
Lemao Motang

Medupe Electrical Supplies (MES)



“ I saw an opportunity to create a niche business while inspiring fellow female entrepreneurs. ”

COUNTRY	South Africa
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INDUSTRY	Energy
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EMPLOYEES	4
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YEAR SELECTED	2004
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COMPANY SNAPSHOT

Lemao launched Medupe Electrical Supplies to distribute cable accessories and provide training for end-users in the utilities industry. The firm has demonstrated superior value in two critical areas: first, its intricate knowledge of the electrical and cable supply industry; and second, its unique training focus. In an industry with a great number of competitors, Medupe has established itself as one of the only woman-owned companies in this space.

ENDEAVOR AND MEDUPE ELECTRICAL SUPPLIES (MES)

In addition to local mentorship with several board members, Lemao received key introductions and marketing services. Endeavor mentors helped secure new customers so that business was able to achieve sustainable growth and profitability, and helped renegotiate contracts with major customers. Lemao has also benefited from Immersion Tours and an Entrepreneur Summit.

Lemao remains an active participant in the Endeavor network, serving as a powerful role model in South Africa.