



THE DREAM BASKET SA
Kitchenware | Food | Travel

THE DREAM BASKET (PTY) LTD

COMPANY PROFILE

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TheDreamBasketSA

TheDreamBasket_

OUR MISSION STATEMENT

**BEING ABSOLUTELY PASSIONATE
ABOUT ALL THINGS SOUTH
AFRICAN, IN THE KITCHENWARE,
FOOD & TRAVEL SPACE !**

Our ethos is that which is South African centric. Through reselling local products, services and promoting of travel, for South Africans by South Africans.

OUR VALUES

- People Centric
- Passionate
- Thrive On Collaborations
- Big On Integrity
- Dare to Dream
- Be Bold To Always Try Something New

ABOUT US

The idea behind the name The Dream Basket, is based on the concept that everybody is born with a basket of dreams. Our purpose, is to therefore pick from our basket which dreams you wish to pursue, and then fight to make them a reality.

The Dream Basket is an online lifestyle store that specialises in unique travel experiences, food and kitchenware .

Established in 2017 by founder and owner Ms Theo Makhathini, the 3 faceted company prides itself in the following:

TRAVEL

Through our love for travel and that of our beautiful South Africa (SA), in 2021 we officially introduced our travel experiences. These are trips to some of our favourite local destinations, hidden gems and untapped locations. Our objective is to not only find new and undiscovered destinations but to also show S.Africans that travelling locally is exciting, fun and most importantly, can be inexpensive.

Our trips also have a social development element, where we get the community involved i.e we hire the locals to assist with some of our food requirements (fresh bread, traditional meals and seafood, etc), We outsource our activities from the community (kayaking, surf lessons and recently basket weaving. This ensures that the community also benefits directly from our trips.

FOOD

We mostly share our favourite food, recipe ideas and local restaurants. Our recipes have affordable, easy and ingredients commonly found in most household. Also highlighting food and herbs which we grown in our garden. In that, encouraging others to also do the same. Our goal is to also establish ourselves in the food tourism sector (both locally and nationally). This combining our passion for both food and tourism. 2022 has also afforded us the opportunity to officially share our catered meals, through what we call #FoodExperiences.



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BUSINESS HIGHLIGHTS

- *Being selected by the national Sunday World Newspaper as 1 of 100 Unsung Heroes of 2022. For work done in tourism.*
- *Officially launched our travel experiences (April 21)*
- *Catered a private event and food experience for the Legendary SA actress Mam' Connie Chiume. Where we showcased our food and crockery (June 21)*
- *The founder being selected for Nedbank 1 of 25 Women in Tourism Initiative (Jan 21)*

CSI PROGRAM

ILANGA LETHU COMMUNITY DRIVE

- *Founded by Theo Makhathini in 2020 during the peak of the Covid 19 pandemic*
- *iLanga Lethu is an NPO that primarily collects preloved toys and redistributes them to children from disadvantaged communities*
- *On each travel, The Dream Basket SA brings toys and preloved clothes for the community.*

KITCHENWARE

We pride ourselves in offering often exclusive and limited kitchenware deals in crockery, cutlery and glassware. Our objective is to provide kitchenware that defines you and your home, at an affordable price. Our 2022 objective is to showcase more of SA produced and manufactured kitchen and homeware.

GROWTH PLAN

ONLINE STORE

- Through our newly relaunched website (April 22) we have introduced a portal that allows our clients to transact online. Through this portal we want to establish ourselves as platform for Proudly SA produced products, across our 3 areas of interest.
- Besides the products that we currently resell, we are looking to invite local manufactures, producers, etc in the kitchenware and food spaces to also join our platform in selling their SA produced products
- The objective is to make this platform a space that promotes and showcases our beautiful and often unique products.

TRAVEL

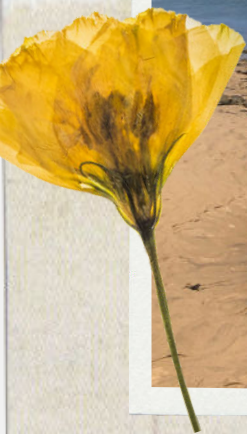
- Expansion on local destinations i.e. looking to add more provinces such as Limpopo, the Free State, etc to our experiences.
- Create travels for all seasons i.e Drakensburg in the winter for the snowcapped mountains
- Have teams based in different locations (employing a local from that particular location)
- Increase community involvement
- Have an option of using residents home for extra accommodations and/or an authentic touch.

FOOD

- Establish the brand as a Food tourism company by locating and showcase unique food eateries, restaurants and food spots with scrumptious food from around the country. This can be tied to our travels.
- Sell herbs and "start-up kits" for DIY gardening
- Invest in a mobile food truck
- Grow our catering portfolio (which is to a niche market of no more than 30 guests catered to).

KITCHENWARE (HOMEWARE)

- Exclusively source from locally produced, manufactured and supplied products.
- Have experiences that have crafts i.e pottery classes, etc
- Do features on local artists in the kitchenware and homeware space, and promote on online portals, website, etc.
- Introduce a rental option for customers i.e hiring out unique kitchenware for their events and functions





65 likes

noni_nonz Beach in the backyard 🌊☀️🙏 I think I was more excited to see the cows chilling at the beach... 😊👉 this is what we call *free range beef* in Africa! Respect 🍖 #beachdays #travelbug #theruralwildcoastexperience2021 #shortleft #proudlysouthafrican 🇿🇦



conniechiume South Africa



Liked by cookingwithzanele and 178 others

conniechiume What a wonderful lunch served by @thedreambasketsa and @tshamanis_cre8tions 🍽️🍷🍷🍷 thank you for the food experience!!!



WHERE YOU WERE
HAPPY & NOTHING
ELSE MATTERED.



Yesterday at 2:00 PM

The #Ruralwildcoastexperience with Dream Basket SA was like a breath of fresh air, away from the busy city life, am recharged and most importantly waiting on the next trip with the Dream Basket SA ❤️



Start a private conversation with Nthabiseng Malakoane in Messenger.

Message



Liked by shadowatmix and 27 others

itso_r Still obsessing over Eastern Cape 🥰