



COMPANY PROFILE

NEIL MAHABIR
CONTINENTAL GROUP OF COMPANIES



Continental
GROUP OF COMPANIES

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Continental
GROUP OF COMPANIES

inspired living



Our values are embedded to embrace integrity, fairness and trust.

MISSION

Our objective is to establish CONTINENTAL as a brand of trust and confidence with our customers by providing the most advanced air-conditioning solutions with the aim of ensuring continuous customer satisfaction.

This would be established by embracing the values of dynamic leadership through our staff to meet the ever changing service and demands of our clients and anticipating the future needs in a global environment.

VISION

To evolve the CONTINENTAL brand with essence and to become the premier performance leader of the local and regional air conditioning industry.

COMPANY BACKGROUND

The company was founded in December 2011 by Mr. Neil Mahabir an entrepreneur of exemplary vision and drive. The driving force was based on an idea to innovate and serve the requirements of a developing Trinidad and Tobago Air Conditioning market with good quality and technically advanced products

It initially began as a modest two man team consisting of Mr. Mahabir as the Managing Director and Mr. Larry Barran as the Senior Technician. The company was primarily engaged in the installation and servicing of household air condition units. Scaling new heights in 2012, the company began expanding into the commercial and industrial Heating Ventilation and Air Conditioning (HVAC) industry ensuring that it delivered the same level of quality and service that its reputation is hinged on. In 2015, CONTINENTAL expanded its portfolio by gaining exclusive distribution rights to the Innovair and GE (Green Energy) brands of air conditioning equipment. As a result, the company now imports from the United States of America and China and distributes these products nationwide.

Today Continental Group of Companies is a burgeoning HVAC company in the private sector of the Trinidad and Tobago Air Conditioning market introducing unprecedented levels of quality work, superior products, technical support and customer service. The company is Value Added Tax (VAT) registered, fully bondable and carries Workmen's Compensation and Public Liability Insurance that meets any project requirements within our bonding limits. We are a rapidly developing company with many satisfied clients including; North Central Regional Health Authority, West Shore Medical Hospital, Amalgamated Security Services Limited National Quarries Company Limited, CGA Caribbean Limited, Couva/Tabiquite/Talparo Regional Corporation, National Lotteries Control Board, National Helicopters and PSAEL.

CONTINENTAL strictly adheres to a "Total Quality Management" system in the performance of our operations. This system ensures the efficient and effective processing of the policies and procedures that guide our operations. Our commitment to operational excellence ensures that we remain focused on our objective: Complete Customer Satisfaction.

Beyond the business of delivering customer satisfaction, CONTINENTAL is a company with a strong sense of values. We care about our employees and our community. We build a close and

supportive relationship with all staff members, fostering a positive work environment where each team member can reach their full potential. We support our community through our many charitable initiatives and donations. At CONTINENTAL we are serious about our corporate citizenship and our commitment to our employees' well-being.

By engaging CONTINENTAL, our clients are assured exceptional service from a company who will work to understand each client's particular needs and deliver contracting services and specialty management solutions that will add value to their business operations. Our primary focus is to meet the needs of the modern marketplace constantly seeking better value through effective networking, negotiating, sourcing, distribution and execution. The company's customers are testimony to help achieve our endeavor to become the leading HVAC provider in Trinidad and Tobago.

WHAT WE DO

Continental Group of Companies is primarily engaged in the wholesale distribution, supply, installation and maintenance of our exclusive brands of air conditioning units and accessories.

Our market is as follows:

- Residential Wall Mounted, Mini Split and Cassette type units.
- Commercial and Industrial Air Conditioning and Refrigeration equipment.
- Split and Package type Commercial units
- Ducting works.

STRATEGY

Our key strategy is to apply the most sophisticated techniques in supply chain management and manufacturing technology to bring the greatest value to our customers.

