

A grayscale image of a rolled-up scroll with a rough, torn edge. The word "HISTORY" is printed in large, bold, red capital letters across the center. Behind it, the word "History" is faintly visible in a light gray, cursive script, serving as a watermark.

HISTORY



OUR HISTORY

OUR COMPANY

Glidwel Trading T/A Bhola Hardware City is a growing and continuously changing organization. Bhola Hardware City prides itself in the provision of retail and wholesale solutions mainly in hardware, stationery and related products. Our main aim is to be the leader and preferred brand within Zimbabwe and the markets we serve, through the provision of excellent customer service and quality products at affordable prices. We also strive to improve the lives of our staff and the community we serve, as well as grow the shareholders' value. The Philosophy of integrity in the provision of our services is the most important, that we uphold as an organisation since inception.

VISION

To be the leading and preferred retail and wholesale brand in Zimbabwe and the market we serve.

MISSION

To create and provide an outstanding shopping experience through the provision of quality products and services that satisfy customer needs at affordable prices under one roof.

VALUES

- Integrity
 - Teamwork
 - Excellence
 - Consistency and reliability
 - Creativity and innovation
 - Continual improvement
 - Social and environmental responsibility
- 

OUR HISTORY

EXPLORE THE HISTORY TIMELINE



1997



Started Bhola

"JOURNEY OF A THOUSAND MILES BEGINS WITH A SINGLE STEP" is a common saying that originated from Chinese proverb.

C.E.O of Bhola Hardware, Mr. Arif Patel son of Mr. Iqbal Patel the Founder of Bhola hardware started this business all alone. By establishing his first hardware store on the 2nd of April 1997, located on 113 Mbuya Nehanda Street, in Harare. As it continues to grow in leaps and bounds with a growing branch network within Zimbabwe. It is in our best interest to make sure that our customer consistently relies on the level of customer engagement that our staff provides.



1999

ZIM TOOL
MAKE LIFE EASY



ZIMTOOLS - House Brand

"A BRAND IS A VOICE AND A PRODUCT IS A SOUVENIR" by Lisa Gansky

A brand has no limitations, it motivates expansion and hence the idea of "ZIMTOOLS". Bhola created a sub-brand named "ZIMTOOLS", it is to compliment the parent brand. As it fulfills the needs of people in Zimbabwe.



2000



Bhola 2 - 23 South Avenue

"THE FREE PEOPLE BRAND PLANS TO DRIVE GROWTH ON THREE DIFFERENT FRONTS: PRODUCT EXPANSION, GEOGRAPHIC EXPANSION AND IMPROVED MARKETING."
By Richard Hayne

To reach out to more people and create job opportunities, as well as contribute to the country. Bhola opened the second branch on South Avenue.

"Bhola 2", 23 South Avenue, Orr Street, Harare.



2001

Splash
Paints & Plastics



Partnered with Splash

Splash compliments Bhola by being its main manufacturer of paints and plastic, as one of the subsidiary brands of Bhola. As it adds on to fulfill the vision of Bhola, to be the largest wholesaler and retailer of hardware.

OUR HISTORY



2003



2005



2007



2009



Customer Is KING

“The customer is always right” is an instructive saying. The victory directs to those dealing with the public to make customer satisfaction one of their highest priorities. As Bhola believes good customer service typically means providing timely, attentive, upbeat service to a customer and making sure their needs are met.



Aims

We have never lost sight of the fact that our store is only as good as the customers who frequently visit it. By making sure to work closely with every customer to assist him/her in finding the right tool or item for the job. The aim for Bhola is to now create footprints all over Harare, by having a stores all around the city. Secondly, to add a vast variety of product lines in the near future.



Bhola 3 57 Mbuya Nehanda

“CONTINUING ECONOMIC GROWTH REQUIRES BOTH RECRUITMENT OF NEW COMPANIES AND EXPANSION OF EXISTING BUSINESSES.”

By Phil Bredesen

Opened 3rd Bhola Branch, “Bhola 3”
57 Mbuya Nehanda Street,
Harare.



Bhola 4 - Head Office 33 Chinhoyi Street

“THERE’S NO LIMIT POSSIBLE TO THE EXPANSION OF EACH ONE OF US.”

