

LEBONE RACHIDI

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PROFESSIONAL SUMMARY

Operations and business systems builder with a marketing foundation and hands-on experience designing the workflows, documentation, commercial models, and coordination structures that help growing businesses execute consistently. Built operating systems for a multi-store retail company covering social commerce, financial reporting, production planning, stock allocation, POS implementation, recruitment workflows, and staff SOPs. Currently serving as Director and Co-founder of MaT Sanitisation Solutions, where responsibilities span commercial strategy, pricing, brand development, digital infrastructure, community acquisition, and operational growth. Brings a consistent record of turning unclear business requirements into practical systems, measurable outputs, and repeatable processes.

PROFESSIONAL EXPERIENCE

Head of Strategy & Innovation (Operations & Systems Lead)

Nov 2024 – Aug 2025

ScottyUzi Merchandise

- Built and managed an Instagram and WhatsApp social-commerce channel that captured approximately R30,000 to R50,000 in additional monthly revenue, alongside core monthly sales of approximately R200,000 to R250,000.
 - Managed approximately 100 to 150 customer messages and 10 to 20 orders during normal weeks, increasing to approximately 200 to 250 messages and 80 to 100 orders during promotional weeks.
 - Implemented Yoco POS across three stores in Hatfield, Braamfontein, and Katlehong, delivered in-person demonstrations, and created company-specific SOPs for in-stock and made-to-order sales.
 - Designed and operated a lightweight Google Workspace ecosystem that unified order capture, fulfilment handovers, inventory coordination, production tracking, and weekly financial reporting.
 - Coordinated weekly production requirements and decided stock transfers across three locations, protecting customer orders while directing available inventory toward store demand.
 - Established a daily transaction-capture and weekly cash-up process that reconciled cash, card sales, and expenses and gave the founder a reliable Monday planning summary.
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ENTREPRENEURSHIP & PROJECT EXPERIENCE

Director & Co-founder

Dec 2025 – Present

MaT Sanitisation Solutions

- Helped grow the business to approximately R11,000 in monthly recurring revenue within three months of launch, supported by recurring community subscriptions and documented customer records.
- Designed the company's commercial model, pricing logic, service packages, employee-payment assumptions, and financial-feasibility calculations.
- Developed the MaT brand strategy, service positioning, website direction, customer communication, community proposals, and supporting sales material.
- Established core business infrastructure, including domain acquisition, Truehost business email, digital profiles, and the systems required for customer, supplier, and community communication.
- Supported the business from product testing into live service delivery, community activations, customer acquisition, and repeatable residential dustbin-cleaning plans.
- Proposed additional product concepts, including an odour-absorption sachet and a heavy-duty 240-litre bin liner, to create additional routes into prospective communities.

Co-founder, GTM & Lead Generation Operations

Aug 2025 – Jul 2026

Inter-SeedTech

- Sourced and assessed opportunities during active application periods, shortlisting approximately four to five suitable jobs for technical review and supporting the selection of two customised applications.

- Researched the marketing data warehouse category and developed the central strategy document used to clarify the service, value proposition, pricing logic, target clients, market language, and acquisition options.
- Selected Upwork as the initial go-to-market channel after comparing platform demand, direct outreach, advertising, BuiltWith, and Apollo.
- Developed the search terms and qualification criteria used to identify work connected to BigQuery, Looker Studio, Google Tag Manager, dashboards, Conversion API, and related data infrastructure.
- Wrote the reusable proposal framework paired with customised Loom videos, creating a more consistent application structure around scope, relevance, and next steps.
- Tested BuiltWith and Apollo for future prospecting, documenting their contact-data limitations, costs, qualification value, and potential use once the business was ready for outbound campaigns.

Independent Business Consulting, Pro Bono

Nov 2025 – Dec 2025

- Conducted approximately 20 structured consultations with local business owners to identify challenges involving pricing, positioning, operations, customer acquisition, and execution.
- Designed a spreadsheet-based recipe-costing and menu-profit system that calculated product costs, target prices, break-even requirements, and menu-level revenue needs.
- Converted consultation findings into practical recommendations, system concepts, and implementation directions that owners could assess or execute independently.
- Built relationships through direct outreach, community business groups, and in-person conversations, with the most significant outcome being an invitation to co-found MaT Sanitisation Solutions.

CORE SKILLS

Operations Coordination | Business Systems Design | Process Improvement | SOP Development | Workflow Design | Commercial Strategy | Pricing Strategy | Project Coordination | Stakeholder Communication | Lead Generation

TOOLS & SYSTEMS

Microsoft 365 (Word, Excel, PowerPoint) | Google Workspace (Sheets, Docs, Forms, Drive) | Canva | Yoco POS | Upwork | Loom | Apollo | BuiltWith | Snov.io | Truehost | ChatGPT and LLMs | OpenAI Codex | Google AI Studio | WebSim

EDUCATION

University of the Witwatersrand

Feb 2024 – Nov 2024

BCom Honours, Marketing

University of the Witwatersrand

2019 – 2023

BCom, Marketing, Insurance & Risk Management

LANGUAGE & ADDITIONAL INFORMATION

Languages: English, Pedi, Zulu

REFERENCES

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