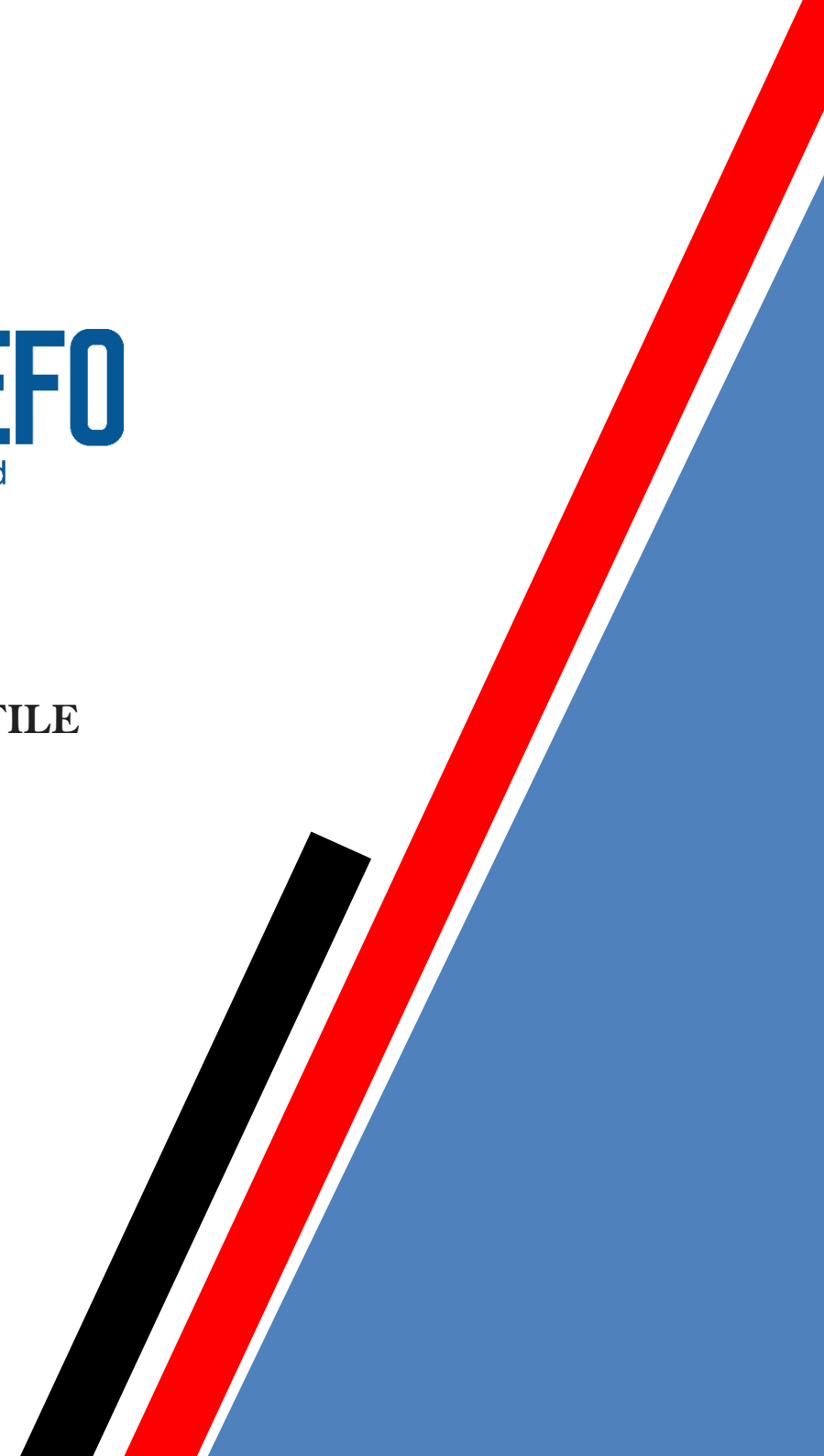


BENSEFO
Reliability propelled

BUSINESS PROFILE





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ABOUT US

BENSEFO (PTY) LTD is a private company registered with the Register of Companies and Close Corporations.

BENSEFO (PTY) LTD was founded and formed by previously disadvantaged community members playing a major contribution in the development of the province through the creation of jobs, skills development and job training of personnel in various sectors. The organization aligns itself with the objectives of the Reconstruction and Development Program through which the government also emphasized its full support of the SMME development.

