

# Operating at Bokamoso Entrepreneurial Centre

---

**Petrina Mathews**

**Owner and Chief Executive Artist**

**PN Creations**

# PN Creations

- Jewelry: Earrings, Bracelets, Necklace, Shoulder beads
- T-shirt Printing
- Textile (fabric) printing
- Mural painting



# Where, When & How



**Bokamoso**  
ENTREPRENEURIAL CENTRE  
Empowering Tomorrow's Market Leaders

- 
- Bokamoso Entrepreneurial centre – Katutura
  - SME Incubation
  - Since 2020 March, Operation – October 2020
  - Stall A02
  - Application process – Registered business

# Benefits

---

- Affordable rent fees
- Location and accessibility
- Different trainings for the SME
- Wi-Fi
- Groups come in occasionally, exposure
- Supportive staff on site
- Exposure to different organisations, ideas and events

# Thank you moments



- New face lift
- 30% reduction in rent prices for 6 months
- Covid hygiene kits (Start-up Namibia)

# Challenges

---

- Inflow of customers
- Centre not well marketed
- Delay in implementation of new ideas
- Delay in response to maintenance calls
- Safety and security at night a challenge: Less lights
- Low interest in becoming committee members for the centre

# Start-up Incubation & Innovation Centre

---



- Ground breaking 2019
- 2022 She is still coming soon

# Recommendations

---

- Marketing and Advertising (Social media presence) : Website, Facebook etc.
- Market Day & Pull in events
- Tighter security
- Taxi Rank
- Ways to reduce implementation process of new ideas
- Allow high-customer inflow businesses
- Tailor made workshops \trainings



# THANK YOU



**Bokamoso**  
ENTREPRENEURIAL CENTRE  
Empowering Tomorrow's Market Leaders

---

**Petrina Mathews**

**Chief Executive Artist**

**PN Creations**