

JIREH HAND WOVEN CRAFT

BUSINESS PROFILE

2025



Kenya

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I THE FIRM

1.1 Overview

Jireh Hand Woven Craft is a Kenyan business incorporated under the Companies Act. We specialise in the design and production of high-quality, handmade woven products including carpets, rugs, table mats, cushions, shawls, bags and wall hangings. Our skilled team blends traditional weaving techniques with contemporary styles to create custom pieces using wool, sisal, silk, and fabric. With a commitment to craftsmanship, innovation, and customer satisfaction, we offer unique, inspired décor and accessories perfect for homes, offices, hotels and gifts.

Founded in 2017, the business was inspired by a talented, art-driven, and passionate woman, Rhoda Apiyo Masero Agalo. Since then, we have successfully produced and delivered over 1,000 unique designs, each reflecting our commitment to traditional weaving techniques, sustainability, and functional beauty.

At Jireh Hand Woven Craft, we are driven by customer satisfaction, timely delivery, strong work ethic, and innovation in design. We are founded on the following values:

- i) Excellent customer service
- ii) Personal relationships with clients
- iii) Leadership in product innovation
- iv) High integrity
- v) Efficient, low-cost production
- vi) A growing market presence

We maintain a robust Quality Management System, ensuring our processes meet both local and international standards. Our quality control procedures are regularly reviewed to continually improve service delivery and meet each client's specific needs.

1.2 Mission and Vision Statement

Vision: To be the World's pride in handmade art by crafting timeless, elegant pieces that celebrate diverse heritage and bring beauty, culture, and purpose into every space, which meet and surpass consumers specifications.

Mission: To create unique, handcrafted woven products that combine traditional techniques with modern design, while empowering local artisans, promoting sustainable practices, and delivering exceptional value to our customers.

1.3 Location & Reach

We are located off Ngong Road in Lenana, Nairobi, Kenya. We deliver our products across East Africa (Tanzania, Uganda, and Rwanda), other African countries (South Africa, Egypt, Nigeria, and Ghana), as well as to Europe, Australia, and North America. The link below can be used to access our location: <https://maps.app.goo.gl/5ExzKYJcK3L3VC5Y7>

I.4 Social Media & Contact

I.4.1 Social Media & Online Presence

JHWC maintains a strong digital presence across multiple platforms, including

1. [Instagram & Threads](#)
2. [Facebook](#)
3. [Twitter \(X\)](#)
4. [Pinterest](#)
5. **Website:** www.jirehhandwovencraft.com

I.4.2 Contact Information

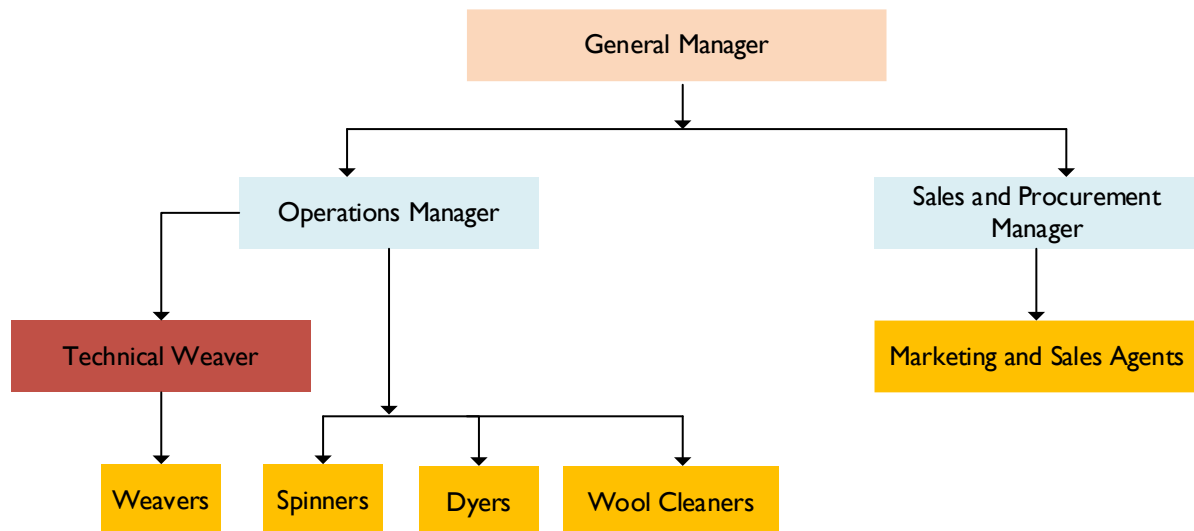
We are available through the following contact channels:

Email: info@jirehhandwovencraft.com/ jirehhandwovencraft@gmail.com

Contact Numbers: [+254 724 224 670](tel:+254724224670) or [+254 786 760 254](tel:+254786760254)

2 OUR TEAM

Our team consists of 15 weavers (including 3 associate weavers), 3 yarn spinners, 2 dyers and 4 wool cleaners all united by a shared passion for craft and quality. We work together to preserve Africa's rich weaving heritage while creating products that suit modern lifestyles. We are guided by the following structure.



