

# MATRIX™

## WAREHOUSE

### Company Overview

Matrix Warehouse is one of South Africa's largest independent computer retail stores. The company was founded in August 2000 and started trading in an 80m<sup>2</sup> store in Alberton. Recognizing the need for reliable and cost effective computer supplies and services, the company started expanding its store base in 2001, when 4 additional stores were opened. In 2004 the franchise model was introduced and to date Matrix has 21 owned branches and 65 franchise stores country wide. The flagship store and warehouse is still based in Alberton but the premises have now grown to 12 000m<sup>2</sup>.

The company has 4 main hubs which are used for distribution to our franchises throughout the country. They are based in Pretoria, Cape Town, Durban and George.

Over the past 17 years the Matrix Group has built up a valuable reputation for professionalism, quality and service delivery. The business has always been run with the philosophy of being owner managed, a principal that is also driven in all the franchise stores. The culture and values of the company ensure that the key focus of the business remains customer service delivery.

The company recently launched its new refreshed brand at the Alberton flagship store and will be rolling this out to all stores nation-wide. The new look is aimed at offering clients not just a destination store but an instore experience that will blow you away. Our relationships with Tier one partners such as HP, Intel, Dell and Lenovo, amongst others, allows us to offer our clients not only the best but also the latest that technology has to offer. Matrix Warehouse focuses on providing solutions for all our customers' needs ranging from the home, school and varsity users, to the SMME and enterprise users. From entry level to the high end, the company offers a wide range of Notebooks, PC units, accessories, components and software at highly competitive prices. Matrix also boasts an assembly line that can build PC's to any specification which the end user requires. Our in-house technical desk can also assist with queries, installations, upgrades and repairs.



Matrix Warehouse has also become a force to recon with within the Gaming community. We have partnered up with MSI, Asus, Red Dragon, Antec, Raidmax, Crucial, Logitech and Nvidia, enabling us to offer a vast variety of gaming components to satisfy all your requirements. We also have a leading edge with our Logitech partnership, becoming one of the few retailers stocking their exclusive gaming range in South Africa.

Our partnership with Nvidia, MSI and Asus allows us to offer our customers bundled online gaming vouchers at no additional cost. We can also accommodate all types of upgrades with our in-store technical department, having your tailor-made solutions built while you wait.

We have also launched an in-store gaming area in our Alberton Flagship Store where you can not only test out your skills on the latest games but also experience Virtual Reality games. A must for anyone!

We have had a massive presence at the rAge expo for the last 7 years and have no plans of slowing down.

Whether you need something for work or play, our on-line store will ensure that you have access to all your needs 24/7. If we do not have what you are looking for we will gladly source it for you.

With our in-house technical support departments, our competitive pricing, wide range of products and in-store experience, Matrix Warehouse is your Number One Store to visit. Why go anywhere else?

**WORK HARD**

**PLAY HARDER**