Its establishment is in response to the government's efforts to improve the environment and living conditions for the previously disadvantaged groups, and for them to participate meaningfully in the mainstream of our country's economy. The organization also prepares itself to grab all viable business opportunities that might arise since it boasts both financial and human resources and facilities sufficient enough to guarantee service delivery and the success of the organization.

It has aligned itself and formed partnerships with other leading companies in order to gain experience, transfer of skills and be able to provide high quality services, through speedy deliveries which satisfies our partners and funders.

The organization promotes socio-economic development and acceleration of skill transfer especially to the previously disadvantaged individuals. Emerging companies such as this need government and private sector support in order to grow and sustain their activities and continue creating sustainable job opportunities to all South Africans.

The purpose of this document is to provide an insight into the operations of **BENSEFO (PTY) LTD**, the marketing strategies and its expansion.



OUR SERVICES

Main Services

-
- Plant maintenance and supplies
- Loading and Hauling
- Mining activities
- Drilling and blasting
- Mining supplies
- Plant equipment rentals
- Yellow equipment rentals
- Labor Hire, Artisans , Semiskilled, Operators (skilled and non-skilled)

Energy services

-
- LED lights supply and installation
- Solar panel supply and
- Chiller installation, repairs and maintenance
- Split systems
- VRV Systems
- Portable Aircon Units
- Ducting manufacturing

Building Construction and Maintenance

- Building construction
- Plastering
- Painting
- Shop Fitting
- Carpeting
- Dry walling
- Plumbing
- Waterproofing
- Tilling
- Paving

Generator Supply, Installation and Repairs UPS Supply, Installation and repairs

MARKETING PLAN

Mission Vision and Values

Vision

- Become a reliable and preferred maintenance company of choice in the Republic.
- Make **BENSEFO (PTY) LTD** one of the significant role players in community development.
- Create employment and provide with quality and affordable services.
- Participate in the areas that black-owned organizations were previously excluded.

Mission

- Create sustainable employment opportunities.
- Improve the quality of life to the child headed families around the area.
- Make contribution to the transformation process in the community development sector.
- Develop and maintain good relationship with our Government and other stakeholders.
- Develop sustainable business activities for a foreseeable future.
- Create a better environment for the children to be able to study and learn more.

Values

- Showing sensitivity and caring.
- Being accountable and responsive.
- Pursuing professional excellence.
- Providing quality services to all of our clients, regardless of race, color, religion, disabilities.
- Offering a fulfilling work experience and professional development for its employees.



Location of the business

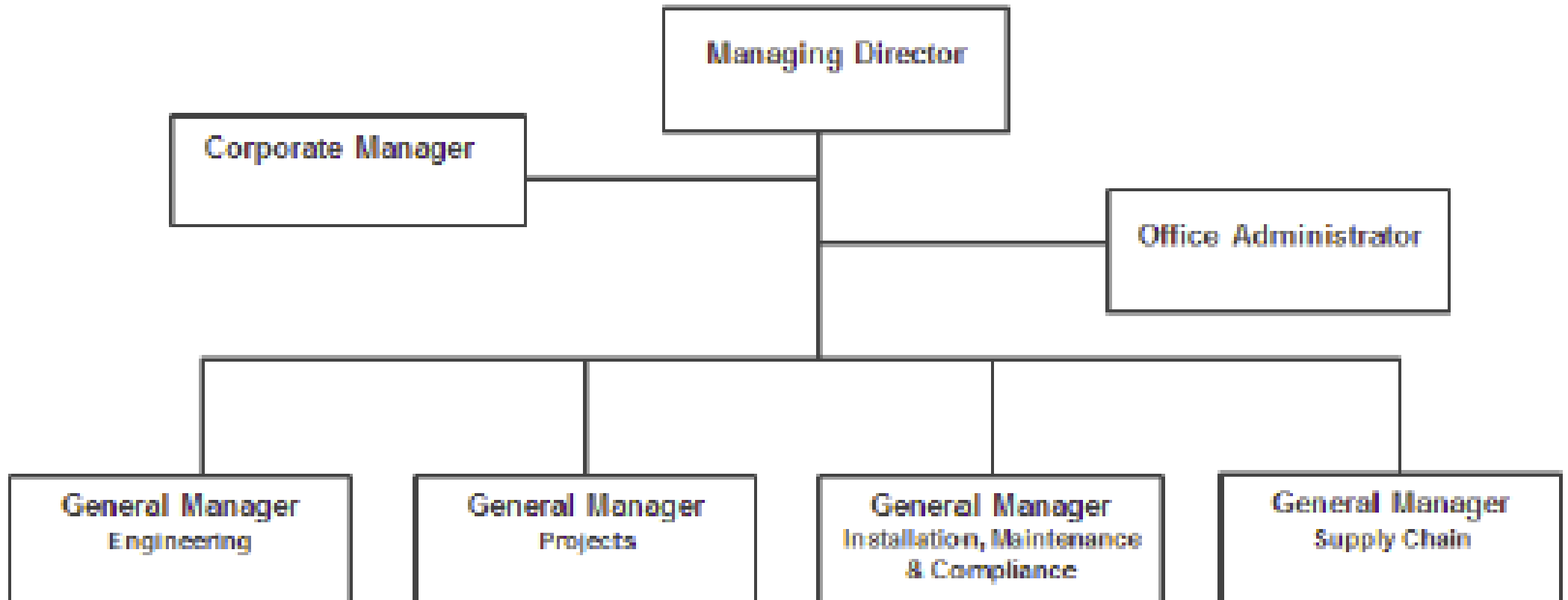
The Company has its Head quarters in Northern Cape with other service centers in Mpumalanga and Limpopo. Recent development that are taking root under this province and the development of Major office Blocks and Apartments in Pretoria and Joburg CBD including surrounding areas present unlimited business opportunities of all sectors within this vicinity.

