



'The festive rush for my tagines helped boost my earnings',  
**ANNE RIMBAULT, 53**



'I was disappointed in the gift-wrapping workshops available, so I started my own'  
**GINA FIDALGO, 46**



'The holiday period means a sharp rise in sales of our African-inspired gifts'  
**TEBATSO MAISELA, 30-SOMETHING**

## 'Getting an important contract helped me double my sales'

**ANNE RIMBAULT, 53, lives in Bordeaux with her husband, David, and their children, Lynsey, 22, and Daniel, 20.**

**THE IDEA** I taught ceramics for 30 years and six years ago one of my students asked me to make a Moroccan tagine for her. I changed the design slightly from a traditional tagine so that it could fit easily into an oven. I also widened the lid's knob so that the lid could be inverted and used as a bowl. Other students also placed orders for tagines, and my tagines were featured in a newspaper article, which sparked a flurry of orders.

**WHAT HAPPENED NEXT** I put my tagines up on a display wall in my pottery studio, *The Anne Rimbault Pottery Studio*. I also showcased them on my website. Soon the demand for them became so great that I employed an assistant to help me make them. I design, decorate and fire the tagines and we both do the glazing and packaging. I call this side of my business *All Fired Up Tagines*.

**CHRISTMAS UPTURN** People love the idea of buying my tagines as gifts, so the festive season has become one of my most lucrative periods. Tagines are fabulous for entertaining because you can make enough food for up to 10 people. I love using them myself as they offer a wonderful way of cooking. I paint them in bands of orange, red, black and white, but I can do other colour combinations on order.

### BUSINESS IN FIGURES

**START-UP COSTS** Nothing. My studio was already kitted out.

**FIRST YEAR'S EARNINGS** R12 000

**CURRENT TURNOVER** I've already sold tagines totalling R24 000

**SEE** [annerimbault.com](http://annerimbault.com)

**THIS YEAR** I had my first big export order from the DRC and, this year, I'll have more stock that's ready to fire and paint as orders come in.

**BIGGEST CHALLENGE** Time management and being able to fit everything into my day.

**GREATEST ACHIEVEMENT**

Getting the timing right on the DRC order. We made 50 tagines in less than two weeks, which is usually an impossible turnaround time. My pottery classes have also become so popular that I've extended my studio to hold more people.

**BOOST YOUR EARNINGS** Do what you love. It's so important to be passionate about your work.



## 'We were swamped with orders in the run-up to Christmas last year'

**TEBATSO MAISELA, in her thirties, lives in Soweto with her two children, Romeo, 11, and Ethan, five.**

**THE IDEA** My aunt, Pinkie, started *Nature's Resource* 16 years ago. It's a company that sells hand-crafted Zulu baskets, made from natural fibres, at the Bryanston Organic Market. I often helped her over the weekends, and when she died a few years ago, I took over her role in the business.

**WHAT HAPPENED NEXT** I began working with my aunt's business partner, Carla Eldorado, who divides her time between Johannesburg and the US. We each stuck to our strengths – I focused on buying the products and selling them at markets, while Carla took care of the financial side of the business. Originally, we were one of the only companies selling Zulu baskets, but as they became increasingly popular and stores started stocking them, we knew we had to expand our offerings. Over the next few years, Carla and I sourced items that we would've loved to buy ourselves. We started selling locally-made wire baskets, as well as bags, hats and toys that Carla had seen while she was in Madagascar. We also sell angels made from recycled Coca-Cola tins, and clocks made out of old records. We still sell at the Bryanston Organic Market but we've also set up at Ngwenya Glass and we have a stall at the Rosebank African Craft Market.

### BUSINESS IN FIGURE

**START-UP COSTS** R15 000

**FIRST YEAR'S EARNINGS**

Virtually nil – all our profits were re-invested in the company

**SEE** 082 852 8712

**CHRISTMAS UPTURN** The lead-up to Christmas is a much busier time than usual. A lot of our business is from tourists who flood the country at this time of year. Our products make great gifts and they're light to travel with.

**THIS YEAR** We'll be at more markets and will also be selling calabashes and angels made of sisal.

**BIGGEST CHALLENGE** The weather. We're at an outdoor market so bad weather can impact on trade.

**GREATEST ACHIEVEMENT** Seeing constant growth in the business since I took over from my aunt.

**BOOST YOUR EARNINGS** Pour your earnings back into the business so that you have a full range of stock at all times. >>