

ULTRA SPACE LTD: Redefining Real Estate and Furniture Solutions in Lagos, Nigeria.

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ABSTRACT

The article focuses on ULTRA SPACE LTD, a Lagos company that is challenging the norms of real estate and furniture solutions in Nigeria. The company is based at Block D, Sen. Oluremi Tinubu Modern Market (Akorede Phase 2), Ijesha Bus-Stop, Lagos, and was established with a unique dual focus, which combines the property development, sales, leasing and management with the design and supply of stylish, durable and affordable furniture. These two important components when combined with each other make ULTRA SPACE LTD provide complete solutions in the lifestyle where clients are assured of getting functional spaces and classy interior in the same building. The research points out the mission, vision, and core values of the company, which focus on integrity, innovation, affordability and customer satisfaction. It also examines the services that it provides, what the market has been affected by, and what strengths make ULTRA SPACE LTD stand out, such as its focus on quality, affordability, and a customer-first culture. Outside business, the company is involved in the development, sustainability, and employment of the local communities, thus contributing to the economic growth of Lagos. This conclusion restates ULTRA SPACE LTD as a reliable and progressive brand, set to continue characterizing the Nigerian housing and interior design environment with an outstanding and inventive approach.

Keywords: Real Estate Solutions, Furniture Innovation, Affordable Housing, Customer Satisfaction, Sustainable Development

INTRODUCTION

In the Nigerian economy with its rapid development and urbanization, in which interior design and lifestyle still have to be formed, one firm has stood out as the trusted provider of real estate and furniture solutions ULTRA SPACE LTD (Jiboye et al., 2020). Being strategically positioned at Block D, Sen. Oluremi Tinubu Modern Market (Akorede Phase 2), Ijesha Bus-Stop, Lagos, the company has expanded into a reliable brand that meets the various housing and furnishing demands of individuals, families, and companies. Having clearly understood the current needs of the modern customer in terms of quality, price, and design, ULTRA SPACE LTD integrates the experience in the development of property with the creativity in the design of furniture to provide its customers with the best of all under a single roof (Wang and Cheng, 2024). Mr. Duru Anthony Ebuka, a visionary businessperson and CEO of this dynamic enterprise, has led the company to consistent growth and recognition within the industry. Mr. In his approach, Duru combines an entrepreneurial mindset with an interest in sustainable value creation, making ULTRA SPACE LTD a different company, not merely the business of selling items or services, but rather a company that can change spaces and transform lives. The leadership philosophy behind this is based on integrity, innovation and the high value given to customer

satisfaction that has earned the company the trademark. The reason why ULTRA SPACE LTD is unique is that it deals with two components of real estate and furniture, which are crucial to the socio-economic growth of Nigeria. The company offers a broad variety of services in the real estate sector, such as property sales, lease, and management, as well as professional advice to individuals and investors looking to find secure housing options. Its real estate division focuses on closing the affordability and quality gap, so clients can more easily find homes and commercial space that suit their particular needs (Guttentag, 2013).

In the furniture front ULTRA SPACE LTD has developed a brand of designing and distributing durable, stylish and functional furniture to meet the modern tastes. Whether at home or in the corporate office environment, the company product furniture combines sophistication and comfort to give an environment that reflects both the personality and professionalism. With the addition of the real estate and the furniture belonging to the same umbrella, ULTRA SPACE LTD is offering clients the same convenience of having the property they want and the furniture they want which matches perfectly with their desired property. In a city like Lagos, Nigeria, which is still growing as a business and an innovation center, ULTRA SPACE LTD is establishing itself as a reliable, high quality, and innovative partner to individuals and businesses (Adegbiyi, 2022). Setting standards in real estate and furniture with a prime location, visionary leadership, and a one-of-a-kind dual-market approach, the company keeps redefining standards in the real estate and furniture industry, as more than a business, the company is a brand that creates homes, offices, and comfortable living that lasts.