Our Remote office in Limpopo has also targeted Other Government Community development programs under the auspices of the Limpopo Economic Development Enterprises (LIMDEV) in Sekhukhune which have started bearing fruits for citizens in the province through awarding of contracts to render various community development economic activities and our organization is not exception to that.

A number of projects such as erection of dwelling houses, shopping malls, School toilets and many more are underway being stimulated by developments within the area. These attract more investors; stimulating economic growth and the standard of living of all citizens within the area.



ORGANOGRAM



Community Development Projects and Services

School Toilets, Cleaning Program Aiming to employ more than 100 community members. Hygiene education and environmental awareness to the children whilst working on a cleaning system.

Vocational programs wherein we will be training members of the community on various fields, providing practical experiences to equip them with various expertise e.g. agriculture, home economics, internet exploring, sports, arts and culture.

Provision of ICT (Information Communication and Technology) infrastructures in rural schools where Telkom cannot reach.

A program that provides a shelter for Aids orphans and other needy children within the community.

Youth programs aiming at getting the children off of the streets and into constructive and useful activities such as ballroom dancing, acting, African literature, sporting codes like tennis, cycling etc.

Target Market

- Government departments, social development, Education, Health and Public works.
- Primary and Secondary Schools
- Local and District municipalities
- High Level Corporate Enterprises
- Private/Individual Clients.



Revenue Strategy

Our prices will be competitive at all times while maintaining healthy surpluses to remain financially viable. Other products' and services' prices will be determined according to the local market norms and trends. Consumer behaviors will also play a massive role when we determine prices for the products. Prices that are offered by other competitors will also be considered in order to normalize price gaps to avoid exploitation of customers and own business operations.

Advertising and Promotion In order to reach the target

market and to make the organization known, the following promotional mix will be used:

Online Marketing; Websites and Social Media

Print media to ensure that there is a presence all year round, and special interest magazines are a prime target.

We will also pursue listings and advertising opportunities in major trade journals and directories countrywide, focusing on special sections that feature Gauteng Province.

Flyers will be distributed at strategic points around the City centers.

BENSEFO (PTY) LTD intends to make presentations and conducts exhibitions at various Government Departments and companies within the private sector.
Publicity and Public Relations

It is imperative that public relations activities are made a vital component of the promotional strategy of the business. It is important to raise the profile of our business to front-of-mind awareness within the communities and target market in order to ensure a consistent flow of business.

S.W.O.T Analysis

Strength

- **BENSEFO (PTY) LTD** is strategically situated.
- Continuous staff development/training on customer care and personal development
- Understanding of the customers' needs and behavior.
- Well connected to individuals with the knowledge of the industry
- Easy accessibility of the staff and the business.

