

# SNEZAR

OWN YOUR TIME OWN YOUR TOMORROW

**SNEZAR®** Timepiece is a fashion brand that designs environmentally friendly and bespoke bamboowooden timepieces. Inspired by the African continent and its people – full of rich and sometimes painful history but determined to change the narrative to become an economic powerhouse. We want to build a timepiece that is not seamless and minimalistic in design but also one that is personalized by the user themselves through an online interface that allows customers to add their own personal elements to a bare design.

Birthered from an insatiable desire to create something truly unique and inspired by a number of entrepreneurs, artist, leaders and billionaires who successfully built impact driven businesses.

We offer unisex, minimalistic and well-designed bamboo strap watches made from authentic environmentally friendly materials. Our products are for those who love and value high aesthetic timeless pieces, it's an Afro-contemporary product that speaks to the heart of Africans as we are looking into introducing this product to the largely underserved African population through creating a brand essence that resonates and represents the new Afropolitan.

We put emphasis on the value of time, as it plays an instrumental role in our overall personal development. We don't just sell bamboo timepieces; we sell time, art, luxury and uniqueness. Snezar Timepiece credits you with 86,400 seconds every day, which can be invested into pushing your passion, bringing dreams into reality and breaking boundaries to create a transformed and economically equitable society.



Founded by: **Sinekhaya Manciya**

Company: **Snezar (Pty) Ltd** Registration

Number: **2016/261939/07**

B-BBEE Status: **B-BBEE Level 1 contributor: 135 Procurement Recognition**

Number of Black Shareholders: **One Black Shareholders**

Black Ownership Percentage: **100% Black Ownership**

### **Company's history (dates, milestones, and growth):**

**2016-** Established from personal savings with 50 watches- Sold out within 6 months and featured on Destiny Magazine

**2017-** added a new watch model, total stock 100

**2018-** July won a rebranding competition

**2018-** September won first prize in business pitching competition

**2018-**October offered a financial management training and accounting systems such as Quickbooks- Offered by National Youth Development Agency

**2019-** EO Global Student Entrepreneur Awards (South Africa)

**2019-** Finalist 2019 The black lion (The black Entrepreneur Movement) Competition Top 10 finalist

**2019-** Top 12 finalist for Yfm The Put On Competition

**2019-** Certificate for attending New Venture Creation and Entrepreneurship Development Program

**2019-** Launched e-commerce website [www.snezar.co.za](http://www.snezar.co.za)

**2020-** Certificate for attending the Consumer Education: Financial Management SME Program

**2021-** Purchased display booth for exhibitions and pop-up store

### **Exhibitions**

-Intra Africa Trade Fair, Durban

-Pop up store at Michelangelo Towers Sandton from 1 December to 24 December 2021

- Weekend pop up store Springs mall

- SARCD Trade Exhibitions- Gallagher Convention Centre

-Ekurhuleni East Fashion Week Season Craft Market

-Gauteng Summer Cup

-Basha Uhuru festival

-Cape Town Convention Centre

- Gallagher Convention Centre

-Birchwood Hotel & OR Tamboville Conference Centre

- Aluta Nova Festival of Museums

### **Media Features**

Ekurhuleni News

<https://ekurhuleninews.co.za/2021/05/17/young-man-designs-unique-watches/>

Radio 702

<https://omny.fm/shows/the-money-show/friday-file-snezar-timepiece>

Radio interview on Jozi Fm with Tshepo 1million

