

FELICIA TSHITE ENTRY FORM - WEDNESDAY, MAY 6, 2015 12:09:41

Application Details

Name	: Felicia	Surname	: Tshite
Designation	: Design and Textiles /manufacturing	Email Address	: drfelicia721@gmail.com
Cellphone	: 0791491992	Telephone	: 0791491992
Birth Date	: Monday, July 21, 1980	Application Date	: Wednesday, May 6, 2015 12:09:41
Business Name	: Dream Doctor Collection	Registration No.	: 201409927807
Tax No.	: 9186463197	BBEE Level	: 4
Type of Business	: Designer tailored uniform for surgeons, doctors, h		
Industry	: Clothing and textiles	Years in Operation	: 1
Physical Address	: 10 ridge crest, Dornel road, halfway gardenes	Postal Address	: As above
Town / City	:	Business Number	: 0791491992
Business Twitter	: the dreaming doc	Business Website	: www.dreamdoctorcollection.com

Company People

Added	Name	Surname	Birth Date	Designation
Wednesday, May 6, 2015 12:10:47	Felicia	Tshite- Molamu	1980-07-21	Medical doctor

Company Financials

Year	Gross Revenue	Gross Profit	Briefly Explain The Drivers of Y/Y Gross Profit Growth or Reduction in each year
2011	R 0,00	R 0,00	-
/			
2012	R 0,00	R 0,00	-
/			
2013	R 1.000.000,00	R 250.000,00	A fresh innovative look that is embraced by clients especially the students in healthcare careers - the medical school (Sefako makgatho health sciences university) signing a 5 year contract to allow us to supply uniform to the students
/			
2014			

Company Employees

Year	Total Number of Employees	Average Employee Remuneration	Briefly Explain The Drivers of Y/Y Total Employee Growth or Reduction in each year
2011	0	R 0,00	-
/			
2012	0	R 0,00	-
/			
2013	5	R 15.000,00	A fresh innovative look that is embraced by clients especially the students in healthcare careers - the medical school (Sefako makgatho health sciences university) signing a 5 year contract to allow us to supply uniform to the students
/			
2014			

3 Select Categories

The Maverick Award for Manufacturing and Industrial Innovation Excellence

With my limited knowledge of design and manufacturing, I have managed to create awesome clothing line with great quality using only 2 tailors who didn't go to fashion school. Just the eye for the best and passion.

The Maverick Award for Service Innovation Excellence

We offer the service that our sector never got for centuries. Personalised, tailored and customized clothing.

The Maverick Start-Up of The Year

For only one year, the achievements, the lessons, the success and how my team had grown from strength to strength by believing in my dream. My passion to make a mark in the medical fashion industry is more inspired when especially each time I see a happy client, and after recognition from renowned magazines and TV shows. With funding and incubation, dream doctor collection will become the fashion hub of medical hope to many, either by dressing them or helping them achieve their dreams of becoming doctors.

Questionair

Business Overview

Business Existence Validation

Describe the problem(s) or challenge(s) that your business solves.

Redefining a new professional yet fashionably-modern quality look, in the form of uniform, theatre scrubs and clinical coats, for the health sector. Synchronizing brains with beauty for generations to come. Making a mark and changing the future to give pride & confidence to self, and hope to the patient and the country.

Describe the extent/ magnitude to which this problem or challenge was not being addressed prior to your business entering the market.

For centuries now, the world decided how healthcare practitioners and doctors must look. An assumption of a not stylish, but brainy, unladylike, hardworking, and always in a rush human being who needs extremely baggy over-comfortable unisex clothes that almost resemble pajamas/ prisoners uniform, worn with unisex slip on shoes and with white coats that we share with most non-medical jobs. There has been an interest from colleagues to look better but there was no one to do it so I created a collection that I can proof as appropriate especially because I am a Dr myself.

Describe the size of the market that your business operates in.

The health sector is broad. From medical, dental, allied health and nurses in government and private sector, and students in all nursing schools and academic hospitals. Extending to the whole of SADEC and internationally. A medical fashion hub of Hope.

Products and Services Value Proposition

Describe the products or services that you offer through your business

Medical scrubs for theatre/ ICU/ trauma and labour wards. Daily uniform to work in the form of pants /skirt suits and dresses. Stylish clinical coats that match the look. The seasonal uniform for medical students- summer and winter ranges. Tailor made quality clothing. Soon to extend to accessories- bags, shoes, spectacles, and stationary.

