



Modex Ltd

Fashion Carnet: Modex Ltd

Interview of Ms Nelvina Mootyen, Director of Modex Ltd

1. Insight of Modex Ltd?

Modex Ltd offers fashion and graphic design services to companies and individuals. **Modex Ltd** helps in brand development for established firms as well as start-up. We provide high quality workmanship and exceptional design services. We pride ourselves on providing tailored custom services as per the client's needs.

Besides **Modex Ltd** has a Business Unit **So In**, the fashion brand specialises in accessories. We make use of the social media platforms mainly Facebook and Instagram to create awareness and sell the accessories.

Link to the company's website: <http://modex-design.com/index.html>

2. The motivations behind this investment in Mauritius

According to Ms Nelvina Mootyen the director of **Modex Ltd**, after completing her studies and working in the textile industry, she decided to start her own business. *"I started by designing summer accessories produced in local factories and sold mainly on social Media. I wanted to incorporate the "island vibe" in my products and that is why I mainly sell beach style accessories."*

I then saw an opportunity in the service sector – provide design services like fashion design, tech pack developments and graphic design.

3. Elaborate on the product LINE-UP

So In is a local brand focused mainly on summer accessories like bags, towels and hats. Most of the products are manufactured locally; the rest is imported.

4. What are the specificities of your products?

The products are casual and simple with an edge. All of the products have a beach vibe to them.

5. What is your target market?

The target customers are mainly young adults and tourists.

6. What is the company's market development strategy?

Modex Ltd, which offers design services as mentioned earlier, deals only with international customers. **So In** currently only sells to the local market.

The brand's website is currently under construction and once done, we are planning to sell to the international market, starting with the Indian Ocean region and if everything goes well, maybe expand to a broader market.



7. What are the main challenges of your company?

The main challenge is getting Mauritian customers to buy online and be delivered by mail. Many Mauritian customers still prefer to visit a shop or meet in person.



Nevertheless, the online shopping culture is quickly growing in Mauritius and I believe people will start doing more and more of their shopping online.

8. Have you conducted any customer satisfaction survey to gauge the level of acceptance of your products?

I have not conducted any formal surveys but I have talked to many customers to identify the level of satisfaction for the product and service and I have received quite good reviews.

12. Who are your customers?

So In: My customers are young fashion-savvy people who are active social media users.

Modex Ltd: Most of my customers are international fashion start-ups or companies requiring design services to build up their brand like logo or corporate identity design.

13. What are your future development plans?

The future plans are to expand the design services the company is currently offering and grow the business.

So In will probably launch a new collection of accessories soon.

14. Where do you see your Company in the next ten years?

So In in ten years having a global presence with its online store.

As for **Modex Ltd**, we currently have a few services being offered. We can expand by offering new services adapted to the current market needs and increase the company's performance.

15. How has Enterprise Mauritius been helpful for your business?

I have had access to information of local firms to be able to advertise my business. I have also had access to different statistics of the market. I would like to extend a warm thanks to Enterprise Mauritius' team.



PRODUCT FOLIO:

