

BHW Wholesale (Pty) Ltd

PO Box 200

Barrydale

6750

South Africa

barrydale
hand weavers



Date:

21st April 2020

Reference:

Appeal Letter

Company Registration No:

2008/164865/23

VAT Number:

4690286366

To whom it may concern,

I am the owner of BHW Wholesale (Pty) Ltd t/a Barrydale Hand Weavers. As the name suggests it is a hand weaving business based in Barrydale which is a village on the Route 62 and in the Overburg region.

Our Mission

Our mission is to create beautiful hand-woven products with modern precision. We strive to preserve the traditional craft of hand-weaving while employing and developing the skills of our team – empowering members of the local community.

Our People

Out with the farms, we are the second largest employer in Barrydale with 18 staff most of 16 of whom are woman and the main bread winners for their families. Our total 'dependants' is around 60 people and we also support other local business such as the plumber, carpenter, metal worker, couriers, etc.

Our Products & Customers

We make table ware, apparel, blankets, mats and rugs using locally grown cotton. We have over 70 active customers who are retailers through South Africa and internationally. The big names are Poetry (part of Cape Union Mart), Boschendal, Wedgewood Nougat and the Ou Meul Bakeries.

Our Potential

We have an ambitious growth plan this year and prior to the Covid-19 outbreak we were on track for 50% growth in revenue and 100% growth in profitability. We have been opening new markets locally and internationally at a rate that we are struggling to keep up with.

COVID-19

Like so many other businesses we have been devastated by the COVID-19 lock down. We are fully supportive of the governments decision to lock down so early and for the prescribed duration as we also see the value of life over the economy, however, to ensure our staff have a life after lock down we need to survive.

We applied early to all of the support and funding initiatives we can including TERS, SAFT and SMMESA. We were too late to apply for the Sukuma Relief Programme, but are checking regularly to see if it opens for applications again.

However, to date we have not received any positive feedback regarding our applications for funding.

We are getting non-financial support from SEDA and The Craft and Design Institute (CDI) of which we are members.

One problem we may have in getting funding is that I (Arran Bastable) am the 100% shareholder and a permanent resident of South Africa. 17 of my 18 staff are SA citizens, my wife and 3 children are SA citizens. I have lived here since November 2018 but cannot yet apply for citizenship.

I have invested all my personal wealth into this business over the last 6 months to grow it and have borrowed R200,000 personally to pay our bills this month including our supplier invoices and PAYE, VAT and municipal bills.

Our Recovery

Being a resilient and determined business owner I cannot miss out on any opportunity I have to save our business and the livelihoods of my staff and I. I am contacting you to see if you can help with our predicament.

On Friday 17th April I started a 30 day crowd funding initiative on Thundafund, see link below:

<https://www.thundafund.com/project/bhwc19rescue>

I am trying to raise R1,000,000 to save our business and the funds will be spent as follows:

- 35% will be to fulfil the rewards / gifts available to all who pledge support
- 65% will go to create an Employee Benefit Trust with a 30% shareholding in the business such that my staff benefit from our future profitability

I didn't want it to be a charity appeal I wanted to create a lasting improvement from this situation.

I would ask you to please view our funding page and do anything you can to connect us with people, business or institutes that may be able to make a pledge. By publicising our appeal within your network we can extend our reach and hopefully meet our funding target.

Should you require any other information my contact details are:

Arran Guy Bastable, +27 72 864 0313, info@barrydaleweavers.co.za

Kind regards,



Arran Guy Bastable
Owner / Director