



RAPIDOL & KINKY GROUP

www.inecto.co.za



Hair raising

RAPIDOL & KINKY GROUP

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Managing hair of African origin can be tricky, but for over half a century Inecto has been making it a pleasure.





“With us by your side, you’ll never fail to plan”
– Ms. Pam Mashiane, founder of Segakweng & Associates Strategy Consultancy (SASC)

“No one company plans to fail, but quite a few fail to plan for a myriad of reasons amongst the many being the high demands of a

business entity on daily basis. This is where SASC has carved a niche; enabling businesses to carry on with their daily business demands whilst they assist in putting forth sound business planning solutions ultimately making sure unique, tailor-made business strategies are in place and well executed on behalf of their clients who over a period of time have become valuable business partners” asserts Ms. Mashiane.

SASC was founded by Ms. Pam Mashiane, a dynamic and headstrong South African business-woman with extensive experience in business, marketing & communication strategy development and enterprise development. Ms. Mashiane founded the company with the aim of providing strategic business solutions that work for corporates, public sector entities and SMEs.

Today SASC is an established consultancy with blue chip clients the likes of Rapidol & Kinky Group. For over 65 years Rapidol has built one of their star brands ~ Inecto into a household brand; which SASC has relentlessly worked with the group ongoing basis. Amongst the services that we have partnered the Rapidol & Kinky group over the years are Corporate Strategy, Communication Strategy. We are proud to be associated with the Rapidol & Kinky group and we congratulate them on their long history of achievements in South Africa to date. We wish the Rapidol & Kinky group more strength as they strive to make more of their brands to be household brands!

SASC is dedicated to the development of fresh and viable business ideas. That’s why business enterprise development is one of the company’s main offerings. It is something that the company’s founder is deeply passionate about; learned helplessness being one of her pet hates.

Helping businesses get started is one thing; making sure they succeed is another. Training followed by tailor-made mentorship programme is essential for sustainable business operating model in for every SME. Both the start-ups and established entities

need a firm sense of where they are going. That’s where SASC’s enterprise development strategy capabilities come in handy.

Business and or Corporate strategy development is an on-going process that needs constant update. This makes perfect sense when you consider that market signals are constantly changing. And it is for that reason that we at SASC believe in solid and long-term partnerships based on trust, mutual respect and understanding with all our partners.

For more information and the beginning of a profitable partnership visit www.sasc1.co.za or contact Pam Mashiane on pam@sasc1.co.za or call: +27 (0)11 615-6991 or +27 (0)82 320-0880

SASC Services Include:

- Marketing and Communication Strategy Development
- Business/Corporate Strategy Development
- SME Development and Training



www.sasc1.co.za

WHEN YOU’VE GOT hair that makes a big impression wherever you go, it’s essential to have the best products, ensuring that you’ve got as big a smile as the people looking at you.

‘Fro show

Inecto was launched into South Africa in 1947, emerging from a UK family owned company called Rapidol. By 1960 ‘Rapid No 1’ and ‘1.5’ became the biggest brand for ethnic consumers who wanted deep black shiny hair.

During the disco dancing 1970’s, black customers embraced the ‘Afro’ hairstyle and sought

to colour their stunning locks. Inecto was at the forefront, launching two more up-market crème variants. ‘Super Black’ was the first hair colourant to depict a beautiful black female model on the pack, with a stunning black afro.

The second was called ‘Crème Black’, and introduced Indian male and female models. Showing different races on packaging was an incredible milestone, especially in South Africa, and customers were attracted to such well-defined products. Consequently, Inecto remained at the forefront of ethnic hair colourants in SA and demand was unprecedented.



By the late 1990's black American TV stars were seen with an array of different hair colourants, from browns to reds and this ignited a desire within the local population to experiment with colours other than black. From 2000-2004, in order to meet the demand, the company introduced a range of ten colours in a 50ml crème formulation, and very quickly took the lead in hair colouring.

Inecto continued to expand and in 2007 was bought by the successful and world-renowned multinational company, Godrej, based in India.

Premier league

With huge growth and demand from consumers, Inecto launched its premium 'Inecto Plus' range, in seven vibrant new colours. This sub-brand has been

aimed at the young fashionable 'urban chic' female.

In 2007 the company also launched 'Inecto Henna' and 'Inecto Plus Highlights' as part of an ongoing plan to offer customers various alternatives.

The most recent innovation to hit the shelves—'Inecto Semi Permanent'—is popular with those who enjoy changing hair colour regularly.

"The Inecto brand now has over 14 million satisfied users in the sub Saharan Africa markets," says HR Manager Kammy Moodley. "It is well-known and has developed a reputation as a tried and trusted manufacturer of quality products."

The company currently enjoys a market share of 90 per cent, leaving its rivals clutching at thin air (thin hair, if you will).

Sister company

Kinky World of Hair is a proudly South African established business. It has been supplying human hair, synthetic wefted pieces, wigs, add ons, hair extensions and hair braids to the South African Consumer for over 40 years. It also offers employment to over 400 permanent and casual employees in sales, marketing, distribution and manufacturing.

The first store opened its doors in Gauteng in 1971 and, to date, Kinky trades out of 27 retail stores, predominantly in Gauteng and Kwa Zulu Natal.

“Our retail shops are vibrant, up market and trendy, and we are constantly looking at innovative ways to improve and modernise our new and existing stores,” enthuses Moodley. “Our shops stock a wide variety of styles and colours, allowing consumers the ability to choose the look they want.”

