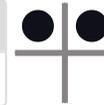




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My business neighbourhood

Furniturespot.co.za finds a new home in Milpark

WORDS: DENISE MHLANGA • IMAGES: SUPPLIED

Inspired and fueled by talented South African furniture makers and designers, Furniturespot.co.za, an innovative online store, recently moved offices to Milpark. Founder Wouter van Bockel tells us more.

Q: How did your business start?

A: When we were looking to buy quality furniture at fair prices we couldn't find anything. What was available was either imported, too expensive or had an outdated design. Frustrated by this, and despite the number of talented South African designers, we saw a gap in the market. We had a concept: simplify the process, work directly with the makers, no high-end showrooms and bring lifestyle design to everyone, in South Africa anyway, at a fair price. This is how Furniturespot.co.za started in January 2017.

Q: Why did you choose this area to set up shop?

A: Initially, we started in our

basement in Greenside and soon the space wasn't big enough for our fast-growing team, so we moved to the Media Mill in Milpark, which is an exciting place for startups in the creative and online industries.

Q: How did you find your premises?

A: Every time we visited 44 Stanley, we wondered if there was any office space available in the area, so we used Urban Network to help us find this space.

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

A: The Media Mill is a secluded small business hub with a lot of other like-minded companies who can help our business grow.

Q: Who are your neighbours?

A: The Mill Cafe.

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

A: Prices are lower than what you would expect to pay.

Q: How many people visit your store each day?

A: Our core revenue driver is our online store with an average of 15,000 visitors a month, Facebook (37,000 followers, @furniturespot.co.za) and Instagram (10,000 followers, @furniturespot.co.za).

Q: Do you have any expansion plans?

A: We are currently focused on growing our online business.

Q: What's your most popular service?

A: The custom-made furniture request tool – very easy to upload your furniture idea and within a day, you have a quote and if you are happy with the quote, we make it within four to six weeks.

SEE FOR YOURSELF:

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