Describe your products or services unique selling proposition and competitive advantage.

Quality designed tailor made clothing. Individual preference in colour & design. Over 35 designs in vibrant colours. Value proposition - Pride/ confidence/ hope/respect to self and patients we serve.

Marketing and Distribution

Describe your client / customer base including at least 3 names of current customers.

My client is a health practitioner who longs to look her/his best at work, who respects the patients, and who allows her image to represent her/him with dreams far beyond giving medicine or advice. 1. Dr Boitumelo

Phakathi- general surgeon. 2. Dr Sindi Van Zyl- HIV specialist 3. Sefako Makgatho health sciences university students as a 5 years contacted supplier relationship.

Describe your sales strategy and distribution model.

With one Sales lady- we use website, social media and word of mouth. She meets with local clients who are ready to order. She does fittings and colour choices. There are 6 ambassadors- including me and her, 2 Dentists (male & female), a nurse and a medical student. All ambassadors get to wear our clothes daily to work, as walking billboards. We distribute to individuals, either they collect/ we deliver on call out fee/ we post. We look forward to have a mini factory, a warehouse studio to allow clients to buy off the rail and perfect the sizes. Then we duplicate the same structure in big

Describe your marketing activity as well as customer attraction and retention strategies.

We market our brand within the academic institution where all levels of health care practitioners are based. The working class is the same personnel that works in private hospitals, at least more than 70% of them. Innovative designs cut the edge and we have realised a huge loyal clientele base. Our clients keep on coming back for more.

Describe how you anticipate your market/industry and customer needs will evolve in the future and your businesses plan to adapt accordingly in order to maintain an edge?

They expect more innovation and better fabrics, with a one stop shop. I should be able to offer complementary items to the clothing, like shoes & bags. I plan to take the medical fashion to the ramps, involve other creative individuals hopefully with my career background, to launch their labels under dream doctor collection. Allowing a continuous innovative niche market.

Economics of the Business

Describe your business model

Based on pure innovation and existing gap within the market. A plan to stay ahead of the game and study the customer year after year.

Describe your revenue model and the revenue drivers of your business.

The silver range which is mostly for students uniform, drives my revenue.

Would you describe your business as a low, medium or high sales margin business? Briefly explain and include figures.

Currently low but it has a high sales margin of more than 5000 customers.

Would you describe your business as a low, medium or high sales volumes business? Briefly explain and include figures please.

Currently low but it has a high sales margin of more than 5000 customers.

What is your projected revenue/turnover for the next 3 years?

5000000

What are the drivers/factors that support your projections?

Students and nurses My reliable employees and the passion I have.

What are the three main challenges that the business faces in the next three years? Include how you intend on addressing these challenges.

Entrance of completion. - I plan to stay focused, ahead of the game, maintain the customers loyalty that I have so far and lower my students prices as soon as I can manufacture in bulk.

Sustainability and Scale-Up

Is your business sustainable? If so, please describe your sustainability drivers.

Yes. Huge market. New clients daily and more word of mouth.

Briefly describe your scalability and business growth strategy.

Funding will allow me to start up a bigger factory, manufacture, fastrach sales , branding and marketing actively.

Business Achievements & Vision

What have your 3 main achievements been as a business over past three years?

Medical school 5 year renewable contract. Making it to SME SA online magazine,other local magazines, eNCA and ETV plans a Forerunners shoot for me.

Briefly outline the vision for the business over the next 5 years?

Leading brand in health care internationally.

Impact

Corporate Social Responsibility

What is your corporate social responsibility focus area and why? (Education/HIV/Entrepreneurship/Early Childhood Development/Environment)

Education - mentoring and sponsorship. This is what I wish to do. My passion in resorting quality health professionals in our country by identifying the most disadvantaged dreamers in the rural areas, offer them hope and see them make it in medicine to empower their backgrounds and others.

Describe your social responsibility practices and programs you have run over the past three years.

Not yet. To do as above.

Outline the outcomes and impact generated from your CSI program.

Not yet.

Innovation

Innovation Culture

Is your business based on an innovation?

Yes.

What type of innovation is it? (Product/Service/Process/Other)

Product, & service.

Briefly Describe your innovation

Creating a mark with doctors image.

Why do you believe that your product/service/ process is an innovation?

It is a fresh idea. A revolution to my career line.

What Intellectual Property Rights do you possess over your innovation? (Patent Pending/ Patent Granted/ Trademark/Copy Right)

Logo and designs are trademarked.
