

# Kare Design

## Market entry in South Africa

Wednesday, 19.12.2018



The new Kare shop in Johannesburg / South Africa. Photo: Kare Design

*On the list of countries with franchise partners, Kare Design now also has South Africa with a first shop in the metropolis of Johannesburg.*

Soon after the launch, it's clear: customers' absolute favorite accessory in the brand-new Kare shop in Joberg, as the locals say, are elephant images and decorative figures. "The city is the economic and financial center of the country and the elites and young urban professionals there want to live differently than the previous generation. After the successful start, I see great potential for further Kare trend spots in the country," said CEO Peter Schönhofen at the opening of his first subsidiary in southern Africa.

With Karin Cawthorne as owner and general manager Schoenhofen could win a real power woman for his franchise system, which brings a lot of entrepreneurial experience. With a team of five employees, she skilfully stages Kare trend worlds from industrial loft to soft glam. At the opening event, the 1,000 square meter area presented itself as a Winter Wonderland, including Santa Claus and Christmas bakery.

Kare Johannesburg is located in an attractively refurbished shopping and business district north of the city

center, which attracts numerous retail, entertainment and commercial infrastructure customers.

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