



## Business Profile

### Pearl Nhlapo Kreationz

Printed on: April 4, 2023

Printed by: Nomthandazo Nhlapo

Business Reg. No.: 2020/124457/07

Legal entity: Private Company

Founded date: March 3, 2020

---

#### Follow us

<https://www.instagram.com/pearlnhlapokreationz/?hl=en>

 <https://www.linkedin.com/in/nomthandazo-nhlapo-a07126128>

 [www.facebook.com/6craft/](http://www.facebook.com/6craft/)

 @pearl\_nhlapo

 WhatsApp4Business:

1709 Poolo Street,Ratanda location  
Gauteng,  
South Africa

Business phone: 7848291137

Business email:  
[pearlnkreationz@gmail.com](mailto:pearlnkreationz@gmail.com)

Business web site:  
<https://pearlnhlapokreationz.company.site/>



### Business summary



#### Mission and purpose of being

To create quality products that will be of sentimental value to customers.



#### Vision for the future

Workshop and professional physical store



#### Vision for the future

To be the top preferred page for Creative products among Mzansi shoppers online via Instagram and Facebook shopping, including the website.



#### Needs and problems the business meets

Branding, distribution, workshop and adequate material and equipment.



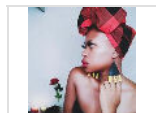
#### Needs and problems the business meets

what problem or value do you create for your customers, this is not what your company needs



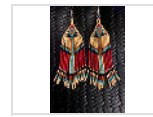
#### Products and services

Bags.  
Handcrafted jewellery pieces and ac.  
Suitability and recycling.



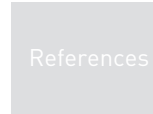
#### Markets and customer segments

Accessories/jewellery lovers (Primary). Current market: 120 customers  
Africans (Potential market).



#### Competitors and market players

Native Creations (Rival competitor)



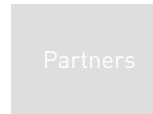
#### Customer references

Yolanda Mathonsi (since 2021)  
Pretty Kekana (since 2021)  
Makatlheho Motloi (since 2021)  
Nogane Tselane (since 2021)  
Winnie Nkosi (since 2022)



#### Team members

Nomthandazo Nhlapo , Founder



#### Partners

Elshadai Printers (Print Services)  
Ecwid by Lightspeed (Hosting Service Provider)



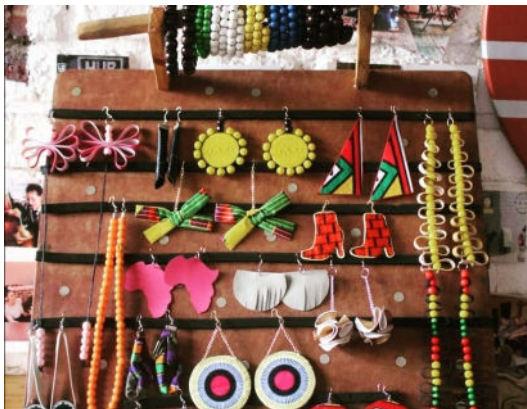
### Business Descriptions



#### Mission and purpose of being

*To create quality products that will be of sentimental value to customers.*

To design and create accessories and jewellery pieces that live up to customer's expectations and more in terms of quality, longevity, value, service and the ability to boost their confidence.



#### Vision for the future

*Workshop and professional physical store*

Getting space to use as a professional workshop for production and exhibition to make it easier for walk-in clients to access company stock. To also branch out and maximise customership to an international market.



## Business Profile

### Pearl Nhlapo Kreationz

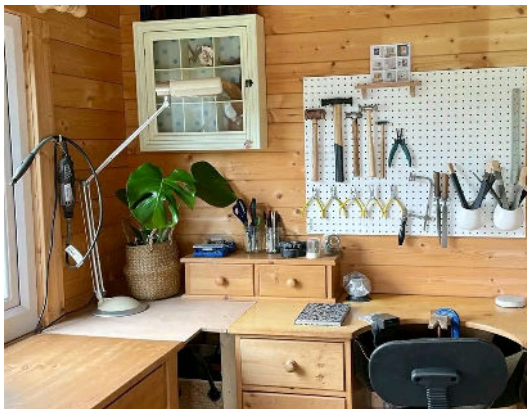
---



#### Vision for the future

*To be the top preferred page for Creative products among Mzansi shoppers online via Instagram and Facebook shopping, including the website.*

To extend my customership into an international market and still maintain being the top preferred manufacturer of creative products and retailer via online and physical channels.



#### Needs and problems the business meets

*Branding, distribution, workshop and adequate material and equipment.*

The business needs adequate material and equipment for production. It operates at a private residential place and requires a proper workshop or physical store to operate besides the online store. Branding , marketing tools, distribution channels and promotional material are needed to help grow the business. When these tools are covered, the business can therefore afford to hire and pay employees in production, marketing,

distribution and content creation.



## Business Profile Pearl Nhlapo Kreationz

---



### Needs and problems the business meets

*what problem or value do you create for your customers, this is not what your company needs*

The company needs a well-equipped workshop to operate and a physical store to reach more audiences.

