

# Bokgoni's Creations

## Company Profile



By Precious and Claire Nonyane

## Purpose of Profile

This profile is designed to inform potential stake holders of who we are, what we do, how we do it, why we do it and what we believe in. We intend to share the journey that we have travelled thus far, and where we aim to be.

## Company background

Bokgoni's Creations was founded in December 2022 by daughter and mother Claire and Precious Nonyane. It operated as a brand under the registered company Precious Worx where Precious Nonyane is the Director of the company. Bokgoni's Creations was registered as an independent entity in October 2023.



Claire Nonyane is the visionary and creative of the company. Bokgoni's Creations is named after Claire's second name Bokgoni (although it is yet to make it on her birth certificate) and it was born from Claire's love for fashion and jewellery, and her creative abilities. After she cast her vision and expressed her desire to start the jewellery business, it was a no brainer for me to rally behind her.

Bokgoni is a Sepedi name which means “Bokgoni bja Modimo - God’s ability”. However, the meaning of the name is so vast and proves to have been the perfect name for her in that it also speaks to and affirms her as one who has the ability to create. Hence the name Bokgoni’s Creations. Meaning she is one who creates through the ability that God has given her.

Precious Nonyane, mother, handles the business operations which include but are not limited to marketing, sales, financials, admin, customer service, business expansion, production, HR and more; while Bokgoni contributes towards the business as a creative for designs and marketing campaigns. It is a fulfilling partnership for both parties as both bring individual strengths on board for the expansion of the business.

Initial funding for Bokgoni’s Creations came from the savings of Bokgoni’s sweets business which was funded with R50 when she was 10 years old in July, 2019. Over the two years of operation of the lollipop business, Bokgoni managed to save up R2000 which was then utilised to purchase the first supplies, beads, strings, and packaging for the jewellery business.

Bokgoni designed earrings on paper, however, due to need for manufacturing equipment to produce her initial designs, we then had to pivot to what could be produced by hand which she still plans and designs on paper before bringing it to life.

We also offer custom made jewellery where our customers guide and share their creativity with us in order for us to bring their imagination to life.

## Mission Statement

We seek to adorn women and men, girls and boys with unique, creatively designed, African handmade jewellery (handmade initial offering) and

expand to manufacturing the uniquely designed jewellery to share with the world at large.

## Vision

We see Bokgoni's Creations as a global brand that takes Africa to the world in a form of fashion and education through the international schools of fashion that Bokgoni eventually aims to run.

## Our Values

We value *feedback* from our customers in order to improve our services, serve them to the best of our ability and to their satisfaction. Thus, customer satisfaction very important to us.

We value *personal and skills development* for ourselves and staff at large.

We have adopted the culture of the Kingdom of God where we believe in *generosity, excellence, diligence, service before self, love, sensitivity* to others, respect which stems from the principle of *treating others as we would like to be treated*.

Some of our extensive values are *flexibility, spontaneity, openness* and particularly *customer satisfaction*. Which allows us to co-design some of our creations with our customers according to their preferred style in order to afford them the opportunity to wear what they envisioned for themselves over and above our own designs.

We understand the value of *relationships*. Thus, we value our relationships with our partners, suppliers, customers and different stake holders at large. Hence, we do all that we can to keep these life giving relationships healthy.

We also value *empowerment*. Hence we cultivate a culture of continuous learning and self development and empowerment of others, particularly the team we seek to employ in the near future.

## Products and Services



Currently at Bokgoni's Creations, we pride ourselves with hand made, South African produced, vastly wooden beaded African uniquely and creatively designed jewellery inclusive of earrings, necklaces and bracelets. Our designs have been appreciated by women of different ages and races in various locations in the world.

We have been able to conduct market research through the social and professional events of exposure and strategic marketing where we have had the privilege to exhibit and showcase our products; and through our social media platform.

Even though the vision is big in that we seek to produce clothing, at the moment the clothing range is still on paper in a form of designs, designed by Yours Truly Bokgoni.

We have positioned our products to make for great and lovable presents or gifts for special occasions such on birthdays, anniversaries, graduations or any other significant milestones and celebratory moments.

