



ZONED IN

like blinds, cushions and table-runners.

**The biggest project I've worked on was for clients at the Silver Lakes Golf Estate** with a revenue of R133 599. The clients were so happy with the outcome that they commissioned me to manufacture soft furnishings for a family member based in the south of Johannesburg.


**The growth of the middle class here has led to an increase in residential properties**, which in turn results in increased needs for household products and services. That presents business opportunities to me.

**I'm working on growing my customer base** to include corporate and hospitality clients. My long-term goal is to establish a workshop to design and manufacture custom-made furniture and a soft furnishing range for retailers.

Her clients now include working mothers preparing to return to the corporate world and school-leavers who need guidance and tips for job interviews. "I recently worked with a young woman who wanted grooming to open up career opportunities. I'm very proud that she's now working for the Emirates Cabin Crew team. It's a big achievement for an Atteridgeville-born girl to now be living in Dubai."

With rates ranging from R500-R2 500 for one-on-one sessions and a six-month course billed at up to R5 000, Madibeng's adamant that she doesn't just teach clients how to smile and walk. "My passion is helping boost people's self-esteem and confidence. I focus on the

inner person. For areas that aren't part of my expertise, such as image consulting, I'll call in an expert to be part of the sessions."

Madibeng loves seeing the transformation in clients and this year, she plans to offer her services to the rest of the country. 

**R2 billion:** The amount being invested by Pareto and Old Mutual Life Assurance into the redevelopment of the Menlyn Park Shopping Centre. Started in April 2014, the expansion of the mall is scheduled for completion in November 2016. Plans are for the 500 shops within it to turn Menlyn into one of the largest malls in the Southern Hemisphere.

## BUSINESS WITH A CAUSE



Crowned Miss SA in 2003, Joan Madibeng (née Ramagoshi) has started a business imparting career and self-presentation lessons to others. Opened in 2005, Joan's Dynamic School of Grooming had humble beginnings. "I

started off renting a classroom at the Damelin campus, where I held workshops over weekends. Due to demand, I now do a lot more travelling to where clients are based," she says.

Having initially focused on teenagers, Madibeng has since expanded the service offering to adults.

### DID YOU KNOW?

The Maxi's family restaurant franchise was started in Pretoria in 1993 by Johan Coetzer. There are now 75 outlets spread around every province in SA, with Pretoria hosting more than 10. The brand's now owned by Scooters Pizza and offers franchises at a set-up cost from R2 million. For enquiries, tel: 011 608 1999.

