

MIE Presentation - Namu Hair Talk



INFORMAL ECONOMY SUPPORT PROGRAMME IN ETHEKWINI



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BUSINESS OWNER – BACKGROUND

- Founder of the business – Mr Lucky Mdletshe
- Qualifications – Matric
- Experience - Worked for almost 20 years as a sales representative for Black Hair cosmetics companies, e.g. Black like Me and Jabu Stone
- Business established in 2012 and officially registered as Namu Hair Talk in 2017
- The business manufactures hair products e.g. shampoo, hair conditioner, hair food and has recently started manufacturing sanitizers (in 2020).

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IESP – HOW THE BUSINESS DEVELOPED DURING IESP SUPPORT?

- Started in the IESP - 28 June 2019
- The business has received two micro-grants in the form of an IESP micro-grant and a COVID-19 grant. The micro-grant was used to buy raw materials to the value R20,893.20 and the COVID-19 grant was used to buy a mixer to the value of R19,250.
- Marketing – barcodes and labels for products
- Business space acquired through eThekweni Municipality and the business plans to open a factory shop.
- Business Management Skills training and Profitability & Costing analysis training .

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IESP – HOW THE BUSINESS DEVELOPED DURING IESP SUPPORT?

- In July 2020, the business got a contract from the IESP, to supply the programme with 212 x 250ml sanitizers. This was done within four days and this quick turnaround time shows that the enterprise is ready to take advantage of opportunities to scale-up, even under severely constrained environments and is capable of supplying quality products and can outcompete big companies.
- The business is currently supplying Jolly Cash & Carry supermarket, salons, and Just On stores.

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PRODUCTS



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CLOSURE

My future goals is to supply Arrow Cash & Carry, Jumbo Africa and Boxer cash & carry.

Thank you very much IESP, through your support and mentorship my business has grown and I'm living a better life and I hope this will continue so I can help others as well.

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THANK YOU

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