Our services also include custom made designs co-designed together with our customers in order to accommodate their preference and style.

## Demographics

Bokgoni's Creations currently employs the two co-founders, mother and daughter. However, with our products produced by hand, we have a huge need to employment such a team which will have a positive economic contribution. Part of our vision is to empower others by igniting their creativity and/or utilising the creativity that already flows.

The nature of our business positions us to employ and/or partner with persons of different creative abilities.

The plan has always been making our products available via e-commerce globally and it still is. Our online store is currently LIVE and able to deliver locally all over South Africa currently. As we are working on compliance, we have a vision to partner with Amazon in order to leverage on their clientele, global exposure in order to send our designs all over the world.

We seek to set up sustainable production facilities and processes, and establish reliable suppliers.

Partnerships with major jewellery and fashion brands in order to leverage on their platforms and clientele will position us as more than just retailers but will enable us to produce and supply in bulk as manufacturers.

In addition; most, if not all major jewellery brands cater to a different market and clientele because they have established their brand as such. There are no limits to the possibilities that come with expansion.

## Awards and Recognitions

We have been invited extensively to social and corporate events for exposure and exhibition.

We are also members of various business chambers and forums such as:

- International Women's Federation of Commerce and Industry (IWFCI)
- Johannesburg Chamber of Commerce and Industry (JCCI)
- India's Entrepreneur Forum (IEF)

We recently received a *personal invitation* from the office of the Consulate General of India to discuss possible market exposure and trade to the Indian market both locally and in India.

We were also featured on Channel Africa News Facebook page on 08 December 2023. After which we were invited to a radio interview which we could not attend at the time: <https://www.facebook.com/share/p/PQtw3AQj7adzkDig/?mibextid=qi2Omg>.

Exposure to the Consulate of India and Channel Africa is through the export program that we are currently undergoing through the JCCI and The City of Jo'burg SMME business development and export ready initiatives.

We are featured on different websites who are in support of our work. As members of the IWFCI we are *featured on their website*: <https://iwfcisouthafrica.org>.



We have also been afforded the opportunity to be a part of the South Africa focus week in Singapore where the Singapore opened up her borders to the South African entrepreneurs which took place from 25 September 2023 to 30 September 2023. The trip was self sponsored.

Bokgoni's Creations utilised this opportunity to learn about a completely different market, opportunities of partnerships and global trade. This was a greatly pivotal moment for Bokgoni's Creations. Upon return from Singapore we have been since enrolled in a course with the JCCI for Exporter Program which will run from Jan 2024 to July 2024.

Being in the room was a part of support from those who believed in what we do enough to open the door of such vast opportunities to us.

Endorsement from The High Commissioner of South Africa in Singapore, H.E. Honourable Charlotte Lobe because of the potential that our business holds and our story through the National Youth Development Agency (NYDA) of South Africa.

We have been able to exchange business ideas with business experts, mentors and have received investment pledges for international retail shops establishment of our business when investments funds become liquid and available.

## Testimonials

In collaboration with the JCCI, we have been afforded the opportunity to exhibit at the auspicious SAITEX 2024<sup>1</sup> showcasing our brand and products to various stakeholders and an international audience who are seeking opportunities of partnership.

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<sup>1</sup> [www.saitexafrica.com](http://www.saitexafrica.com)



Our customers recommend us to their family and friends. There's no greater sign of satisfaction than referral or word of mouth.

Often times our customers replace the earrings that they left home with on the spot after purchasing our designs during our exhibitions. At one point, a customer commanded me to remove the earrings that I had on as demonstration of how our earrings can be worn because it was the last design of it's kind. Even though it was in my possession and on my ears, they could not wait for their product to be made and delivered to them.

The spark in their eyes and happiness on their face brings great satisfaction and fulfilment of the work that come from our hands.

More than once we have seen those who do not have the taste for our earrings purchase them for their loved ones who will appreciate them as gifts just so that they do not miss out on the revolution.

Moreover, we have realised that our designs are not just for those who are looking but also those who didn't know they needed what we have. We have been able to greatly benefit from a customer base that is 'not looking'.

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