

# Meaning essential to entrepreneurial success

By [Nelia Annandale](#)

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Having successfully celebrated 20 years in business in an industry where the average boutique-clothing store stays in business for two to three years, there are methods to overcome the entrepreneurial challenges of one's own business.



In 2012, Keedo won five major awards including the International Women's Entrepreneurial Challenge Award, the 9th Annual Award for Top Women Successfully Leading Business: Top Gender Empowered Company: SMME, the Cape Chamber of Commerce Exporter of the Year Award in the design category and the Black Business Quarterly Business Woman of the Year Award as special recognition for transformation.

According to entrepreneur, investor and author, Guy Kawasaki, "The best reason to start an organisation is to make meaning - to create a product or service to make the world a better place." In a cutthroat business world, where approximately 96% of all entrepreneurial ventures fail in the first two years of operation, perhaps the key to success is to make meaning.

To define making meaning, one would have to delve deeper than the mere product or service offered. Touching the lives of customers is important, but creating sustainable employment and support for not only the staff, but also for the communities in which they live, is essential. Let the brand carry the messages eg. 'educate children to respect earth and love nature'.

With only 4% of South African entrepreneurs growing to become employers, focus on providing sustainable employment where people are heard, cared for and fairly remunerated. Employees should be encouraged to grow to reach their full potential. The secret is to be socially aware and make a difference in the lives of staff, underprivileged children and nature through various CSI initiatives.

The secret to my business success with Keedo is my unwavering commitment to back my dream with hard work. It is also

the ability to anticipate future trends, delivering unique, quality garments, providing customers with a fulfilling shopping experience and exceeding their expectations. The brand has embraced environmental awareness and sustainability since its inception in 1993, long before it became a prevalent topic and this has supported the establishment of the brand.

To aspiring entrepreneurs, my advice is that which I was given, "Always treat people with the same respect that you want to be treated yourself", and "happiness is a choice."

## ABOUT THE AUTHOR

Nelia Annandale is the owner of Keedo Children's Clothing.

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