Please add a brief overview of you and your company

1)      Tell us about you and your Educational Background?

*I hold an LLB Law degree from the University of Bristol, UK and an MA Fashion Entrepreneurship degree from the London College of Fashion, UK. Prior to that, I spent my secondary school years at the Lagoon Secondary School, Lagos and Cheltenham Ladies College, UK. I was called to the Nigerian bar in November 2013.*

2)      How long have you been in business?

*4 and a half years*

3)      Tell us about the service you provide?

*Kene Rapu is the No.1 Nigerian footwear brand producing high quality, durable, comfortable and stylish footwear, proudly Made in Nigeria.*

4)      What inspired you to start this sort of business?

*I would say the inspiration came when i made the first pair of slippers for myself with a local craftsman and realised how lovely they were and how with a bit of work we could create the perfect product here. Often times we want to produce abroad as it is the easier route, not because we don’t have the talent and man power here. The truth is that the average Nigerian worker is so used to mediocrity that it takes time to shift that paradigm. However, when we succeed in doing this, it is a rewarding experience.*

5)      How did you find the business when you first started?

*Running any business is always challenging especially in the early stages.*

6)      What are the challenges you faced?

*Production has been a challenge, from consistency, to lack of material availability, to inadequate man power. However, we are a testament that challenges make you stronger. We are a constant work in progress. If you look at a pair of our slippers made in 2011 and a pair made today you will see a visible difference.*

7)      What is your staff strength, and how do you manage them?

*Our staff strength is relatively small. With anyone who works for you, you have to be patient, tolerant and ready to teach. I’m very hands on with everything i do, i believe that the best way to teach is to do.*

8)      Did you have to train your staff so they can effectively advice your clients?

*Yes definitely and we are constantly learning new and effective customer management techniques.*

9)      What is most exciting about what you do?

*Having an idea and seeing it come to fruition is a very fulfilling feeling.*

10)   What is the vision for the company?

*Our vision is to be the No.1 Nigerian footwear brand providing durable, comfortable and stylish slippers and sandals, in all sizes; proudly made in Nigeria.*

11)    What word of advice would you render to women and men who want to start a business in your field?

*Be dogged. Tough times don't last, tough people do. Understand the importance of delayed gratification. Be patient. And as you remain focused, passionate and hardworking, believe that the God who has placed the vision in your heart will give you the tools to bring it to fruition.*

Additional bits DESIGNER DOSSIER

----WHATS YOUR SIGNATURE STYLE?

----WHATS BEEN YOUR BEST MOMENTS AS A DESIGNER?

----WHATS BEEN YOUR WORST MOMENTS AS A DESIGNER?

----ON A SCALE OF 1-10, WHATS BEEN YOUR RESPONSE FROM CUSTOMER
SATISFACTION?

*We aim to ensure that all our customers are 100% happy with their slippers. By constantly putting our customers and their needs first we have been able to build a strong customer base.*

----WHICH CELEBRITIES HAVE WORN YOUR BRANDS?

*Waje, Banky W, Omawumi*

----HOW DO YOU BALANCE WORK WITH PLEASURE?

*As my business is still very young, i find it hard sometimes to switch off completely, it is like a child who requires constant attention. However, these days i make more of an effort to mentally shut down at the weekends and not always be as quick to respond to messages and emails on the weekend. After all “All work and no play…!”*