

Tandi Potgieter



By [Louise Marsland](#)

12 Nov 2014

Tandi Potgieter, the new MD of Printstagram, a personalised photographic printing company, hopes to transition the business from a purely web-based enterprise to have a bricks-and-mortar retail footprint in partnership with photographic outlets nationwide...

Says Potgieter of her latest career move: "I was completely sold on the concept of Printstagram and felt I connected with the company brand immediately. The potential for this business is vast - especially as we are now driving it in a new direction.

"We are in the process of moving [Printstagram](#) onto a retail platform from being purely web-based and are forming partnerships with existing photographic retail outlets, starting with eight Kodak stores in the Gauteng region."

They plan to have a presence in 180 retail outlets by the first quarter of 2015 and also have a host of new products and innovation in the pipeline.



ABOUT TANDI POTGIETER

Tandi Potgieter hails from Benoni and is a former model who started a career in sales at Justine Cosmetics. A stint in London saw her working at Harrods for over five years - her dream retail environment. She has worked across the retail and corporate environment in South Africa, run her own modelling agency and import/export business, before joining Printstagram as its new managing director.

Q: What is your main business challenge?

A: South African consumers still lag behind international consumers with respect to the adoption of e-commerce.

Q: What is your core strategy?

A: Our core strategy is to augment our retail footprint by forming enduring partnerships with existing trusted retailers.

Q: What do you enjoy most about this business?

A: I am energised by working in a constantly evolving and innovative environment.

Q: Most important attribute needed to do your job?

A: Passion for our brands and tenacity to drive the business forward.

Q: The biggest trend to note in your industry?

A: The number of photographs taken by people daily has increased exponentially and yet photo prints have declined significantly over the same period. Personalisation is becoming more prevalent in all industries today. The trend is to take these photos and personalise products using a myriad of new methods.

Q: How will you make an impact?

A: Rapid implementation of our core strategy by partnering both with respected traditional retail stores and with pioneering online platforms.

Q: What inspires you?

A: The process of creating innovative new products in this emerging industry.

Q: How do you inspire others?

A: I would like to think that the combination of my positivity, tenacity and zealous work ethic is contagious.

Q: Your life philosophy?

A: I believe you should give 100% in everything that you do.

Q: At the top of my 'bucket list' is...

A: Having travelled extensively, I have yet to explore the Far East.

ABOUT LOUISE MARSLAND

Louise Burgers (previously Marsland) is Founder/Content Director: SOURCE Content Marketing Agency. Louise is a Writer, Publisher, Editor, Content Strategist, Content/Media Trainer. She has written about consumer trends, brands, branding, media, marketing and the advertising communications industry in SA and across Africa, for over 20 years, notably, as previous Africa Editor: Bizcommunity.com; Editor: Bizcommunity Media/Marketing SA; Editor-in-Chief: AdVantage magazine; Editor: Marketing Mx magazine; Editor: Progressive Retailing magazine; Editor: BusinessBrief magazine; Editor: FMOG Files newsletter. Web: www.sourceagency.co.za.

■ Teaching trade: the importance of empowering the female entrepreneur - 17 Dec 2019

■ New monetisation models for media are needed - 16 Dec 2019

■ #AfricaCom: The many VOD markets - 25 Nov 2019

■ #AfricaCom: TV content future will be shaped by OTT - 20 Nov 2019

■ Africa's growth rests on economic empowerment of women - 1 Nov 2019

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>