

The Thinking Watermill Society | May 2022

# Interview with Ms Omolola Adetunji

(Mathematician and Founder of FunmieFooties Nigeria)



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# Introduction

**Omolola Adetunji** is the founder of FunmieFooties, which is a handmade footwear brand based in Nigeria.

In this interview, The Thinking Watermill Society seeks to understand the inspiration behind FunmieFooties, its operations and growth together with Omolola's personal development during this journey.



1. You have a background in Mathematics alongside running your enterprise, FunmieFooties. What led to the creation of your business in 2020?

Growing up, I had been a lover of classy footwear. I was always attracted to good shoes, which made me have a flair for shoemaking, but my fear was balancing business and academics.

Then, boom! The lockdown came in. I had a chat with a friend, and we discussed about making good use of the COVID lockdown period to learn, unlearn, make money, and add value. The discussion led to talking about my passion for the shoemaking craft and he encouraged me to take the necessary steps. I took this to God in prayer and that was how FUNMIEFOOTIES started.



2. Your brand's footwear is elegant and suitable for all occasions. What does luxury mean to you as you interact with your clients?

Luxury from our (FunmieFooties) view has to do with “The brand’s reputation” because the brand's reputation is based on the efforts we make to communicate to our clients transparently.



3. Your brand is fairly new but has made great progress. What are the biggest challenges you have faced in your journey so far?

God has been helping so far. The only thing I can say is a challenge is the unavailability of equipment for mass production.

4. Is there anything you would have done differently in your journey towards entrepreneurship?

Yes! The delivery process by offering free delivery within the country. So far, the process has been that after ordering for a pair, the clients still have to bear the cost of delivery for those who are not close, especially inter-state, and it costs a lot most times. This reason discourages most of them and they would just cancel the order which is a loss to us.

5. What materials are your footwear made of and how do you deal with waste?

Our shoes are made of PURE LEATHER. Our waste is disposed through LAGOS WASTE MANAGEMENT AUTHORITY (LAWNMA).



6. The footwear industry is currently responsible for 1.4% of global greenhouse gas emissions. What operations do you have in place to reduce environmental pollution?

We educate people generally on proper disposal of old shoes informing them about the effects of the wrong disposal methods. This is mostly done using our WhatsApp business status updates.

7. FunmieFooties footwear is exquisite and a result of handcraft. How do you ensure everyone in your supply chain is compensated fairly?

One of the aims of the brand is producing quality products at an affordable price. So, we try to shop for affordable quality materials first before taking out our profit. We make sure the two sides are balanced leaving no side feeling cheated.

8. In addition, how does your brand promote the good working conditions of your workers?

For now, production is done by me alone.

9. Are you challenging yourself to address any gaps with your supply chain to improve in terms of sustainability?

Yes, sure! I am working on obtaining more equipment than workers to aid mass production, and I am also working on the reduction of delivery costs.

10. What is your advice to any upcoming participants in the footwear industry?

My advice to the upcoming participants in the footwear industry is to put God first in all, be intentional, be consistent, do not give up on challenges of any kind, and lastly, delivering quality products goes a long way.



Thank you for your cooperation on behalf of The Thinking Watermill Society. All the best in your current and future endeavours, Ms Omolola.

# Learn More about FunmieFooties

**VISIT FUNMIEFOOTIES**







# About The Thinking Watermill Society

The Thinking Watermill Society is a non-profit organization. In particular, it promotes the debate and exchange of ideas among its members regarding the changes underway in the economic, cultural and social landscape, together with the analysis of the consequences that said changes entail, so as to identify the possible opportunities of economic, cultural and social growth related to said changes.

Our headquarters are in Rome, Italy.

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