M M Noorbhoy: Adhering To Quality

One hundred and fourteen years of experience in hardware is the legacy that holds key to the success of M M Noorbhoy, which has grown from strength to strength to become a trusted company among countless individuals. A A M Musajee, Chairman and Firoze Musajee, Director share their thoughts on the company’s growth as well as what they have to offer their customer base.

By Krishani Peiris

Founded in 1902 as a small shop dealing in various goods in Old Butcher’s Street, Pettah by Mulla Musajee Noorbhoy, the shop saw a renewal under the ownership of Abbasbhoy Mulla Musajee, his son. A different concept was implemented and what started off as a shop that focused on sound and electrical goods with a small section

dedicated for decorative laminated plastic sheets, gradually but steadily expanded to include other decorative items. And as of today under the guidance of Asgar A M Musajee, Chairman, M M Noorbhoy (MMN) has become one of the most sought after names that provide ‘quality interior and hardware solutions’.

“Celebrating 114 years in business is no simple feat,” said A A M Musajee reflecting on the long journey of the company. “Now the fourth generation, my sons, Firoze, Akthar and Murtaza are actively involved in carrying the name forward conforming to the highest standards of excellence, industry knowledge and customer service that have been the core of MMN for more than a century.”

Catering to a wide clientele, the customer base of the company include home owners, architects, contractors, interior designers, furniture makers, builders and carpenters among others who have placed their trust in MMN for many long years to obtain the needed goods that are of fine quality. “And we are grateful to the customers who have helped us to reach our current position,” said Firoze Musajee.

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With more than 10,000 products in store, the product portfolio of MMN includes door and window hardware, furniture and fittings, glass fittings, handles and knobs, kitchen accessories, laminated sheets, multimedia brackets and a host of other wares essential in construction. All of the products are available in contemporary and antique styles extending across a range of prices, designs and finishes to better cater to each client’s preferences. Nearly 90 percent of the goods in store are imported from trusted and famed brands, in Europe, USA and Asia and include brands such as Yale & Lockwood from Assa Abbloy, Faber & Franke, Formica, Alfa, Albion, Pag and Dorset to name a few. All of these brands have either entrusted the sole distributorship or have named MMN as an authorised dealer.

“The products we have, in terms of quality, are the best,” affirmed the Chairman. “Quality is our priority and we don’t sell a product just to make a fast buck. We always ensure that we sell quality and if we have made a mistake we apologise by replacing or paying the customer back. We are not looking for a one time customer. Therefore, companies who have given us the authority to market their products in

Sri Lanka would not have given us that status unless they know whom they are doing business with.”

Armed with an experienced and dedicated staff, MMN emphasises on providing the correct knowledge that aid their clients in understanding the suitability and importance of selecting the right product that fit their intended purpose as well as their budget. “If a customer visits us with specific requirement, we guide them on choosing the right colours, products and most importantly we give them suggestions which would fit their budget,” asserted the Director. “Our goal is to ensure they get the best return on their investment.”

MMN has always stressed the importance of staying abreast of the ever changing world of construction in order to better serve their customers and have remained in step with the evolving designs, forms and functions imparting the latest to the Sri Lankan market. As such providing products such as multimedia brackets to advance space saving solutions have also become a focal point at MMN. Enabling versatility, to create spaces that are compact and visually appealing in regard to storage, an entire range of solutions under the Do-It-Yourself concept is available at MMN. However, showcasing their commitment, MMN goes the extra mile by being at hand to guide the clients through the entire process.

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“Our main idea in today’s context is to deliver to our customers at the best possible price, quality and service,” said Musajee. “That is our end goal. We have a very good relationship with our entire customer base that has confidence in us as we care about their reputation as well.”

Currently MMN has three stores located at Slave Island, Nawala and Kohuwala and have focused on catering a range of products that bespeaks quality. “Our aim is to sell top quality products of the latest trend at competitive prices with after sale and service, partnering with the best brands in the world,” concluded Firoze Musajee.