



My business neighbourhood

The Break Bread marketing consultancy in the Foreshore provides brand advocacy in the township market

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Q & A

Break Bread is a strategy consultancy comprised of a young dynamic team specialising in brand building. MD Nasiphi Fazi tells us about the business.

Q: How did your business start?

A: Break Bread was started by my partner, Thabiso Maphanga, in 2015. He had to move on from the corporate environment, having had a fair run in sales, and wanted to explore his dreams. At the time, I was working in marketing for Shoprite Checkers and he asked me to consult. By 2016, Break Bread was fully functional and we were both able to leave our jobs and work full time on the business. We started out working from our apartment, visiting our clients to pitch at their offices and holding meetings in coffee shops. As we got more clients and more employees, we needed an office.

Q: Why did you choose this area for your business?

A: Because we have a niche in the township market, it made sense to be in the townships. Our first office was at a business park in Philippi, but we wanted something more central. Our clients are mostly either in town or in the Northern or Southern Suburbs.

Q: How did you find your premises?

A: Through the Black Creatives Forum, I met the MD of *The Big Issue*. They were starting a project called NextGen, looking to support young entrepreneurs who needed office space. We viewed the offices, which were located on the edge of the CBD.

Q: Why are the premises ideally suited to your business?

A: It's about area code. For us in marketing, perception is important. Being in town is great. With Ogilvy around the corner and other agencies nearby, we feel part of the hub of creativity. The office environment is very supportive too. *The Big Issue* is very understanding of small businesses and there's a mentorship element.

Q: Who are your neighbours?

A: Our neighbours include *The Big Issue*, So Treal, TaxiLive, Aphiwe Tafeni Business Consulting and Rough Stones Communication.

Q: What are the rental prices like in this area?

A: NextGen is all about supporting start-ups and making office space affordable. Our current space is R3,500 per month and includes Wi-Fi, 24-hour security and boardroom and switchboard

services. People are so shocked when I tell that this is all we pay for an office in town!

Q: How many people visit your business every day?

A: We don't really have foot traffic as it's mostly our clients coming to meetings in the boardroom.

Q: Do you have any expansion plans?

A: We've already expanded from a small office to a larger one. We don't see ourselves outgrowing this office just yet.

Q: Do you operate online as well?

A: We have a website.

Q: What's your most popular service?

A: We have two main services that we provide our clients. Digital marketing, website and social media management. Then promotions and sales, managing brand activations for our clients in the townships.

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