



Fred
Footwear
fredfootwear.co.za

Putting your feet first.





Putting your feet first.

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 100% Black Economic Empowered Company and is owned by the Eboru family.

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.**



STYLE CODE:

FFB 168 – BRN

UPPER: Chromo Leather

LININGS: Grey/Black Comfort Line,
Genuine Leather Sock, Fodura PU
Quarter Lining

BOTTOMS: Black Genuine TR Rubber Sole,
Oil & Water Resistant

Size availability:
Small size 6 to Adult size 10

**Brand – Fred Kids
Boy's School Shoe**



STYLE CODE:

FFB 168 – BLK

UPPER: Chromo Leather

LININGS: Grey/Black Comfort Line,
Genuine Leather Sock, Fodura PU
Quarter Lining

BOTTOMS: Black Genuine TR Rubber Sole,
Oil & Water Resistant

Size availability:
Small size 6 to Adult size 10

**Brand – Fred Kids
School Shoe**



STYLE CODE:

FFG 170 – BLK

UPPER: Chromo Leather

LININGS: Grey/Black Comfort Line, Genuine Leather Sock, Fodura PU Quarter Lining

BOTTOMS: Black Genuine TR Rubber Sole, Oil & Water Resistant

Size availability:
Small size 6 to Adult size 9

**Brand – Fred Kids
Girls School Shoe**





A POSITIVE CONTRIBUTOR TO THE WELFARE OF THE COMMUNITIES IN WHICH WE OPERATE IN, BY BEING A CORPORATE AMBASSADOR FOR EDUCATION.

Product Proposition

Fred Footwear manufactures genuine leather sandals and shoes. The company's business can be grouped into two main categories:

- Genuine leather men and ladies sandals, which are fully designed and manufactured at its plant. These sandals are endorsed with the company's brand. In 2009, the company introduced its school shoe range called 'Fred Kids' that caters for both school boys and girls.
- Footwear products outsourced to Fred Footwear by other companies, under a prescribed assemble agreement. These assemble projects comprises of uppers for safety shoes and various sandals. They account for 85% of the production capacity of its plant.

STYLE CODE:

FFM 168 – WHT

Upper: Nu-buck & Acra Leather

LININGS: Green/Red Comfort Line

BOTTOMS: Genuine TR Rubber Sole (Black / White)

Size availability:
7 to 10

Brand – Fred Shoes
Men's casual shoe



STYLE CODE:

FFM 168 - BRN

Upper: Nu-buck & Acra Leather

LININGS: Green/Red Comfort Line

BOTTOMS: Genuine TR Rubber Sole
(Beige)

Size availability:
7-10

Brand – Fred Shoes
Men's casual shoe



Future Prospects

Fred Footwear is currently increasing its market share in South Africa and has strategic relationships with distributors, across the country. In 2006, after identifying an opportunity in the retail sector, within the value-for-money customer segment, the company established its first in-house retail outlet, called Fredricks. The company currently has two outlets and plans to establish more distribution centres, nationwide.

It's aspirations for Africa is to firstly, increase its presences in SADC, by 2020. It plans to achieve this vision by continuously developing products that are not only afro-centric but also are versatile to suit the African lifestyle.

CSI and Accolades

Despite its commercial success, Fred Footwear is a positive contributor to the welfare of the community in which it operates in, through its corporate social activities. Firstly, the company is an ambassador for education, through its bursaries that it provides to students. Secondly, it is a proud supporter of fashion art, through its corporate sponsorships of beauty pageants held in the region. Lastly, it is a social champion, through its continuous support for various children charities and organizations across the country.

Fred Footwear has received various recognitions for its contributions towards elevating the welfare of the communities that it operates in. It has received accolades from the following institutions: The Department of Trade and Investments South Africa (DTI), The Eastern Cape Development Corporation (ECDC), The Black Management Forum (BMF), and The Port Elizabeth Chamber of Commerce and Industry (PECCI). Fred Footwear is a National Gazelles Award recipient, which is South Africa's most prestigious business growth program.



STYLE CODE:

FFG 170 – WHT

UPPER: Chromo Leather

LININGS: Grey/Black Comfort Line,
Genuine Leather Sock, Fodura PU
Quarter Lining

BOTTOMS: Black Genuine TR Rubber Sole,
Oil & Water Resistant

Size availability:
4 to 8

Brand – Fred Shoes
Ladies' Buckle shoe



STYLE CODE:

FFL93 BEADS

Colour: Tan & Black

Upper: Leather material

Size availability:
3 to 8

Brand – Freds
Ladies' casual sandal



STYLE CODE:

FFL 114

Colour: Black

Upper: Leather material

Size availability:
3 to 8

Brand – Freds
Ladies' casual sandal



STYLE CODE:

FFL 122

Colour: Black

Upper: Leather material

Size availability:
3 to 8

Brand – Freds
Unisex casual sandal





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10b Reed Street, North End
Port Elizabeth, South Africa

Contact Rolland Eboru

M: +27 82 632 4565

Tel: +27 41 484 5151

Fax: +27 41 484 5571

Email: Info@fredfootwear.co.za
or Rolland@fredfootwear.co.z