COMPANY BACKGROUND

The ULTRA SPACE LTD story can be seen as a story of vision, determination and indomitable dedication to excellence. The company was founded on the idea of bringing quality housing and fashionable interior solutions closer to the people of Nigeria, based on a very simple, yet very strong premise: To make real estate and furniture more accessible, affordable and reliable to regular people. Since the inception ULTRA SPACE LTD aimed to fill in a very crucial need in the market where most people and companies were unable to get access to not only affordable properties but also practical and beautiful furnishings to make those properties really worth living and enthusiastic (Albattat et al., 2025). The core of ULTRA SPACE LTD business is a mission statement to offer quality, affordable, customer-centric real estate and furniture solutions. This is a mission behind all the projects, products, and services provided by the company and which guarantees that clients get value that is beyond expectations. The company vision is to emerge as a market leader in the real estate and furniture sector of Nigeria, to be distinguished by new levels of quality and help achieve sustainable urban growth and better living standards. With this vision, ULTRA SPACE LTD will not only expand as a business, but also become a significant change agent to the communities in which it operates. Based on its mission and vision, ULTRA SPACE LTD is anchored with a collection of powerful core values that shape its identity and business culture:

- a. **Integrity:** Conducting all business with honesty, transparency, and trustworthiness.
- b. **Innovation:** Continuously improving services and products through creativity and forward-thinking solutions.
- c. **Affordability:** Ensuring that housing and furniture solutions remain within the reach of the average Nigerian without compromising on quality.
- d. **Customer Satisfaction:** Placing clients at the center of every decision and ensuring their needs are met with efficiency and professionalism.

These values, combined with others, become the cornerstone against which the reputation of ULTRA SPACE LTD as a trusted brand has been built. They determine the manner in which the company relates to the clients, partners, and the society at large, and ensure that all of the transactions and services are characterized by a high level of excellence.

Organizational Structure of ULTRA SPACE LTD

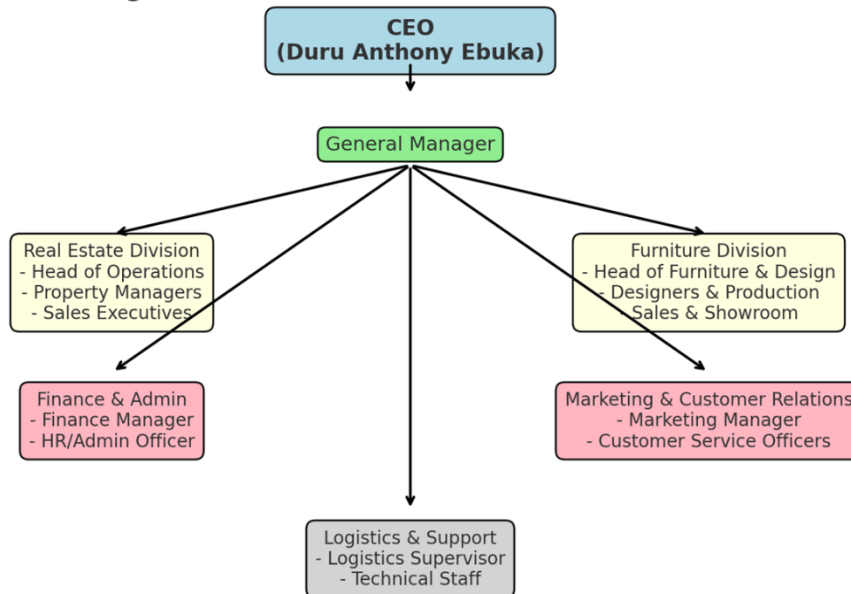


Figure 1: Organizational Chart of ULTRA SPACE LTD

Services Offered

ULTRA SPACE LTD has created a niche within a competitive marketplace in Nigeria by providing integrated solutions in two sectors that are interconnected: real estate and furniture. Targeting these aspects, the company offers its clients not only places to live, work, or invest in but also with the interior features that make the places functional, comfortable, and beautiful.