The dry hair products are well known for quality and reliability as the company only stock long lasting, good quality fibres. The highly experienced team have an unrivalled knowledge of the products and are dedicated to bringing the most fashionable and desirable products to market.

To improve the accessibility of products, Kinky distributes to wholesalers throughout South Africa and neighbouring African countries.

The business also supports and compliments the hair salon industry, supplying them with hair pieces. In addition, Kinky assists and encourages individuals who operate home-based businesses.

In 2008, Kinky World of Hair also became a fully owned subsidiary of Godrej Consumer Products Limited.

Hair peace

Inecto’s product is manufactured locally (98 per cent), while the other materials are imported from India.

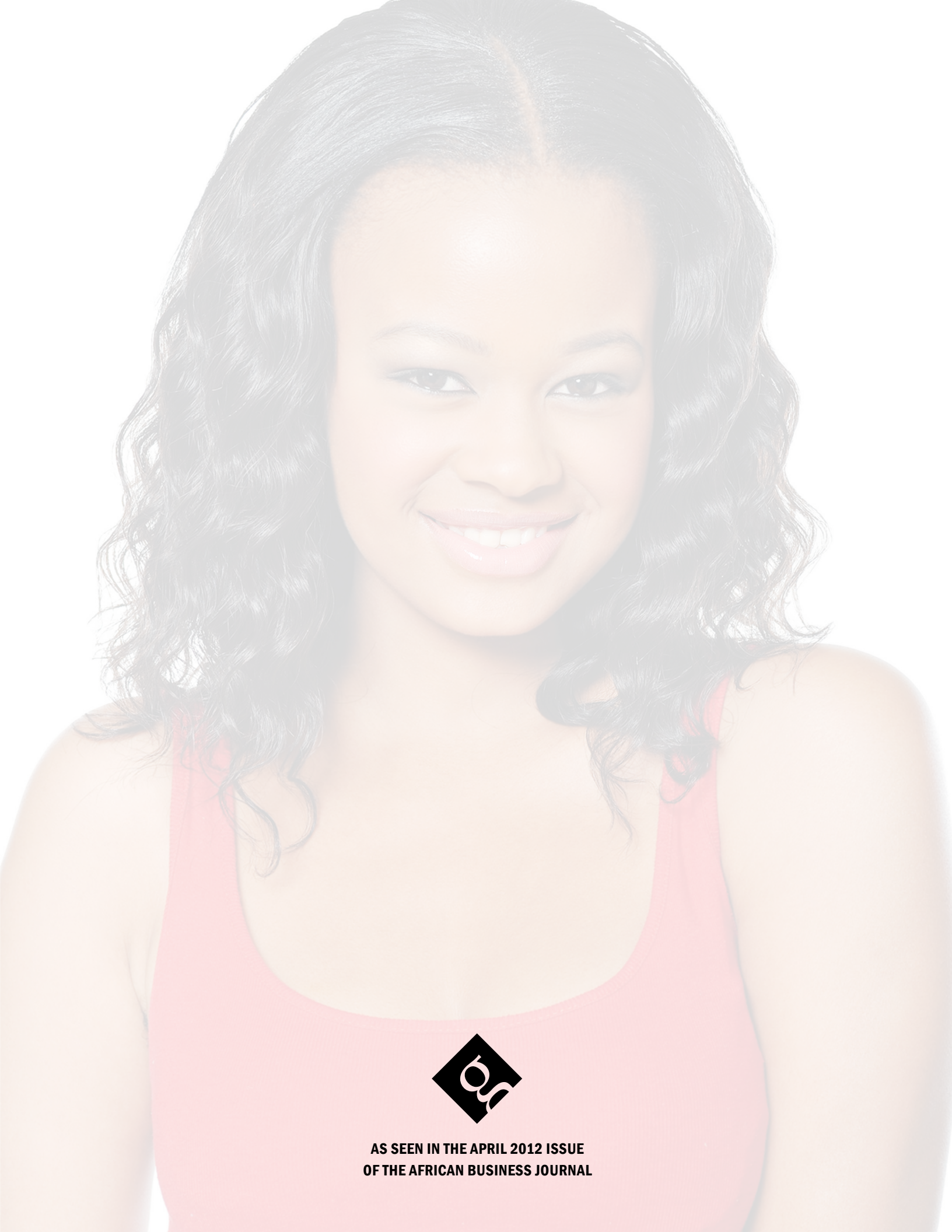
Over the past few years Rapidol has achieved significant increase in turnover, largely due to

the release of new products and an increased focus on performance. The organisation’s R&D department in India has been instrumental in conducting research into the development of new products in a range of formats including liquid, powder and crème.

Rapidol has also grown its business in Africa in recent years and exports now account for roughly a third of company revenues. It has established liaison offices in East and West Africa with teams dedicated to assisting appointed distributors. Rapidol products are sold across the continent by companies focused on personal care and cosmetics. The products are supported by a range of advertising and promotional activities which are used to communicate directly with the targeted consumers.

Meanwhile, Kinky has also seen major growth in recent years. Since its acquisition in 2008, the company has grown from strength to strength, increasing its number of stores from 15 to 30. The availability of Kinky products in retail stores and wholesalers has further boosted the company’s market share.

With such domination across the continent, and a determination to keep pushing the boundaries of its products, you can guarantee that Inecto is ‘hair to stay’. **TABJ**



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