



Fred
Footwear
fredfootwear.co.za

Putting your feet first.





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COMPANY HISTORY

Fred Footwear is a pioneering footwear manufacturing and retail concern situated in the scenic city of Port Elizabeth, South Africa. The company is a Black Economic Empowered Company and is a family business.

It was established in 2001, by Mr. Fredrick Eboru, a UK-trained fashion designer, who has been involved in the fashion and footwear industry for over forty years. After working for a number of companies across the African continent, he initiated the idea to establish a footwear company.

Our mission is to care for our customers' feet, by manufacturing fashionable and quality, footwear products that provide the utmost comfort. And in so doing, become an influential footwear brand in the markets that we serve.

COMPETITIVE ADVANTAGE

Fred Footwear currently, designs and manufactures genuine leather footwear products for men, women and school kids. The corner stone of its success lies in the combination of its creativity and innovativeness that transforms clients' ideas into versatile multipurpose, durable and fashionable footwear products. These products are suitable for a variety of market segments.

In addition, the company has a flexible manufacturing capacity, which enables it to adopt its capacity, in order to accommodate both small and large manufacturing requests. It also maintains a flexible workforce, which comprises of skilled, semi-skilled labour as well as the physically disabled.

VALUE PROPOSITION

Albeit a medium size company, operating in a highly competitive industry, Fred Footwear consistently maintains an innovative level of service delivery. Its service proposition consists of four differentiating characteristics, which are:

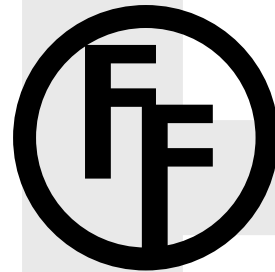
MANUFACTURING PRODUCTS THAT ARE NOT ONLY AFRO-CENTRIC BUT ARE ALSO VERSATILE TO SUIT THE AFRICAN LIFESTYLE.

- Responsive service; there is a complete dedication towards removing obstacles that create frustrations amongst its customers. By adopting this philosophy, the company is able to continuously improve its services to its customers.
- Affordable pricing; its products are priced below the average retail price in the market, which enables its customers to benefit from its lean manufacturing processes.
- Product customization; firstly, this is achieved by standardizing its manufacturing process for each product; secondly, the standardized processes are then made flexible in order to accommodate for product tailoring. The company believes that product tailoring/ customization achieved in this manner leads to greater utilization of its excess capacity.
- Product quality; its products are manufactured with genuine footwear accessories (i.e. leather), which are sourced from various regions across the globe. Therefore, creating a quality product that provides the utmost comfort.

FRED FOOTWEAR REMAINS COMMITTED TO CONTINUOUS INVESTING IN THESE FACTORS.







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