1. Real Estate: The real estate arm of ULTRA SPACE LTD is dedicated to helping individuals, families, and organizations secure properties that suit their unique needs and budgets. The company's offerings include:

- Property Sales, Leasing, and Management:** ULTRA SPACE LTD helps clients to purchase, sell or rent residential and commercial properties. Besides transactions, the company offers professional management of property, which means that assets are well maintained to create constant value (Hinterhuber & Snelgrove, 2021).
- Affordable Housing Solutions:** Considering the fact that most of the people in Nigeria cannot afford good housing options, ULTRA SPACE LTD designs and markets affordable housing without compromising the quality. (Adedeji, 2023).
- Consultation and Investment Guidance:** Having an extensive understanding of the dynamic real estate market in Lagos, the company provides clients and investors with expert advice. In selecting the right location, assessing property risks, and finding opportunities that have high returns, ULTRA SPACE LTD is a reliable partner in investing in property investments (Blessing et al., 2024).

2. Furniture: Besides real estate, ULTRA SPACE LTD has gained credibility in the furniture sector where it integrates functionality with style to satisfy versatile customer tastes. Its furniture services include:

- Stylish, Durable, and Affordable Furniture:** The Company designs and supplies a wide range of furniture pieces that balance affordability with durability, ensuring that clients enjoy long-lasting products that add value to their spaces (Pei et al., 2024).
- Custom-Made Designs for Modern Homes and Offices:** Realizing that each client possesses his/her own taste and space needs, ULTRA SPACE LTD offers customized furniture to correspond to the

contemporary lifestyle. The company provides individual solutions depending on whether it is a residential living room design or an office set (Kayan & Tuncel, 2018).

- c. **A Blend of Comfort and Elegance:** Every furniture item is made in a way that it is comfortable and attractive. With modern designs and classic pieces, ULTRA SPACE LTD can guarantee that their furniture is functional and adds beauty to the interiors; in other words, it is timeless (Veerkumar and Trivedi, 2024).



Figure 2: Ultra space home decorations.



Figure 3: Ultra space furniture.

Combining these two core services real estate and furniture, ULTRA SPACE LTD provides a one-stop service to clients. The company does not simply enter spaces, but it integrates full environments that are indicative of good taste, sophistication, and the daily requirements of its customers.

MARKET IMPACT AND UNIQUENESS

In a very competitive business world where most companies find it hard to find balance between quality and cost, ULTRA SPACE LTD has come out as one company that has managed to achieve both. The distinguishing feature of the brand is the consistent customer-first approach, in which all services are designed to respond to the unique needs, budgets, and lifestyles of its customers (Raman, 2023). The integration of global excellence and domestic market knowledge means that ULTRA SPACE LTD can deliver real estate solutions and furniture products that are both practical, stylish, and affordable to the broadest of clients. Quality is also reflected in the focus the company places on detail, whether it is in the development and management of

properties or even the creation of pieces of furniture that last long (Kapferer and Bastien, 2009). Everyone of the projects or products is an expression of a combination of new innovation and useful design. Meanwhile, ULTRA SPACE LTD has made cost-effectiveness a priority; thus, clients are first-time homebuyers, small-town business people, young families can now afford to purchase homes and furniture that meets their financial requirements. This affordability versus quality has now become the hallmark of the company. The role played by ULTRA SPACE LTD in the housing and interior design industry of Lagos could not be ignored. The company helps to solve the current housing crises by providing quality housing solutions to the existing high-demand levels of decent and affordable housing in one of the fastest developing urban centers in Africa. Its design furniture also promotes the changing interior design culture in the city, where both functionality and beauty are now appreciated (Umana et al., 2024). By means of its two offerings, ULTRA SPACE LTD is contributing to the way in which people in Lagos live and work. Clients that worked with the company often note that the team is very professional, responsive, and reliable. The testimonials refer to the simplicity of property acquisition, stability of acquired furniture, and the personal service that keeps people satisfied throughout the process. To some, ULTRA SPACE LTD is not merely a service provider but a partner that the client believes in and one that cares about their dreams and strives to make them come true (Bhatt & Nagvadia, 2021). Finally, the distinction that is unique about ULTRA SPACE LTD is that it can offer holistic solutions that provide not only houses or offices, but also an entire environment in which people can live, work, and prosper. Its customer-focused philosophy, creative strategy, and commitment to establish trust have seen it emerge as one of the force to reckon with in the real estate and furniture market in Lagos.