OBJECTIVES:

- To further establish brand distributorships within the local and regional markets for our products and services by utilizing the benefits of Caricom produced goods for these markets.
- To maintain the highest Return on Investment by keeping overheads to a minimum.
- To continue to develop the CONTINENTAL brand in an effort to launch our own suite of HVAC products in the local and regional market.
- To establish an annual growth rate of 15%-20 % through:
 - Divestment and investment in other lucrative ventures.
 - Establishing various locations through Trinidad & Tobago.
 - Strategic marketing drives aimed at creating greater brand awareness.
 - Establishing on the road sales teams to enhance marketing efforts.
 - Developing our export markets.

KEY SUCCESS STRATEGIES

- CONTINENTAL has identified critical strategic elements in our business plan which would allow us to achieve the above mentioned objectives:
- High quality products coupled with low costs.
- Emerging access to global markets through established relationships with key air condition brand distributors e.g Innovair and GE
- Marketing opportunities through strategic R & D and business development.
- Minimizing Logistic costs and procurement specialties to ensure profitability. We procure units tailored to our clients' needs as such costs are minimized.

MANAGEMENT

The Continental Group of Companies is currently registered as a limited liability company governed by the laws and regulations of Trinidad & Tobago. We however have structured the business (see Figure 1.1 below) to allow for different facets of management.

NEIL V. MAHABIR

Managing Director

(B.A *Hons*, EMBA)

Neil is the Managing Director of the Continental Group of Companies. He leads the organisation's macro strategic direction. Neil has over 10 years of experience in the fields of Customer Service, Sales, Logistics Management, Procurement and Marketing Management gained in the private sector of Trinidad and Tobago. He was last employed as a Regional Sales Manager for Digicel Trinidad & Tobago before forming the Continental Group.

At the Continental Group he has been responsible for diversifying the companies' portfolio following its initial success thus ensuring longevity in the marketplace. Neil is responsible for overseeing the organisation's strategic direction and uses his experience to ensure best practices in Customer Service, Sales and Marketing.

He holds a Degree in Marketing Management from the University of Anglia Ruskin (U.K) and an Executive MBA in Modern Advertising.

MITRA MAHABIR

Senior Technical Consultant

(MBA, DIP MGMT, LAE)

Mitra has been with the company since its inception in 2011 and brings a wealth of Executive Management experience from different diasporas. His extensive knowledge of Logistics and

Procurement has been invaluable to our procurement practices and distribution channels. His focus is on building internal best practices specifically on Engineering and other Technical Projects.

He is a Liscenced Aircraft Engineer and holds a Diploma in Management and a Masters in Business Administration from the University of Henley (U.K).

KERI ANN HARRILAL

Finance Director

(B.A Hons)

Mrs. Harrilal has been with the company since its inception in 2011 and brings a wealth of financial experience to the organisation. Her widespread knowledge in finance is centered on her fourteen (14) years in the banking sector where she worked her way to a supervisory position. Her focus is on building internal best practices both for our customers and our company.

Keri Ann holds an Associates Deegree in Human Resource Management and a Degree in Management from the University of Sunderland (U.K).

NEVASH MAHABIR

Project Manager

(BAS - Production Engineering)

Mr. Mahabir has been with the business since inception and is responsible for quality control and project management. He has been vital in the success of our commercial and industrial works across the country.

Nevash holds a Bachelors of Science Deegree in Production Engineering from the University of Trinidad and Tobago.

