

Kusile Hygiene 'n Industrial Services

“Coming together is a beginning; keeping together is progress; working together is success.”

Husband and wife duo, Sifiso and Olga Ncube, are the embodiment of this adage.

When they ventured into entrepreneurship nearly a decade ago, it was a leap of faith spurred on by a need to create a financially secure future for their two young children. After looking into several kinds of businesses, the couple eventually settled on pest control – and have allowed the universe to conspire with them ever since.

“We first thought of opening hair salon, but also wanted something of a high commercial value and repeated income. That’s how we ended up in the pest control business,” they say.

Olga quit her day job so that they could fund their budding business, which secured a couple of impressive contracts within a short period. However, despite procuring these long-term contracts and expanding into industrial cleaning and laundry via pure chance, the Ncubes struggled to see commercial growth in their business.

Kusile Hygiene 'n Industrial Services’ prospects took a turn for the better when they joined the Property Point entrepreneurship acceleration programme and started learning the business of running a business – something that did not come easy to people who had been running their own enterprise for years.

“There were challenges,” they admit. “Mentorship and networking with other entrepreneurs were not easy. We saw that we were sorely lacking in sales and marketing, which impacted the growth of the business, especially on the financial side.”

Undergoing the vigorous but necessary programme has already yielded amazing results for Kusile Hygiene 'n Industrial Services. Where before they had struggled to move beyond a “mom & pop” type operation with a few solid contracts, they are now seeing incredible growth and exciting prospects.

With 211 employees and over R10million in turnover per annum, the Ncubes are well on their way of realising their dream of wealth creation and community upliftment.

The Gauteng-based company is already expanding its geographic footprint by opening regional offices in KwaZulu-Natal and the Eastern Cape, while growing the business through an unbundling process, converting to a Pty and opening a holding company.

Business may be thriving, but the couple know not to take their eye off the ball. Using the skills and competencies they obtained from their mentor, Sifiso and Olga continue to refine their business strategy to ensure processes are in place to constantly yield better results.

“Having been part of the Property Point accelerator programme, I can safely say that these kinds of initiatives are crucial. We are a self-funded business, so we are grateful to the programme for opening access to financial support. There has been more access to markets and job creation because of that. We also appreciate the continued mentorship that help us navigate around the potholes that come about. The recognition that we are a great business has validated us and boosted our confidence!”