

# SPEKTRA

JANUARY 2024

AFRICA'S NO. 1 DESIGN & BUILD MONTHLY NEWSLETTER

DREAM IT.  
LIVE IT.

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Welcome Message

# William & Karen Halm

“As we bid farewell to another remarkable year, we find ourselves reflecting on the journey that brought us here.

At Spektra Global, the past year was a canvas of innovation, growth, and steadfast commitment.

But more than that, it was a year filled with moments that define us as a family. To our incredible team, clients, and partners, THANK YOU for entrusting us with your dreams and allowing us to craft spaces that bring life to your visions.

And as the New Year dawns upon us, let's embark on this journey together, with renewed passion, to

create more inspiring spaces, forge stronger connections, and make dreams a reality.

Here's to a year filled with boundless possibilities.

Happy New Year from Spektra Global!”

*welcome*

# GUNG-HO!!!!

## POWER START 2024: Igniting Excellence and Efficiency at Spektra Global



In a dynamic kickoff to the year, Spektra Global harnessed the spirit of excellence and efficiency at Power Start 2024. CEO, Mr. William Halm, guided employees through a thought-provoking exercise, urging them to articulate Spektra's vision, mission, and core values.

The overarching theme for the year was revealed - a dedicated focus on nurturing a culture of excellence and efficiency through strategic systems. Reflecting on the accomplishments of 2023, the year that surpassed revenue targets, employees were met with double bonuses, increased salaries, and additional perks.

As we set our sights higher for 2024, specific revenue targets were unveiled and the aspiration was clear – almost doubling the achievements of the previous year. Accountability emerged as a driving force, underlining the importance of teamwork, self-reflection, and proactive solution engineering.

Understanding systems and efficiency became a pivotal aspect of the day, emphasizing the interconnected core processes of Architecture, Construction, and Interior Design, alongside vital support processes in Finance, HR, Admin, Procurement, and Sales and Marketing.



The staff was not merely encouraged to plan but to execute, shifting from discussion to action. Basic IT training marked a significant step toward a paperless future, aligning with the broader goal of embracing technological advancements for streamlined operations.

The day concluded with a resounding call to collectively embrace a year defined by excellence and efficiency, laying the foundation for triumphs and success for Spektra Global.



...to a Year of Triumphs  
and Collective Success!



spektraglobal

## PROJECT OF THE MONTH



# CANTONMENT CITY MALL

Introducing our Project of the Month: Cantonment City Mall!

This innovative concept proposes a sustainable, mixed-use building nestled in one of Accra's fastest growing cities.

Envisioned as a community hub, the mall spans an estimated 9000sqm and offers a dynamic blend of features to serve the surrounding community.

### Key Features:

**Diverse Spaces:** From ample basement and surface parking to anchor shops, lettable shops, restaurants, event halls, cinemas, kids' play areas, and a grade-A multistory office building, Cantonment City Mall is designed for versatility.



## Key Features:

**Community Focus:** The mall's design revolves around an internal courtyard, creating a vibrant and naturally ventilated space. Line shops surround the courtyard on two levels, fostering interaction and a sense of community.

**Connectivity:** Covered walkways seamlessly link the courtyard to the building, ensuring easy navigation and a welcoming atmosphere.

**Rooftop Oasis:** Enjoy breathtaking views of the Cantonment City development from the rooftop restaurant. This space not only provides a unique dining experience but also serves as a platform for outdoor living.

Cantonment City Mall represents our commitment to innovative and community-centric design. Stay tuned for more updates on this exciting project as it takes shape, bringing life to spaces in the heart of Accra.

...your next Home...



## Building Your Next Home **the Spektra Way**

First of all, congratulations! If you're building a new house, that means you're one step closer to realizing another dream home.

Building a custom-designed home comes with a lot of challenges, especially during the early stages of the project. Not only is there extensive budget planning and vetting of contractors, you also need to decide on the actual layout and size. It can be overwhelming and frustrating, but you know it'll be worth it in the end with the right hands handling your project.



## Welcome to Spektra: Your Complete Home Solution

At Spektra, we understand that your dream home is more than just bricks and mortar. It's a reflection of your aspirations, lifestyle, and vision. That's why we offer a seamless, end-to-end solution, taking your project from the initial design stage to the final construction.

We completely understand that different areas of the house need to meet a particular standard so that you can get desired satisfaction and make your

dream home come to reality.

Spektra's approach in building sustainable homes, focuses 100% on uncompromised quality, innovation, and of course, personalized touch.

DREAM IT.  
LIVE IT.



**Expert Insight:**

## **Q & A Section**



**Q.**

**WHY DO I NEED AN ARCHITECT?**

**A.**

Architects ensure that the work is professionally done and that it meets the requirements of Building Control. Architects help to make sure the building is well-designed and realistic. An architect can also help you find the best builder for your project and can manage the project whilst keeping within your budget.

**NOTE:** At Spektra Global, we provide all our clients with the best architectural design concepts for construction projects. We are your ideal partner for this phase of your dream, where solution-driven critical thinking, innovation and experience are leveraged in delivering timeless designs. Involving Spektra Global in any of your projects will guarantee a building / structure that meets everyone's expectations – including developers, owner and users.





## Client Testimonial

KWEKU

“I’m really impressed, and I think that Spektra Global has done an excellent job. The spaces feel really great. I love the indoor-outdoor living room, it is my favourite feature, especially the way it looks over the pool. Each bedroom is well-designed in the interior.”

