



## **PRESS RELEASE**

### **Fix My Biz revamps IKOT Interior Designs**

**TX: Wednesday 3 November at 5.30PM**

Market research, financial planning and industry knowledge are important elements when starting a business, but Mbali Nyawo, owner of IKOT Interior Designs discovers that turning that business into a brand takes her back to the drawing board. How will this design and interior décor company create a place for itself in SA's burgeoning design industry? Find out on Fix My Biz, Wednesday 3 November at 5.30PM on e.tv.

Mbali did her homework before starting IKOT Interior Designs. She identified a gap in the design industry for young, female players, completed a course in interior design and conducted market research for an industry overview before starting her business.

The business went through some changes this year, with Mbali taking on two business partners, but IKOT's branding, promotion and administrative problems have remained. Mbali definitely has the drive, ambition and discipline to make her business work and after the Fix My Biz team's assessment of her business, they help Mbali develop ways to turn IKOT Interior Designs around with long-lasting effects. This includes a change in her communication strategy as well as sourcing a mentor for guidance.

She's used to updating homes with her skills in interior design, but the Fix My Biz team give Mbali's business the look it needs to become the KZN design firm of choice. It's more than a surface makeover but the tools to put her business on the map. All on Fix My Biz, on Wednesday 3 November at 5.30PM.

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Fix My Biz is proudly brought to you by Nedbank Small Business Services, who are committed to providing a holistic approach to entrepreneurs, in the interest of uplifting the small business community in South Africa and making things happen.

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