



The Medium sized Basotho enterprise established in March 2017, owning in-house retail brand ZERI™. It is manufacturing premium leather goods for SACU and export market, Jalad Africa is striving to improve sustainable socio economic through creating decent job opportunities for youth & young women, advocating for fair-trade and remain environmentally compliant.

We boost on products that are designed and meticulously crafted by humble but skilled and talented driven Basotho youths (12 employees). We are the persuaders of young designers also engaging with newly graduates to bring to life elegant, unique & stylish genuine leather bags, briefcases, duffles bags, wallets and belts which are made from finest and high quality leather sourced from environmentally compliant tanneries in Africa.



BUSINESS PROFILE



VISION

To be the Sustainable Premium
Leather Goods Producer and
Catalyst on Equitable Life
Transformation in Lesotho

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MISSION

Contributing towards broad socio-economic improvement in Lesotho through environmentally friendly manufacturing of high value, stylish unique leather products designed by delightful skilled youth.

VALUES

Righteousness. Excellence.
Integrity.





OUR OBJECTIVES

- ❖ To create employment to Basotho youth & young women. Stimulating more local linkages on leather value chain
- ❖ To establish leather goods -manufacturing plant for export market
- ❖ To promote a profitable and sustainable business activity that meets the customer's needs
- ❖ To gain the competitive edge within the global leather goods-manufacturing sector
- ❖ To create a platform for Basotho youth designers, also to produce more leather players
- ❖ To offers flexibility, customers participation on innovation and co-creation of designs



CORPORATE CLIENTS

LESOTHO  **PostBank**
Affordable. Accessible. Anytime

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