By Charles M. Schwab

The words of Charles inspired Mr. Patel to expand their Bhola family and added. It is the 4th branch in Harare, located; 33 Chinhoyi Street, “Bhola 4”. As there are truly no limits to expansion and to create more easy access for our customers.

OUR HISTORY



2012



Business
Directory



Directory Listed

As many companies can benefit from adding their listing to an online business directories. There are countless types of business directories, many which are segmented by category, location or service.

BHOLA HARDWARE is officially listed in the Directory listing on the web server. To improve online visibility and to connect to our customers, as well as making it easy for them to find us.



2013



ameen
HIGH QUALITY



House Brand

To give customers more opportunity under one roof, the Patel family came up with the idea of adding another brand under the name of "Bhola". To build and sustain relationships with the new audience Bhola added another sub-brand named, AMEEN.



Bhola 5 - 100 Harare Street

"BE RELENTLESS IN YOUR PURSUIT FOR EXPANSION."

By Robert Greene

"Bhola 5" Opened Fifth Bhola Branch, 100 Harare Street, Harare.



Award Winning

The Investor of the year award:

The Zimbabwe Investment Authority (ZIA) is the country's investment promotion body set up to promote and facilitate both foreign direct investment and local investment. Bhola Hardware won the 1st Runner up in the "Investor of the Year" award in 2013. In the category of manufacturing sector.



2014



Mr. Tall Man

ONE of the world's tallest men, 22- year old Pakistani, Bilal Hyder. Who is making a living out of his unusual features has attracted thousands of people. How has been turning heads whenever he goes in Harare since he landed, he was set to tour the whole country for two weeks before he leaves.

Bhola Hardware was one of the thousands who participated in helping Bilal with the tour in Harare.



OUR HISTORY



2015



Stationery Division

"THE ONLY STRATEGY THAT IS GUARANTEED TO FAIL IS NOT TAKING RISKS." By Mark Zuckerberg

Bhola added a different product line, the stationery section. So as to accomplish the aims set to have all under one roof.



National Expansion

Bhola moved on by opening a branch in Mutare and Rusape.



2016



Awards

"COURAGE IS NOT HAVING THE STRENGTH TO GO ON; IT IS GOING ON WHEN YOU DON'T HAVE THE STRENGTH." By Teddy Roosevelt

ZIA 1st Runner Up Award

The Retail & Distribution Award.

The Zimbabwe Investment Authority (ZIA) is the country's investment promotion body set up to promote and facilitate both foreign direct investment and local investment.



Hardware & Electrical Retailer of the Year.

The government of Zimbabwe recognizes the CZR as a key economic development partner. To be the voice of retail and wholesale in Zimbabwe through lobbying and advocacy. Bhola Hardware won the award of "Hardware & Electrical Retailer of the Year" on 18th of November, 2016. As CZR promotes customer service Excellency within the retail sector.



Mr. Pak Bean Comedy Night

The comedian who is a look-alike of British actor Rowan Atkinson who is the original Mr Bean, was in the country courtesy of Splash Paints.

He was at Splash Paints stand at the Harare Agricultural Show before embarking on several road shows, a trip to Mutare and a comedy show at HICC.

The comedian who got a warm welcome in the country said he has travelled to more than 10 countries.



OUR HISTORY

 **2017**



Collaborations

Bhola is now diversifying by adding a new product line, by collaborating with **DSP**. DSP Electric Appliance Co. is a professional supplier of personal care electronics and home electronics. Hence, becoming the sole distributor of DSP in Zimbabwe.

Later in the year of 2017 Bhola had another collaboration with Pidilite to increase the product variety of hardware. Also to allow customers to avail more under "ONE ROOF".

Awards

1st Runner Up in the Retail & Distribution Award of The Zimbabwe Investor Awards 2017.

2nd Runner Up in the Manufacturing Awards of The Zimbabwe Investor Awards 2017.

The Zimbabwe Investment Authority (ZIA) is the country's investment promotion body set up to promote and facilitate both foreign direct investment and local investment.

We are doing something worthwhile for raising the standards of our business and to ensure our customers get the best of the best. Receiving all the prestigious awards is a fantastic achievement and all credit goes to the whole of Bhola family who has helped us.

Winner of the Hardware and Electrical Retailer of the year in The Zimbabwe Retailers and Wholesalers Awards 2017.