Opportunities

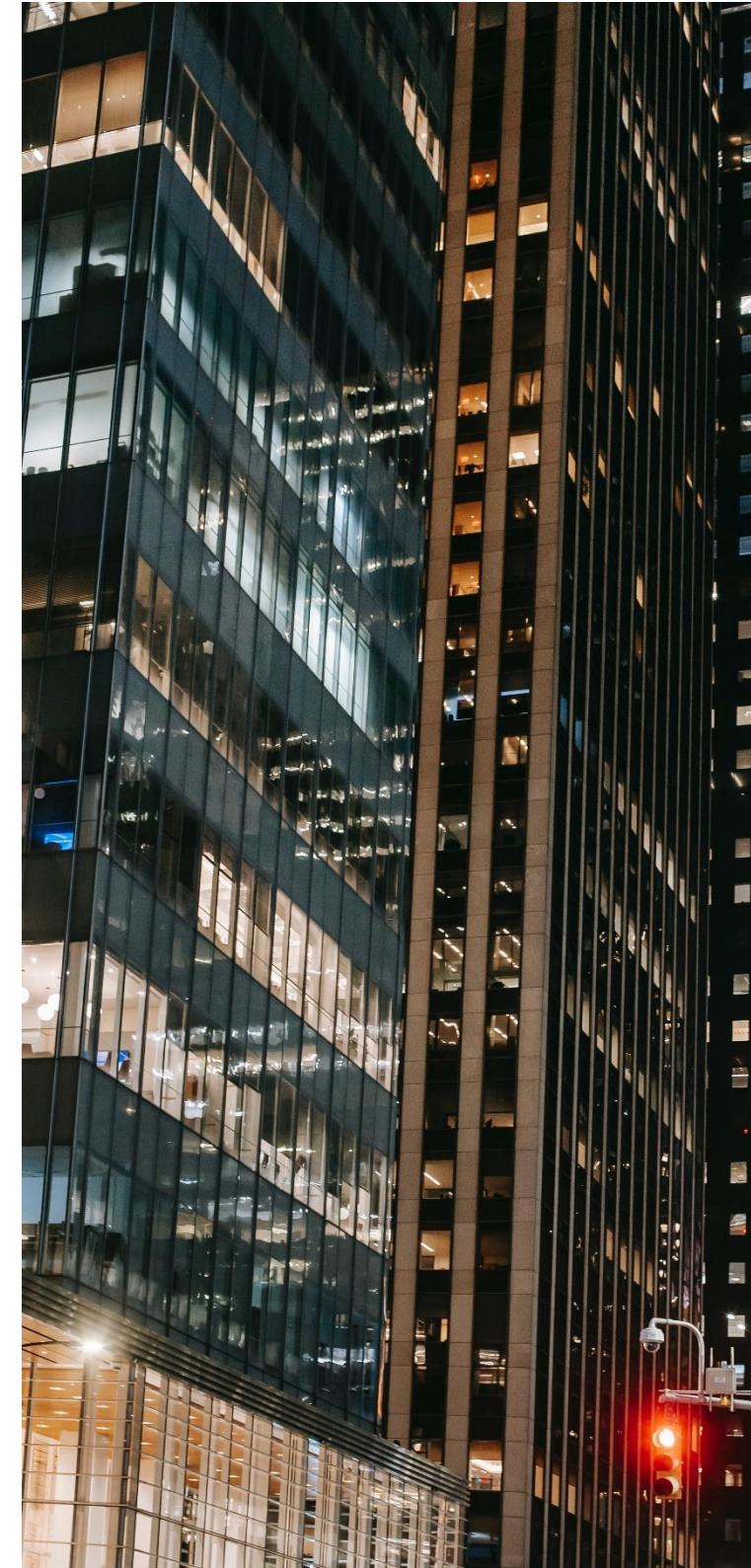
District and Local Municipalities in its Integrated Development Planning has developed mechanism that will ensure that much of the resources are allocated to service delivery infrastructure and initiations destined to redress service backlogs and create jobs for people in the Province.

Threats

- Failing government support
- Failure to engage with the community and manage projects and programs existing and new.
- High maintenance costs
- New entrants.

Financial Plan

BENSEFO (PTY) LTD has established proper control systems of its business activities. It will also prepare a set of Financial Statements that will be audited annually by a firm with proper qualifications or authorities to do so.



