



NICTUS LAUNCHES NEW EMPOWERMENT INITIATIVE FOR LOCAL MANUFACTURERS.

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One of Namibia's largest furniture retailer, Nictus has embarked on an empowerment programme that supports small local entrepreneurs with capital to fund their manufacturing operations in addition to their products being sold at Nictus Furnishers' Windhoek branch.

As part of the programme entrepreneurs creating their products locally will be prioritized.

The programme has been introduced to support local manufacturers who often lack the necessary funds to create products on a larger scale and compete with foreign brands. Some entrepreneurs attribute this to the lack of market for their products thus making it difficult for customers to find and purchase local products.

Nictus' CEO, Francois Wahl, has described the programme as a collection of efforts that solves many of the hurdles that Namibian entrepreneurs face.

"Now the entrepreneur does not only get their products housed by a recognized brand like Nictus. They are also able to get access to capital that is specific to what their business needs to compete with big names", He added.

One of the first local entrepreneurs to go through the initiative is Petrina Ashipala, the owner of Meme wOmabean Bags, a company that creates a type of furniture known as bean bags. Ashipala has described Nictus' involvement as a lifeline that every entrepreneur needs especially during this Covid times that has shifted how a lot of people do business.

She said the partnership will introduce her products to a wider customer base and in turn increase product output, sales volume and overall business growth.

"Which is what every business need" she mentioned.

Issued by:

A handwritten signature in black ink, appearing to read 'Henok Sivambi', with a stylized, cursive script.

Henok Sivambi
Public Relations Officer
Nictus Furnishers Namibia
Email: pra@nictus.com.na
Mobile: +264 81 655 1519
Office: +264 83 331 3111