



# Company off to a head start

## CEO pleased with Scoody's innovative design



Sechaba Selialia

SECHABA SELIALIA is the chief executive of the company he founded, Scoody, which produces the accessory item of the same name, which is a hybrid between a scarf and a hoody.

### What does your job entail?

As an entrepreneur, my job is to act as the commercialising agent for ideas with the potential to unlock value that people are willing to pay for. This entails taking a systematic approach towards breaking down a business idea into its component parts to identify and test the validity of inherent assumptions, thereby reducing the risk of investment in the venture.

Many people do not realise that entrepreneurship is actually a career path, and as a discipline, there are industry best-practices that serve as guidelines to starting and operating a viable, scalable business.

### What is your background?

I completed a BCom (Economics and Finance) and BCom Hons in Financial Analysis at UCT. I also graduated as a fellow of the Allan Gray Orbis Foundation, which included a rigorous four-year entrepreneurial programme during which I received training, guidance and support in honing my business skills. It was this opportunity that honed my skills which allowed me

to achieve what I have achieved.

### Describe a typical day:

Given that each day presents its unique challenges, I prefer to structure my time by making the distinction between working in my business, and working on my business.

I typically spend my mornings working on my business, which entails refining the business strategy, looking for opportunities to explore and people to engage with for growth, and meeting potential clients and business associates to create and manage relationships.

Afternoons and evenings are spent working in the business, making sure that operational activities are optimised and that we are actually delivering on the value proposition.

### What are the biggest challenges that face you at work?

My biggest challenges are making sure that we exceed expectations in delivering on the business value proposition, with a focus on the customer experience.

A wise man once said in the world of business, lasting companies don't focus on making a sale, but rather on making a customer. In this regard, managing customer experience and the brand are my main challenges.

### What are your major rewards?

I believe that the ultimate aim of

production is consumption. This being said, my biggest reward is the look on the face of a happy, paying customer. It validates the notion that I am adding value to people's lives, and the world, through my business.

### What do you need to succeed in your line of business?

Networking, creating and managing relationships is at the heart of success. What speaks to this is the realisation that businesses don't do business with other businesses. People do business with other people.

### What are the minimum educational requirements for the job?

Although there are no formal educational requirements to be an entrepreneur, I would highly recommend a tertiary level education. It is said that true education is what remains after one has forgotten what they have studied ... to this extent I am of the opinion that formal education teaches an approach to problem solving that will be invaluable in running a successful business.

### What is the basic starting salary?

When you start any entry level job, the starting salary is never high. But with hard work and experience your salary increases accordingly.