"Winning is great, sure, but if you are really going to do something in life, the secret is learning how to lose. Nobody goes undefeated all the time. If you can pick up after a crushing defeat, and go on to win again, you are going to be a champion someday." By Wilma Rudolph

OUR HISTORY



2017



2018



Awards

1st Runner Up in the Hardware and Electrical Retailer of the year in The Zimbabwe Retailers and Wholesalers Awards 2017.

"The Confederation of Zimbabwe Retailers was established in November 2013. Before then there was no sector-wide representation for retail players and that untenable scenario culminated in the formation of the CZR. Upon establishment, the CZR answered distress calls especially from SMEs and relatively large retailers, united in bemoaning the absence of a genuine lobbying entity with the capacity and zeal to advance Zimbabwe's retail sector. Equal to this mammoth task, the Confederation of Zimbabwe Retailers is the biggest retail business representative board both by membership and voice as far as lobbying and advocacy on critical policy issues is concerned." BY PINDULA

1st Runner Up in Best Supplier Hardware & Electrical in The Zimbabwe Retailers and Wholesalers Awards 2017.

"The retail sector is a key pillar in the country's economy and dominates the services industry with many people employed under it. It is a link between producers and consumers."

Consumers benefit immensely from the vibrant retail sector as it performs marketing functions that make it possible for customers to access a variety of products and services.." BY CHRONICLE

Corporate Social Responsibility

Bhola contributed a car to the Angel of Hope Foundation, as a charity.

"Angel of Hope Foundation is a non-profit organization whose mission is to support the most vulnerable in society through providing access to healthcare, social services, education and economic empowerment initiatives with emphasis on women, youth and children. The Founder's passion for the less privileged and most needy in our society is evidenced in the programs, projects, and events that the organization has been involved in to date."

OUR HISTORY



President Mnangagwa launched the national clean-up campaign in Harare; arguably the first time in the history of our country that a President has done so. It is the most high-profile parade of personages our country could put together. At the event, the President also declared the first Friday of each calendar month as National Environment Cleaning Day.

As this is part of the Government's practical steps to ensure the country has sustainable environmental management and waste disposal systems, Bhola Hardware took part in it and joined the campaign of cleaning the areas in CBD, Rugare and a lot more.



Splash Official Opening

The Official Opening of the Splash Paint and Plastic Manufacturing Plant by the Vice-President of Zimbabwe, Constantino Chiwenga.

"Factory manager Anis Patel said Splash paints and plastics created 300 jobs following the completion of the first phase of their expansion."

Splash paint and plastics, manufactures its own paints and plastic products which include plumbing pipes, electricity conduits and other accessories." BY NEWSDAY



2019



AMAZE

TECNO
mobile



HAVELLS



2020



Collaborations

Collaborated with Total, Amaze, Techno and Havells, to being their distributors in Zimbabwe. This allows Bhola to grow and add on the different product line under one roof.

Opened 5th Bhola Branch
100 Harare Street,
Harare.

Corporate Social Responsibility

Since 1958 when the Harare Hospital was officially opened, no major renovations were done which saw most of the wards' infrastructure deteriorating with being the worst. The walls and floors got dilapidated with the wooden floor tiles peeling off exposing both staff and patients to risk of falling as well as making it difficult to move beds and wheelchairs.

Bhola Hardware then took time out to contribute to the health sector of Harare and paint the Harare Hospital partnered with the Angel of Hope.

OUR HISTORY



Team Building Exercise

The purpose of team building activities is to motivate your people to work together, to develop their strengths, and to address any weaknesses.

To create and provide an outstanding shopping experience through the provision of quality products and services that satisfy customer needs at affordable prices under one roof. Think Hardware Think Bhola. #teambhola

The grand finale Tug of War between team Amaze and team Ameen.



2021



E-Commerce Division

E-commerce is a huge part of the economy and is vital to businesses that sell their products or services online. E-commerce gives businesses the ability to reach more customers than traditional retail. With so many people making their purchases online, it is the fastest-growing retail market. Bhola is now launching it's online store for the ease of it's customers and growth.

Expansion Southerton Branch

Business Expansion is a stage where the business reaches the point for growth and seeks out for additional options. Bhola is now increasing on the resources and stock for the people in Southerton and opened a new store.

144/146 Corner Simon Mazorodze & Manchester Road, Harare