

Background

Company History

My love for crocheting and knitting was ignited by the need to wear beanies when I was growing my African locks. I couldn't afford to buy many different beanies and the stylish person I am couldn't bear having the same look each day. I decided to make different beanies for myself. Then a friend asked me to make one for her, then another, and before I knew it, I was getting so many requests. I thought charging for my services would scare them off. The more I charged, the more orders I received and the more beanies I had to make. I was then motivated to start a business and open a company.

What We Do?

We craft, crochet and knit accessories from upcycled material and wool. We also empower young girls and unemployed women skills.

1 BOTHO CROTCHETTE

Vision Statement

To craft accessories comparable to global standards, to be customer focused through better quality, latest

Strategic Intent

fashion trends and continuous innovation.

Mission Statement

To build long term relationships with our customers and provide exceptional customer services by pursuing business through innovation.

Our strategic intent is to be an accessible innovative company. We are entrepreneurial with the desire to be the world class knitting, crocheting and crafting company.

We encourage thinking out of the

Values

We focus on being excellent in every thing we do.

We aim to have faith in everything we persuade.

Our service delivery is all about being ahead of the game and being proactive, following up on orders and getting feedback.

BOTHO CROTCHETTE 2

Values

Recycled material has its own benefits such as, reduced global warming, decreased pollution, reduced energy consumption especially with load shedding problem here in SA and many more benefits.



Goals and Objectives

Customer support & satisfaction.

Always expand the boundaries by looking for new opportunity.

Maintain Business discipline by keeping strategic focus and working within the business model.

Promote & encourage diversity.

Reward teamwork & self-initiative.

Excellence in healthy working environment.

Growth Strategy

Our growth is built around market
ing, innovation and keep
updated
with the latest fashion trends

Participate on fashion shows

A fashion show is a chance for a designer to show off a particular aesthetic, a particular mood, a particular feel or point of view. As a result, fashion shows can tend to be more conceptual and focused on a higher level idea.



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Growth Strategy

Pitch to Investors

Growth often takes a large amount of capital a new business may not have. Venture capitalists and certain types of investment firms may be eager to “buy in” to your fashion brand and help it grow by backing your business and ideas. When pitching to an investor, always make sure you approach him with a well-researched business plan that includes all potential business scenarios you might experience in the next few years and how you may rectify problem areas. Sell your brand and your ideas in business meetings to earn the trust and enthusiasm of investors.

Public Relations and Marketing

Your fashion brand cannot experience success if it flies below the consumer radar. To grow your brand, it's important to make the public aware of it. Meet with retail companies to discuss selling your brand in brick-and-mortar stores, invest in advertising campaigns in print publications and television, and sign up to take part in trade shows and festivals where you can display

Public Relations and Marketing

items from your fashion line. Devise an interesting story behind your fashion brand and pitch this to news organizations. An article or television segment on your new business can increase your exposure to potential customers.



Innovation

By offering something special or unique through your fashion brand, consumers may be more inclined to purchase your product over a competitor's. Leading through innovation in the industry can be a major growth. This could include producing accessories made out of a new type of wool.

BOTHO CROTCHETTE

Hire a Consultant

Business consultants often have years of experience in the industries they specialize in. If you lack sufficient business or fashion experience, you can hire a business consultant who will apply her experience to your fashion brand and help it grow.

Products and Services

I was then motivated to try out new patterns, explore colours and try new trends. From that first beanie, I now have 12 different products.

Targeted Markets and Customers

1. We've had presence at flea markets, Maboneng, Fox Street,

Brownsense, to name a few. Women's Luncheon Event goodie
Recently my brand was chosen as bag.
the main supplier for The Star

Targeted Markets And Customers

2.The spaghetti neck pieces made from recycled t-shirt material was made popular by my hiking buddies. Its versatility meant they could be funky in the bush and still throw it to a formal outfit to add a classy feel. Introducing colours of national flags expanded my reach to countries such as Botswana and Lesotho. More colours are being introduced with a hope to expand my reach throughout and beyond the continent.

3. PopUpShop and Markets

4.Online shop - Nala creatives (From 31 Jan

2020) 5.Retail

6.Ditebogo Gift Shop - Freedom Park Pretoria

Achievements

Through our creative ideas we were featured in Successful Women Magazine March 2018 and Ayana Magazine Feb 2019.

I have also had an opportunity to attend a Seminar on Innovation Management in China for 3 weeks.

I have just graduated for the Social Entrepreneur Programme at the British Council Impact Makers and Creators and currently part of the The Box Shop Incubation Masters Class Programme.

Ownership and Workforce

