

INTERVIEW TAILORMADE SOLUTION



## TAILORMADE SOLUTION

*Forging sustainable business relationships*

### INTERVIEW WITH FOUNDER, SHEREEN CHETTY

TMS sources talent from all walks of life with an emphasis on previously disadvantaged and women. The company featured in the Standard Bank Calendar of 2018 as one of the most improved businesses of the times.

Tailormade Solution (TMS) is a labour outsourced company specialising in temp contract and permanent labour solutions. By the grace of God the company was founded in 2006 by Shereen Chetty and her late husband Ricky Chetty. The company was born from relationships built while Shereen was employed in the corporate sector. The business started in KZN and now boasts a national footprint with offices in all the major provinces (Western Cape, Gauteng, KZN, Eastern Cape and Free State). Her sons Theo and Sheldon joined the business and now form an integral part of the advancement of the company. Together, and with the combined effort of the TMS team, they have made the business an organisation to be reckoned with. The company prides itself on forging long standing business relationships by partnering with their clients.

#### TAILORMADE SOLUTION'S MAJOR SUCCESS STORIES

Tailormade is a service provider to both major corporate and individual owned businesses – while originally offering services mainly in the retail space, today Tailormade is a proud partner to various blue chip companies in a multitude of sectors including warehousing/manufacturing and production and retail (which is still a main contributor to the business).

Some of the company's major obstacles have included limited skills and general work ethic. To this end TMS has entered into a partnership with a training company known as KPI Solutions. This is the training arm of TMS that enables upskilling of staff within the business, to grow and be mentored into senior levels. Tailormade extended this service offering to current clientele and beyond, catering for learnerships/lifting machines and compliance training.

#### We spoke to Shereen Chetty about Covid, gender empowerment and exciting plans for the future:

#### HOW DID COVID AFFECT YOUR BUSINESS?

Like most businesses Tailormade was not exempt from the adverse effects of Covid. However due to the fact that we are a service to industries that provide essential services we were allowed to keep operating even though some of our clients were unable to trade during the pandemic. We had to learn quickly and change the way we did business and adapt so that we could continue trading with as little interruption as possible. We moved into the work from home space which proved very successful and it is still in operation. A positive outcome of Covid is that it brought a new dynamic to our business with staff working from home. We were fortunate enough to have a cloud based system already

active so the transition to working remotely was very smooth, with no interruptions of service to our clients.

#### HOW DOES TAILORMADE SOLUTION SUPPORT GENDER EMPOWERMENT?

TMS has 70% Female Senior Management with 80% of support staff being female. The offices in the 3 major provinces: Gauteng, Western Cape and KZN, are headed up by females. We also find to a large extent our clients support our vision to grow and empower women and again 60% of the workforce we supply is female. In our observation we find that women have a greater sense for attention to detail, less absenteeism and overall better productivity.

#### WHAT PLANS DO YOU HAVE FOR THE COMING YEAR?

We plan on expanding our permanent placement footprint as we find that there is a need in this market.

In line with our strategy of Go Green initiatives we plan on building more tools on-line as well as a business intelligence platform.



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