ULTRA SPACE LTD's Market Impact & Uniqueness

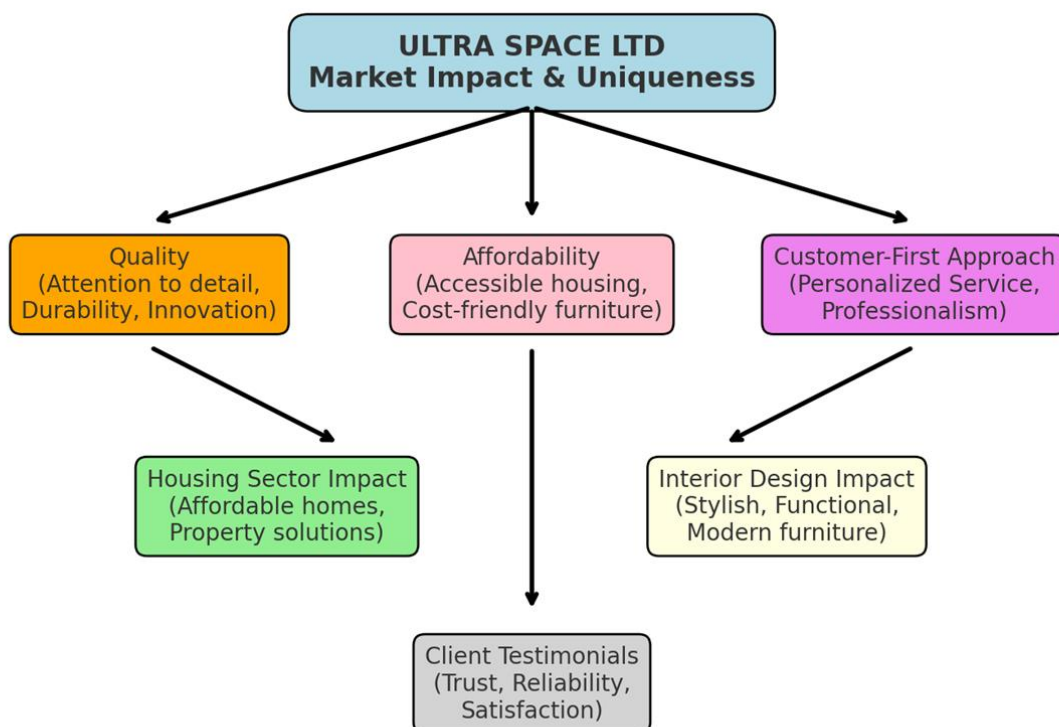


Figure 2: ULTRA SPACE LTD's market impact and uniqueness.

COMMUNITY AND SUSTAINABILITY

Other than being a service provider in real estate and furniture, ULTRA SPACE LTD has proved itself a company that has a high degree of responsibility to the community and to the environment. The company

understands that it works best when it also helps improve the society in which it operates, so community development and sustainability are central to business processes.

Support for Local Development

ULTRA SPACE LTD is also very active in the neighborhood and supports initiatives that help individuals and neighbourhoods to improve their lives. By collaborating with artists, suppliers, or small-scale contractors, the company can reinforce the value chains within their areas, and make sure that economic gains remain within Lagos (Isenberg and Onyemah, 2016). Its real estate services offer not just homes, but also infrastructure that make living in a community better and its furniture services help households and businesses to build comfortable and productive places.

