

# Cynthia Mkhombo

Masana



“ I saw an opportunity to become a leading contract cleaning company in South Africa, while connecting women with high-value jobs. ”

<b>COUNTRY</b>	South Africa
<b>INDUSTRY</b>	Prof. Services
<b>EMPLOYEES</b>	720
<b>YEAR SELECTED</b>	2010
<b>WEBSITE</b>	<a href="http://www.masanahygiene.co.za">www.masanahygiene.co.za</a>

## COMPANY SNAPSHOT

Cynthia's cleaning services company is sweeping away the competition: in seven years, Cynthia has scaled Masana's workforce from 7 to 923 employees who earn up to 40% more than the hourly minimum wage for contract cleaners after two years with Masana. In an industry where employees are often paid below the minimum wage and regarded as expendable, Cynthia focuses on helping her cleaners achieve their potential. In fact, four of Masana's six operations managers started their careers with the company as cleaners.

In 2010, South Africa's CEO Magazine named Cynthia one of the most influential women in business and professional services.

## ENDEAVOR AND MASANA

Since selection, Endeavor has worked with Cynthia on a strategic growth plan to expand her reach in South Africa's provinces, and has introduced her to potential mentors and clients.