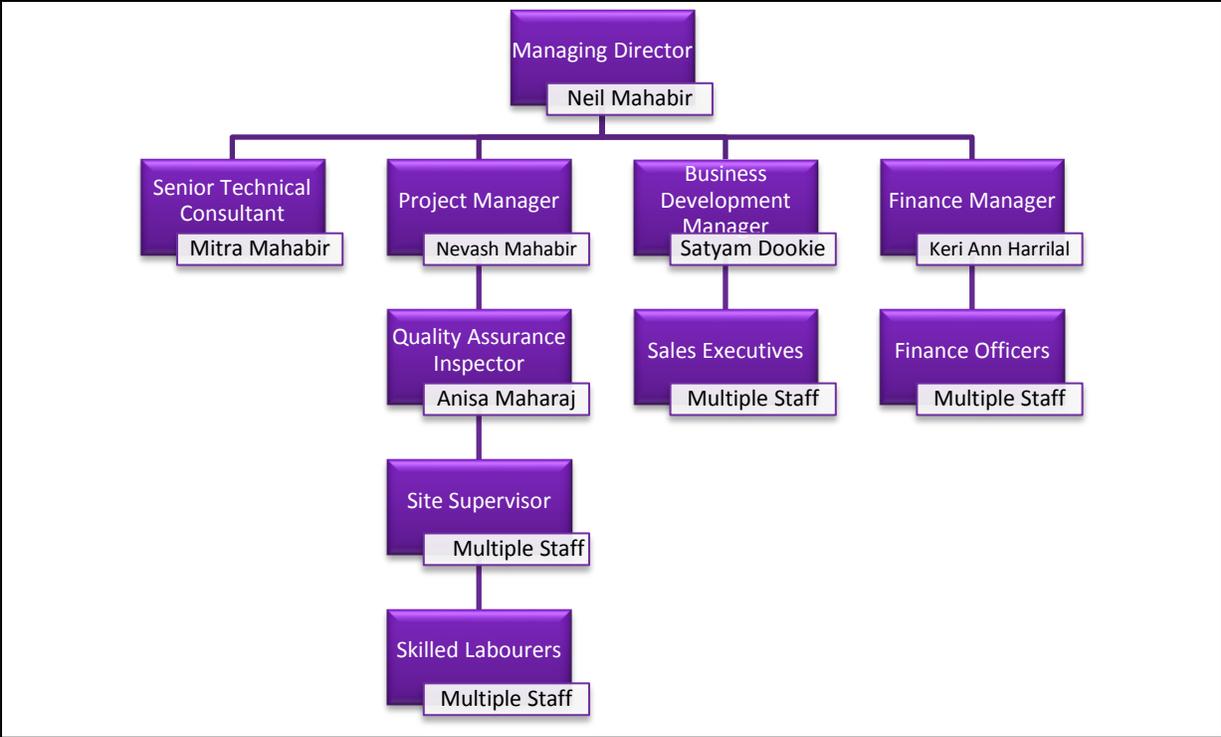


Figure 1.1 Represents the Organisational Structure of Continental Group of Companies.



OUR SERVICE

The enthusiastic team at CONTINENTAL is dedicated to delivering the most reliable product solution best suited to your specific needs. We focus on our core practice areas where our specialist and skill expertise match the needs and expectations of our clients.

We aim to position our company above our competitors through superior customer service and pricing. We not only aim to provide a product but to provide advice and support to our clients and address any issues that they face.

As a dynamic organization, Continental Group of Companies continues to expand its range of products and services in response to its clients emerging needs. The company keeps evolving as fellow HVAC professionals enhance our existing skill base.

CORE SERVICES

- Air quality Management
- Installation, Design and Consultation
- Preventative Maintenance
- Commercial Design and Implementation
- Project Management
- Sourcing and Inventory Logistics
- Efficient Problem Solving and Troubleshooting
- Ducting Installation and Maintenance

SUPPORT SERVICES

A team dedicated to and enhancing the delivery of service standards supports our core practice areas.

The focus of our service team is to ensure the company maintains strong practice standards while at the same time ensuring regulatory compliance. We allocate consistently high levels of resources to enable each core practice area to maintain its focus on client services.

Our in house technical department consists of technicians that possess over 30 years of professional training and experience. Each staff member has been rigorously trained in accordance with our supplier's specifications and to comply with all major quality standards. Our technicians are always kept up to date on the latest trends and developments in the ever dynamic HVAC industry and are trained and retrained so as to satisfy the increasing demand for new "cooling" technology.