JHWC team is energetic, self-driven, passionate, hardworking and positive minded with good working ethics, equipped with the latest skills of production and a core value to make our clients satisfied. The team has a mission to supply the World with the latest and traditional diversified products surpassing international standards. Our team relents not during service delivery, working up and down to meet the needs of every customer who visits us. We bring on board a team with incomputable skills and experience in art of weaving. We are therefore very keen to offer our services to everyone in realising their desired products. We present to you therein the best of the best in these line of products



Figure 2.1: A Photo with 'Land and Property Diary' Host Naomi Mbuvi

3 OUR CLIENTS

We are a premium and leading provider of handmade goods to a wide range of individuals and organizations that include hotels, interior design companies, gift shops etc, throughout Kenya, across Africa and the globe at large. Some of the clients we have served successfully and upon which references can be drawn are presented below. To us, our several years of experience translate into elite creation of products to help our clients realise their dream decor.

FOXBROWNE

CREATIVE



4 EXPERIENCE

Our experience spans over eight (8) years and ranges on several products highlighted below.

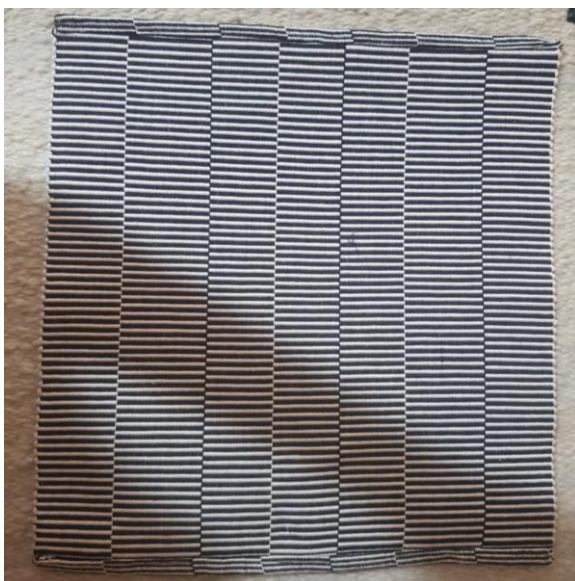
4.1 Handwoven Carpets

Crafted from wool, sisal, blended fibers, perfect for homes, offices, and commercial spaces (hotels, lodges and restaurants).



4.2 Table Mats & Runners

Decorative and practical, suitable for both everyday use and formal settings.



4.3 Cushions

Handmade pieces that bring comfort, style, and texture to any interior.



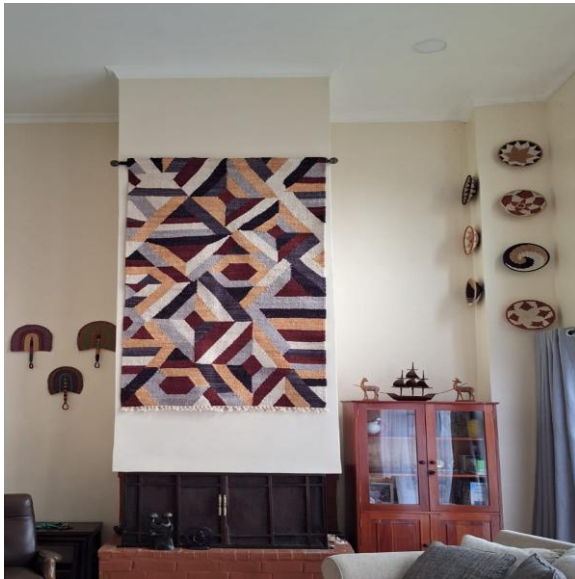
4.4 Bags

Unique woven designs that enhance interior décor with warmth and character.



4.5 Wall Hangings

A growing lifestyle line featuring hand-loomed textiles and accessories.




4.6 Training & Capacity Building

We are committed to empowering artisans by equipping them with weaving and textile craft skills through structured training and hands-on mentorship. Over the years, we have proudly trained students from State House Girls, Lenana School, and university-level trainees from Egerton University's School of Arts, the University of Nairobi, and Kenyatta University. In addition, we welcome and offer training to anyone with the interest and willingness to learn weaving and fabric making, regardless of background or experience.

5 PROFESSIONAL MEMBERSHIP

This certificate is a formal recognition of JHWC's professional membership with **Cottage Arise Trade Support Institution (CATSI)** Professional Body. It acknowledges our active participation, dedication to professional standards, and commitment to continuous growth within our field. Additionally, it reflects a shared commitment to integrity, excellence, and collaboration, reinforcing the values upheld by JHWC and its team of professionals.





ART – PASSION - SATISFACTION

