

Enormous Investments



“When you pay your employees – that’s the greatest reward you can get at the end of the day” – Sugeshnee Naidoo

Sugeshnee Naidoo is a determined entrepreneur who has overcome many obstacles to establish Enormous Investments. The company manufactures foam sheets for the automotive and refrigeration industry, and with support from Mondi Zimele has been able to expand and diversify.

Sugeshnee started a business in 2006 manufacturing foam sheets for the automotive industry from a small factory in Pietermaritzburg, with just one employee.

But Enormous was hampered with lack of finance and poor cash flow, eventually collapsing under the pressure. Despite numerous challenges, Sugeshnee was determined to rebuild the business and make it a success.

“I had to start again from scratch,” she remembers. “It was a very difficult time, it seemed like the end of my world.”

Working smarter

This time, she vowed to work smarter. In 2013 Enormous Investments secured a loan through the Mondi Zimele Jobs Fund to purchase equipment and provide working capital, and the business was relaunched with renewed energy.

“When I got the business up and running again, my faithful clients returned,” said Sugeshnee. “This time I drew up proper contracts! Mondi Zimele supported me with formalising my business. They helped me get my accounts in place and my admin in order.”



Budgeting and costing

Mondi Zimele helped Enormous Investments prepare budgets and assisted with the review and costing of the product. MZ identified gaps in the business and developed a plan of action around financial record keeping and HR policies.

Enormous is in the process of acquiring ISO accreditation and the business has taken off, doubling in size. Plans to diversify and start exporting are taking shape. It currently employs 15 people, and is on track to pay off the MZ loan by the end of the year.



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