COMPLETED PROJECTS

Company	Works	Project Value	Duration	Contacts
Eskom Lethabo Power Station	-Supply and Delivery of Electrical Consumables	R161,020.00	-	Kobus Niewoudt
Eskom Lethabo Power Station	Industrial Trolley Wheel manufacturing	R 14,000.00	3 Weeks	Balungile Nxumalo
Eskom Lethabo Power Station	Supply, Joint & Terminate 380V cable (On emergency)	R 139,000.00	3 Days	ThabisoDlamini
Kumba Iron Ore	Service on site: [Recondition of straight chutes and discharge chutes]	R378,640.00	2 Weeks	Joyce Batlhopeng
Kumba Iron Ore	Service on site: [Supply and Installation of farm gate]	R19,440.00	1Day	GomolemoLepedi
Kumba Iron Ore	Service on site: [Installation of water cannons at wash bay]	R12,960.00	1Day	GomolemoLepedi
Kumba Iron Ore	Service on site: [Dismantling a pump structure on concrete foundation]	R96,000.00	3 Days	Thabo Chimole 066 304 3161
Kumba Iron Ore	Service on site: [Connecting a 350+ meter 10 inch HDPE water pipe from main line to slime	R96,750.00	2 Weeks	ThabeloMphephu 063 691 9438

Kumba Iron Ore	Service on site: [Disconnect, Dismantle, and Remove old panels and old cables]	R78,650.00	5 Days	EuclitteMakhomo
Kumba Iron Ore	Service on site: [Installation of light fittings beneath car ports]	R175,560.00	1 Week	Matthews Tleane
Kumba Iron Ore	Service on site: [Electrical work on geysers]	R54,510.00	1 Day	Matthews Tleane
Kumba Iron Ore	Service on site: [Honey Bee Farm Relocation]	R980,100.00	3 Months	OudietseKolberg
AssmangKhumani	Manufacture and Delivery on mechanical consumables (Magnetic Vibrating Feeder)	R225,220.00	6 Weeks	Banjo Marumo
Kumb Iron Ore [Sishen Mine]	Supply of rapid response team at JIG plant Sishen mine	R73 million	36 months	Tumi Matsepe +27 (53) 739 4278
Kumba Iron Ore [Sishen Mine]	Supply and installation [Rewiring of offices)	R97 500	5 Days	George Gaentswe +27 (53) 739 3132
Kumba Iron Ore [SIB]	Supply of electrical to an office container	R46 000	1 Day	George Gaentswe +27 (53) 739 3132
Kumba Iron Ore [SIB]	Installation of carport lights at SIB	R175 000	2 weeks	George Gaentswe +27 (53) 739 3132
Kumba Iron Ore [SIB]	Installation of geysers and supply of of power at SIB offices	R120 000	5 days	George Gaentswe +27 (53) 739 3132



Concluding Remarks

As much as we have established a solid organization and instituted business activities to ensure growth, we acknowledge that the most important fact that can guarantee our company's success is proper business management. Management will institute accounting and internal control systems that will ensure as far as practicable that there are proper authorization, execution and recording of transactions, staff is properly supervised, there is a segregation of duties among employees, that assets of the business are properly safe guarded and that any errors are detected as soon as possible.

Management style will be based on creating entrepreneurial culture fostered at all levels, i.e. team approach and motivational leadership. Staff will also be trained to become specialists in various areas of operations based on skills, competency and expertise. Gender equity, affirmative action and other socio economic policies are to be applied to the good of the business during implementation stage.

Outside management skills and expertise will be outsourced where necessary. It is believed that our business management strategy will enable the organization to create additional job opportunities during its first twelve months of operations that will be in line with the growth and development of the organization.



Company Details

- Name of the business : BENSEFO (PTY) LTD
- Type of the business : Private Company
- Registration Number : 2016/186167/07
- Income tax Number : 958 716 518 5
- Company Contact No: 066 369 9097 / 072 280 4105
- Company e-mail Address: info@bensefo.co.za
- Head Office Address : 38 Tieroog Street
Northern Cap
Kathu
8446

Contact Person

- Contact Person : Tshegofatso
- Contact Person No. : 072 280 4105
- Gender : Female
- Residential Address : 26 Villa Louis Complex
Mbombela
Mpumalanga
1240

-Contact No. : 013 010 1863
066 369 9097



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