Lock and Switches. Within about 7 years, she rose to Managerial position as the General Manager, Finance, Administration & Procurement.

In conjunction with her former boss, she started Bathrooms & Beyond Ltd in 2007, which focused on selling quality tiles, bathroom & sanitary fittings to its clients. She was the Managing Director for 5 years. By 2012, She resigned from Bathrooms and Beyond Ltd to launch Plush Homes Ltd in 2013, as an affiliate of MG Resources Ltd, with her business partner. She assembled a team of workers and the company has been growing since then. She is happily married and blessed with 4 children.



PLUSHHOMES LTD

The luxury you can afford.....