

SMME Profile

Featuring our tenants & proudly North West enterprises



Orefile General Dealer

Orefile General Dealer, a beneficiary in the **smart tuckshop economy**, is a cooperative supermarket located in Tlapeng, Ganyesa. It is proudly 100% black-owned by the enthusiastic entrepreneur **Tumelo Moses Olaotswe (Mozz)**.

Established in 1999 and officially registered in 2022, Orefile General Dealer prioritises customer satisfaction and value, offering a wide range of quality products both in-store and online.

The inception of Mozz's business began when he visited Vryburg and won R1000. When his brother learned of his winnings, he inquired about Mozz's plans for the money. Mozz expressed his desire to open a tuck shop, leading him to purchase stock in Vryburg and operate a tuck shop inside his parents' house, turning a seating room into a tuckshop. This financial boost motivated him to invest in his venture wisely.

The tuck shop operates from a building that is notably distinct from typical tuck shops in South Africa. Located next to Mozz's childhood home where he grew up, he aimed to create an attractive space he could take pride in, making it a unique establishment.



Another fascinating aspect of Orefile General Dealer is its delivery service. Customers can place orders over the phone, and their groceries are delivered right to their doorsteps.

Orefile General Dealer's primary target audience consists of pensioners. Mozz's research team, Kagisano Molopo, indicated that the area relies entirely on government grants and seasonal farm workers for customer support.

One challenge faced by Orefile General Dealer is customers purchasing on credit without repaying, which is a widespread practice in rural business operations. This highlights Mozz's good-hearted nature towards pensioners, but the situation forces Mozz to remind them frequently of their debts.

Additionally, Mozz competes with foreign nationals in the same area who often undercut prices to an unreasonable extent. This forces him to lower his prices to retain customers, making it challenging to sustain a profitable business.

The dynamics of demand versus supply also affect him, as there are months with high customer traffic but insufficient funds to stock up adequately. However, he views this as a learning experience that will ultimately benefit him.

Looking ahead, Mozz's long-term goal is to own a franchise of tuck shops and expand into other regions, including Ganyesa. This expansion will help him provide for his family and create a legacy for his children.

Mozz advises the younger generation to focus on education to broaden their horizons. He encourages them to approach schooling not merely to find a job but as an opportunity to create jobs across various sectors, not just in the tuck shop industry. South Africa has job opportunities if one looks hard enough.

He emphasises the importance of concentrating on their studies and giving back to the community.

Additionally, Mozz has applied his entrepreneurial skills to cultivate a backyard garden at home, producing vegetables that he sells in his shop and for personal use, reducing the need to purchase from external sources.

Contact: Orefile General Dealer

Email: senkangobitseng@gmail.com

Cell phone: +27 72 700 9273

