



INQOTHOVU  
SMELLING GOOD  
PRIMARY CO-OPERATIVE LIMITED

# Company Profile



# Executive Summary

Inqothovu Smelling Good is a fast-growing small business dedicated to providing high-quality fragrance products that enhance everyday living. Built on passion, professionalism, and a strong commitment to customer satisfaction, the company continues to expand its footprint within the fragrance market. Our mission is to deliver refreshing, long-lasting scents that help individuals and businesses create memorable impressions wherever they go.

Driven by a team that values excellence, each fragrance product is carefully prepared and handled by our hands with attention to detail and pride in workmanship. This hands-on approach ensures quality control while reflecting the passion and dedication behind the Inqothovu Smelling Good brand. We pride ourselves on maintaining high standards in product selection, packaging, and customer service. Whether for personal use or commercial purposes, our fragrances are designed to meet the expectations of modern customers who appreciate quality and affordability.

Inqothovu Smelling Good serves both individual customers and resellers by offering flexible purchasing options. Our products are available for single-unit purchases as well as bulk packs of 30 units, making us an ideal partner for entrepreneurs and resellers looking to grow their own fragrance businesses. As a rapidly developing brand, we remain focused on innovation, accessibility, and building long-term relationships with our clients.

Handcrafted.  
Empowering.  
Building.

# Our Products & Services

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We proudly offer a range of premium fragrance products, including:

- **Perfumes** - Premium long-lasting signature scents crafted to leave a memorable impression.
- **Roll-On Perfumes** - Compact, easy-to-carry personal fragrances perfect for everyday freshness.
- **Car Diffusers** - Long-lasting car fragrances designed to keep your vehicle smelling fresh and inviting.
- **House Diffusers** - Elegant home scent solutions that create a warm and refreshing indoor atmosphere.

All products are carefully selected to ensure quality, durability, and customer satisfaction. We maintain active stock levels to ensure customers receive their orders promptly and reliably.



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## Our Vision

To contribute meaningfully to economic empowerment by creating opportunities that uplift and support black women from previously disadvantaged backgrounds, enabling them to participate actively in business and financial growth.



## Our Mission

To provide professionally prepared, high-quality fragrance products that deliver long-lasting freshness while offering excellent value to both individual customers and bulk buyers.

# Company Values

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## 1. Quality Excellence

We are committed to providing high-quality, long-lasting fragrance products that meet customer expectations every time.

## 2. Professionalism & Integrity

We conduct our business with honesty, transparency, and a high level of professionalism in all customer and reseller interactions.

## 3. Customer Satisfaction

Our customers are at the heart of everything we do, and we strive to deliver products and service that exceed expectations.

## 4. Reliability & Consistency

We ensure dependable stock availability and consistent product standards for both individual buyers and bulk resellers.

## 5. Affordability & Accessibility

We aim to make premium fragrances accessible through competitive pricing and flexible purchasing options.

## 6. Growth & Empowerment

We support and empower resellers and entrepreneurs by providing bulk opportunities that help them grow their businesses.

# Why Choose Us?

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### PRODUCT QUALITY

Utilises professionally prepared, high-quality fragrance oils and materials across all products. Each fragrance product is carefully prepared and handled by our hands with attention.



### PRICING

Offers affordable and reseller-friendly pricing while maintaining premium product standards and excellent value for money.



### LOCATION

Operates from Mandlanzini, Richards Bay, within the King Cetshwayo District in KwaZulu-Natal.

# Conclusion

Inqothovu Smelling Good is a dependable and professionally managed fragrance business committed to delivering quality-driven scent solutions that enhance personal and environmental experiences. Guided by strong values, professional handling, and a customer-first approach, the company consistently provides products that meet high standards and client expectations.

Our products are carefully made and prepared by our own hands, reflecting the dedication, skill, and pride that define our brand. With the right strategic support and funding, Inqothovu Smelling Good has the potential to scale its operations, expand its product reach, and create meaningful economic opportunities within the community.

With a clear focus on reliability, product quality, and sustainable business growth, We are well positioned to serve both individual customers and bulk resellers across its market. The company remains dedicated to professionalism, consistency, and long-term value in every transaction, ensuring that every customer enjoys fragrances they can trust and return for.

## Contact Information.



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