MAJOR CLIENTS

At CONTINENTAL we recognize that our service deliverables is a major requirement of both our commercial and retail clients. What sets us apart from our competitors is that we are able to competently and expeditiously ensure that our customer service deliverables are met. The following refers to a list of some major clients:

- National Insurance Property Development Company Limited (NIPDEC)
- North Central Regional Health Authority
- National Quarries Company Limited
- National Helicopters
- West Shore Medical Private Hospital
- Amalgamated Security Services Limited
- CGA Caribbean Limited
- Gopaul & Company Limited (GCL)
- St Augustine Private Hospital
- PSAEL
- National Lotteries Control Board
- Couva/Tabiquite/Talparo Regional Corporation
- Southern Medical Private Hospital
- H and T Maintenance Building and Construction Limited
- RJB Contractors Limited
- Alescon Readymix Limited
- Comprehensive Insurance Brokers Limited
- Fire Power Company Limited
- Wholesale Liquidators Limited (Rattan's Wholesalers)
- AMC Ali Marketing Company Limited
- Las Cuevas Beach Resort Limited
- Batchasingh Quarries Limited
- Double R Auto Supplies Limited
- Moonan's Construction

COMMERCIAL DIVISION

There is no better way to maximize your HVAC investment than relying on Building Services. Our technicians are ready and willing to assist you and your company achieve high performance buildings for life through the proper selection of systems, operating conditions maintenance and upgrade procedures that would assist in maximizing your investment.

Our diverse array of products are equipped with high performance energy conservation measures and facilities management which will keep your equipment performing at its best. Working with CONTINENTAL from the start to help design your HVAC system is the best way to ensure high performance from your cooling systems. Our experience in analyzing, assessing and modeling critical comfort needs during the design phase means that we can help select equipment that is correctly matched with system requirement. By anticipating your operational needs over the life of your equipment we can help ensure the most efficient configuration possible.

Our design and analysis toolset is nothing short of creative. With our innovative systems we'll help you gain the maximum useable space, lowest cost of infrastructure and the best value for your dollar's life cycle for any project.

IMPORT & DISTRIBUTION DIVISION

In an effort to maximize profitability and diversify our portfolio further, we began the challenging task of finding the right international manufacturers and suppliers of HVAC equipment. It remained critical that these suppliers understood the standards and vision that CONTINENTAL is built on as these products would be a reflection of our organization. Quality, reliability, warranty support and cost efficiencies were all critical in our decision. Eventually we settled on the Innovair Corporation (USA) and the Chigo and Midea Groups (China) and after careful negotiations we were successful in establishing the exclusive distribution of their products in Trinidad & Tobago. With the right marketing mix including television, print, vehicle, and direct advertising we have been able to glean a significant list of distributors who are now benefiting from our quality products and competitive pricing. CONTINENTAL is proud to now be passing these savings on to the citizens of Trinidad & Tobago both directly and indirectly.

QUALITY, HEALTH, SAFETY & ENVIROMENT (QHSE)

Quality is an integral part of all our services and as such we consistently meet and exceed our customers' expectations by adding value with this extremely important input. Our Quality Control department ensures that every process is compliant to the highest industry standards.

Our Safety standards are incorporated into the very fabric of our organisation and is properly documented in the company's Safety Manual which is consistently updated as new global standards are set and publicised. At CONTINENTAL we ensure that all our employees are knowledgeable and have a strong working understanding of our Safety standards. Regular safety meetings with all staff members are conducted to reinforce develop and implement strategies with a proactive approach. These meetings are facilitated by our highly experienced HSE Specialist to ensure that the highest standards are communicated and adhered to.

We understand the value of human life and sustainable development for healthy growth of a community. CONTINENTAL's QHSE program ensures these goals by exercising zero tolerance for errors in the implementation of best Industrial QHSE practices. These are supplemented with incentives, training, process control, and deployment of most effective time tested quality improvement tools.

Our strategy is built around Plan, Do, Check and Act (PDCA) and is reflected in our systems appreciating the following key elements:

- Provision of a framework for the setting of QHSE Goals and performance objectives.
- Monitoring, evaluating and continually improving upon our QHSE performance through operational standards, training, assessments and audits.
- Making customers, contractors, and business partners familiar with our QHSE system and creating awareness on how their actions can influence QHSE performance.
- Making QHSE a part of all product development projects.
- Making ourselves, aware of the global industrial initiatives and collecting feedback from our stakeholders for taking improvement initiatives.



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