Sustainable Practices in Building and Furniture

The concept of sustainability is gaining significance in the urban and industrial environment of Nigeria and ULTRA SPACE LTD is not an exception. The company focuses on long-term value when it comes to its furniture division as it focuses on the use of durable and environmentally-friendly materials thus, reducing waste. It incorporates materials and resource-efficient designs where feasible that are affordable and environmentally responsible (Akinshipe et al., 2019). In property development, ULTRA SPACE LTD markets housing models that focus on energy efficiency and intelligent space utilization in the quest to achieve a greener urban future.

Job Creation and Economic Growth

Creating employment opportunities is one of the greatest contributions that the company has made to Lagos. Through the use of specialists in real estate, design, sales, logistics and customer service, ULTRA SPACE LTD guarantees the stable employment of a large number of people. It also provides indirect employment to the wider economy by employing local artisans, craftsmen, and suppliers (Chakraborty and Jain, 2022). By this, the company is not only supporting livelihoods, but also enabling skill-building and entrepreneurship in society. Simply put, ULTRA SPACE LTD views itself more than a profit making company, it is an entity that supports sustainable development. The company enhances its image of a socially responsible brand by combining commercial success, social impact through community support, sustainable practices and job creation. Such an integrated strategy maintains that its development makes a contribution that is valuable both to the economy of Lagos and to the life of its people.

Call to Action

In ULTRA SPACE LTD, we hold that no customer is limited to a house only, but a home; no furniture only, but a piece that will give the comfort and beauty of a home. We welcome you to see our variety of real estate and furniture solutions by visiting our office and showroom located at: Block D, Sen. Oluremi Tinubu Modern Market (Akorede Phase 2), Ijesha Bus-Stop, Lagos, Nigeria. Our group of professionals are ever eager to assist you- be it in buying/ renting an apartment, decorating your own apartment with the trendy and durable designs, or discussing with you investment options in the dynamic housing market of Lagos. For inquiries, appointments, or partnership discussions, you can reach us through the following channels:

 **Phone:** +234 703 048 7994

 **Email:** info@ultraspaceltd.com

Social Media:

- Facebook: @Ultra Space
- Instagram: @ultraspace247

CONCLUSION

The growth of Lagos as a center of business, culture and creativity has created a need for high housing and modern interior design solutions. In this context, ULTRA SPACE has built a reputation for including not only real estate and furniture, but also an entire lifestyle for every client. Focusing on both real estate and furniture, the company makes simple, unadorned houses into modern, live-able, and pleasing homes and offices. ULTRA SPACE, with the reputation of a reliable business partner for the rest of the society, has over the years shown a balance in resilience, creativity and a constant ultra-focus on the gap between the price of high quality and low quality. This evolution has earned the company a reputation for excellence, standing on its core values of preserving. The company is defining strength includes all services delivered on time. From cashless property transactions to modern furniture and designs, ULTRA SPACE vision extends to more than just covering the responsibilities. This view has built long lasting relations with clients, which is a major focus of ULTRA SPACE. ULTRA SPACE LTD is working to become a known national brand in real estate and the furniture sector. This company is changing the world for the better with improving innovative technology, integrated and sustainable community initiatives and practices. They are also a socially responsible company stimulating the economy with job creation, strategic partnerships, eco-friendly housing, and swift housing development. ULTRA SPACE LTD is not only a company but also a brand that helps to realize dreams, generates new opportunities, and transforms empty spaces into valuable investments. With the continuous integration of customer loyalty, company innovation, and quality, ULTRA SPACE LTD is positioned to redefine the real estate and furniture industry expectations in Nigeria, and continue to set new records. The employment statistics, sustainable projects, and client satisfaction surveys will serve as future evidence for ULTRA SPACE LTD's sustainability and reliability as an innovative business.

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