For Pearl Nhlapo Kreationz to continue manufacturing unique custom-made products offered to a variety of options of big store names, it needs adequate equipment and material for production. The company needs to be able to hire

and pay employees that will be involved in the production process, distribution, and marketing. The business also requires branding and promotional material and distribution channels. The business also needs adequate capital to hire a team and generate income for them; this team should be divided into production, marketing, branding, and administration.



## Products and Services



### Bags

#### Product

#### Description:

range of bags, round, square, African trend materials

#### Typical buyer:

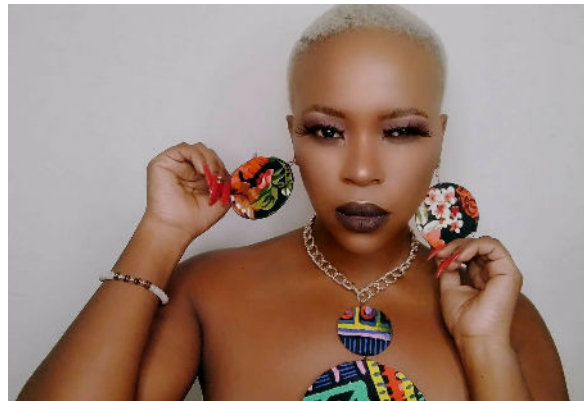
Men and women between ages 18-50 who are fascinated by African style inspired accessories. Individuals at the workplace or social events.

#### Value for customers:

unique, African trend, quality, handmade

#### Pricing:

The average price of the product ranges from R50 to R500, also depending on custom-made requests.



### Handcrafted jewellery pieces and ac

#### Product

#### Description:

Manufacturer of custom-made jewellery pieces and accessories such as ; earrings, necklaces, bangles and jewellery boxes.

#### Typical buyer:

Women and men between the ages 18-50 who are fascinated by African inspired clothing or accessories and trends. Individuals in the workplace



### Suitability and recycling

#### Product Idea

#### Description:

Products that are designed to revoke inner excitement and appeal to people's self esteems, grant suitability, comfort and support recycling.

#### Typical buyer:

People who love attending sociable events that are themed with African style elegance are most likely to buy the products.



### Markets and customer segments



Accessories/jewellery lovers

Primary

#### Description:

People who want to dress up to boost their confidence and enhance their style and looks.

#### Top-5 customers:

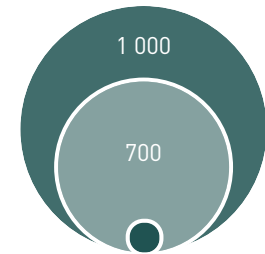
1. Women
2. Men
3. Performers/Artists
4. Social influencers
5. Models

#### Market share

**Market size:** 100%  
700 customers

**Market potential:**  
1 000 customers

**Current market:** 17%  
120 customers



Africans

Potential market

#### Description:

These customers like inexpensive but sentimental accessories or jewellery pieces. Also those who buy accessories to make a statement,

#### Top-5 customers:

1. Models
2. Artistic shoppers
3. Practical shoppers
4. Stylish shoppers
5. Influencers



### Competitors and Market Players



**Native Creations**  
Rival competitor

**Description:**

An online manufacturer and retailer of handcrafted Jewellery.

**Top 3 strengths:**

1. Distribution
2. Broader Market
3. Green Contracts

**Top 3 weaknesses:**

1. Inflexible Pricing
  2. Limited Customized products
  3. Limited product variety
-





### Customer References

<p>Makatleho Motloi</p>	<p><b>Makatleho Motloi</b> Current customer Became customer in: 2021</p>	<p>Nogane Tselane</p>	<p><b>Nogane Tselane</b> Current customer Became customer in: 2021</p>	<p>Pretty Kekana</p>	<p><b>Pretty Kekana</b> Current customer Became customer in: 2021</p>
<p>Reseller</p>		<p>Frequent buyer</p>		<p>Frequent buyer</p>	
<p>Winnie Nkosi</p>	<p><b>Winnie Nkosi</b> Current customer Became customer in: 2022</p>	<p>Yolanda Mathonsi</p>	<p><b>Yolanda Mathonsi</b> Current customer Became customer in: 2021</p>		
<p>Reseller</p>		<p>She has been a customer for over a year now and buys the products on a frequent basis.</p>			



## Business Profile

### Pearl Nhlapo Kreationz

---

#### Team Members



Nomthandazo Nhlapo  
Owner/Manager

#### Bio

Pearl Nhlapo Kreationz is a manufacturer of handcrafted accessories and jewellery pieces; such as earrings, bangles, neck pieces and handbags.

---



### Supplier/Service Provider



**Elshadai Printers**  
Print Services

**Partner since:**  
Sep 14 2022

Where I outsource print work for my promotional material such as; business cards, stickers for packaging , banners and price tags.

---

### Technology Provider



**Ecwid by Lightspeed**  
Hosting Service Provider

**Partner since:**  
Sep 14 2022

Hosting service provider for my online store that has provided me with a domain, layout designs to insert my content and product images.

---