“You know, it’s a place that **I WOULD LOVE TO LIVE!**”

“Spektra Global are really, really great Architects, and I think they’re really growing the attention of the **WORLD** to **GHANA** through the buildings they’ve been creating. And this home, you know, I expect to see it in top design magazines pretty soon.”



# Trivia

**Did you know that Ghana needs in excess of 100,000 housing units annually to meet the current demand?**

## **Seed Gate unveiled to address housing deficit**

To address this critical deficit issue in Ghana, Purple Park, the real estate subsidiary company of Spektra Global Limited, launched their first set of affordable, yet luxurious homes named the Seed Gate in the year 2022 to contribute to the housing efforts.

A shortage of affordable housing has created a market for technologically advanced, sustainable solutions. Seed Gate, located at Tema community 25, consist of 2 and 3 bedroom detached and semi-detached residences featuring plush landscapes, high-speed internet connections, smart automation systems, tarred roads and other modern housing amenities that provide all-round convenience for home owners.

Seed Gate home owners benefit from a flexible payment plan that enables them to acquire their dream homes and enjoy the state-of-the-art facilities made available for their comfort. In simple terms, every detail has been designed to give residents a home they love and a lifestyle they cherish.





# Frequently Asked Questions

**Q.**

AT WHAT POINT OF MY PROJECT SHOULD I ENGAGE AN ARCHITECT?

**A.**

As soon as you decide you want to begin planning your project, you should start looking for an architect. Architects provide important pre-design services including site evaluation, and can help you explore options you may not have considered. Involving an architect early in the process can help avoid costly missteps, and increase the likelihood of your satisfaction with the project.

**NOTE:** Fret not! With Spektra Global, all your architectural fears will be allayed. Our design team is current with the latest trends in design and current technologies. The genesis of our design ideas stem from hours upon hours of research, and familiarization with diverse variables of building sites. At Spektra Global, we pride ourselves in providing innovative and breath-taking architectural designs to ensure that all client needs are exceeded, while maintaining world class practices, every time.



# Home Sweet Home: A Ghanaian House Hunt Tale

Meet Kwame, a jollof rice connoisseur on a mission to find his dream home. Picture this – he thought the backyard shed was a perfect spot for a mini-kebab stand and considered turning the veranda into a cozy spot for Sunday waakye sessions. Kwame's house-hunting journey was a blend of hearty laughs and heartwarming discoveries. Now, as we usher in 2024, let Kwame's escapades inspire you to start planning for your own piece of paradise this year. Because, in our Ghanaian tale, the best stories always begin with finding the perfect spot to call home

In Kwame's house-hunting adventure, he embarked on a whirlwind of visits to potential homes that left him with amusing tales to tell. His first stop was a quaint bungalow, but he quickly realized the kitchen was just a tad too small for his grand jollof rice experiments. Kwame envisioned guests dancing to highlife tunes in the living room, but the space felt a bit too cozy for his dream waakye gatherings.



Undeterred, Kwame ventured to a two-story house that seemed promising. As he explored the backyard, he couldn't help but visualize a vibrant garden filled with aromatic spices for his cooking experiments. However, the steep stairs turned out to be quite a challenge for Kwame's elderly aunties who loved joining his weekend feasts.

The next property on Kwame's list was a charming fixer-upper with loads of potential. He saw past the peeling paint and creaky floors, imagining a space where every nook told a story. But when he discovered a termite friend in the attic, Kwame decided he needed a home that shared his enthusiasm for sustainability but drew the line at unwanted insect roommates.

Through these comical escapades, Kwame learned that finding the perfect home wasn't just about the structure but about creating a space that resonated with his aspirations and cherished traditions. As he sets out to build his dream home in 2024, Kwame invites you to join the journey and start planning your own Ghanaian tale of home sweet home.





## Final Thoughts - Message From: **Karen Halm**

As we stand on the threshold of this promising year, we are filled with boundless excitement for the incredible spaces we are set to create together. At Spektra Global, our vision extends beyond brick and mortar. We embark on a journey to craft not just spaces but life-altering experiences. **We don't just build spaces, we build lives.**

In our world of construction, every structure we shape isn't just a building. It's a testament to our commitment to forging lasting connections. **We don't just build restaurants, we build relationships.**

Within our hospitals, each room echoes our dedication to healing and solace.

**We don't just build hospitals, we build healing.**

Our schools aren't mere buildings; they embody aspirations and dreams for generations to come.

**We don't just build schools, we build aspirations.**

Homes aren't just structures but the foundations of memories, stories, and



warmth.

**We don't just build homes, we build memories.**

In our offices, every corner resonates with the promise of fostering careers and maximizing returns.

**We don't just build offices, we build careers/ROI.**

Hotels aren't just accommodations; they are gateways to unforgettable experiences.

**We don't just build hotels, we build experiences.**

This year, let's venture forth together, fuelled by our commitment to redefining construction. Let's weave dreams, touch lives, and create masterpieces that testify to our passion, dedication, and excellence.

Here's to a year of ground-breaking achievements, inspired creations, and transformative spaces.

Warm regards,

Karen Halm

***"Spektra Global: Dream it. Live It."***



**CONTACT US**  
FOR A FREE 10 MINUTES  
**CONSULTATION ON YOUR  
PROJECT NOW!**

Babayara Road, Opposite Zoom Lion,  
**Community 1**  
Tema / Greater Accra / Ghana