



## Chuma Hini

Chief Executive Officer  
Chuma Hini Marketing

### Location: Capetown

Being the last born of three kids I was always the golden child that got everything and anything I wanted. Every expectation was set high for me as I got the better education my siblings had gotten. "You're going to varsity, get a degree and get a good job that's when you will start making your own decisions". I remember my mom saying. As much as it was all fun and easier to get everything from my parents I couldn't really do all the things I wanted to do as I always needed permission first. My freedom ticket (well that's what I thought at that time) was going to varsity. Went to varsity studied a sport management diploma at NMMU which was closest to home as I am from Uitenhage. I changed courses twice because I didn't know what I wanted to be or do for the rest of my life, so ended up doing Architectural Technology which I was really good at as I was a creative person by nature. Design was my first love I got to find out in varsity and every time I would picture myself I would see myself well dressed and owning my own architectural firm and my own clothing line in short my OWN BOSS.

I moved down to Johannesburg in 2012 with the hope to accomplish my dream of owning my own architectural firm and clothing line but it ended with me sitting home for a whole year with no hope of it ever happening. I started applying on line for jobs that's when I came across La Granson International and got an invitation. I was told I had an opportunity to move from an entry level position to managerial position within a year and that for me alone got me excited. As soon as I understood the opportunity I realised that I had to transform my life through my own efforts and determination and become my own BOSS and I knew I was down for it. La Granson International has given me the platform to be who I wanted to be (a manager, my own BOSS), given me the skills to empower others and developed leadership skills that can never be taught but learnt through lessons learnt along my journey to management. Now I have the platform to share and give the same opportunity I was given through my teachings.

It all starts with you having the goal, the willingness to put in time, effort and determination to achieve your goal and our company will give you the knowledge and support to make it happen.

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