



## SMME Profile Feature

### SMME Profile: Mafikeng Bath & Tile

What was once a man's world, has now seen an emergence of women in this industry.

Malebeko Nchoe's introduction into the **retail business** started when she moved to Mafikeng and met a gentleman by the name of Mr Andries Berg, who owned various small shops. Mr Berg recruited Malebeko as a clerk, where she assisted with administration for various shops such as Tile Toria, Mafikeng Bath and Tile as so forth. Proving her worth, she became adept at learning the trade and was soon promoted to the position of manager.

When the owner made the decision to sell the business, Malebeko saw an opportunity and decided to grab it. Showing her business acumen, Malebeko applied for a loan from the then BNDC, bought a truck and started her career as the sole owner of Mafikeng Bath & Tile. With the mentorship of BNDC, Malebeko attended various courses such as how to start a news business and how to handle money, books and creditors.

Soon thereafter, Malebeko decided to expand and opened stores in Vryburg and Ganyesa. She soon learnt a very important business lesson and that was not to trust everyone in the industry. The manager of the Vryburg/Ganyesa outlets absconded, leaving Malebeko tired and frustrated from having to manage the business in Mafikeng and at the same time Vryburg and Ganyesa.

Malebeko took a business decision, closed the business outlets in Vryburg and Ganyesa, and focussed on building the business in Mafikeng. Identifying the continuous need for building materials, Malebeko expanded from only purchasing tiles etc. from the Babelegi area to purchasing sand, cement and bricks.

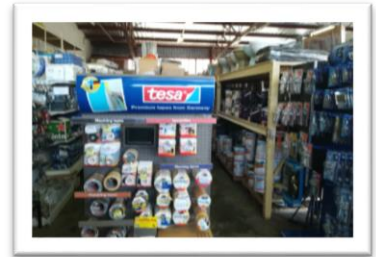


Malebeko Nchoe



Today **Mafikeng Bath & Tile**, situated at NWDC Building, Site 1307, Second Street, Factory 11 in Mafikeng, employs five full time employees and three part-time. Malebeko, who has been an NWDC Tenant since 2015, wishes to expand her 399 m<sup>2</sup> factory space in order to have a proper, spacious display area, making it easier and more appealing for her customers to shop.

This formidable woman has earned the respect and admiration of all her employees, which can clearly be seen from their attitude not only to Malebeko, but to the business too.



**Mafikeng Bath & Tile Staff with owner Malebeko (second from right) and Tenant Coordinator Ishmael Maqana (Right).**

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