



LERATOLETHATO

GENUINE LEATHER FROM THE HEART OF AFRICA

COMPANY PROFILE 2014

Company Background

- LERATOLETHATO has positioned itself to be a premier leather goods Manufacturing and Production network in Southern Africa. Our clients are Boutique retail stores, Trade shows networks And now have gained access in the Corporate Business World. Our new range is inspired by our European Corporate client, and we are now exporting our new range of corporate gifts to countries like Norway.

Mission

- Our mission is to lead transformation of the leather goods industry through: Distinctive branding, Globally competitive design and Quality standards at affordable prices.

Vision

- To deliver quality leather goods that fully celebrate the quality of South African leather and the richness of its culture. LERATOLETHATO is committed to add value in our local community Development Projects.

Most recently Sponsored

- Saartjie Baartman Women and Children Centre (Cape Town)
- New Born Trust Foundation at Groote Schuur Hospital (Cape Town)

Service Agility and Conclusion

- We spend time understanding the needs and expectations of our customers and suppliers. We analyze requirements and adapt our products and services to meet their needs. We anticipate “moments of truth” creatively, and deliver on time.

Ownership

The company is owned by Nthabiseng Diana Lephoko who is a Leading Designer, seasoned Entrepreneur and Facilitator. Her professional expertise is phenomenal and spans many years earning her a chair on the board of one of South Africa's biggest hospitals (Groote Schuur). She has also assisted many businesses to expand through her vast knowledge, experience and wide international network.



Her experience in the corporate sector started with Liberty Life in 2002 and included intensive exposure to the property sector including working with RBA Development in property marketing in 2004/5 and in bond origination work until 2006.

She also has extensive exposure in the marketing and events sphere, having operated her own events management company (DLL.O Events) since 2006. She has considerable experience in organizing, creating and planning production, marketing and executing projects.

She is the former Managing Director of Silimela Development Services which is an economic strategy and enterprise development consultancy and joined the company in 2009 and resigned in 2012 to fully focus on her leather business. At her LERATOLETHATO She is responsible for management, marketing, research, design and production.

She became passionate about the leather industry through her involvement as the Project Manager for The DTI's Skins and Hides Manufacturing project in 2010.

- She was selected as one of the Fourteen **Leading Women Handcraft Entrepreneurs in Africa** by Vital Voice based in Washington DC USA
- She was awarded a certificate for **ICONIC HANDMADE PIECE FINALIST** at the Decorex Johannesburg 2012.
- Featured as **one of the twenty five Most Inspirational Entrepreneurs** by Destiny Magazine in July edition.
- **She serves as a member on the Newborns Groote Schuur Board of Trustee's 2014**
- **Stakeholder in the Craft-sector in SA lead by the Department of Arts and Culture**
- **Currently involved in planning the WIFT 2016 initiated by Mhana Gingi Social Entrepreneurial network.**

Current Project

- **ILLT/ Interior Living Lifestyle Tokyo 2014**

Previous Trade show

- **Decorex Cape town 2012**
- **Decorex Johannesburg 2012**
- **Design Indaba 2013**
- **Women Initiative Trade Fair 2014**
- **Decorex Cape town 2014**
- **Waterfront V & A 2014**

- **Kamers Cape town 2014**



Company Name: LEPHOKO TRADING ENTERPRISE T/A LERATOLETHATO

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