

Avuxeni Computer Academy

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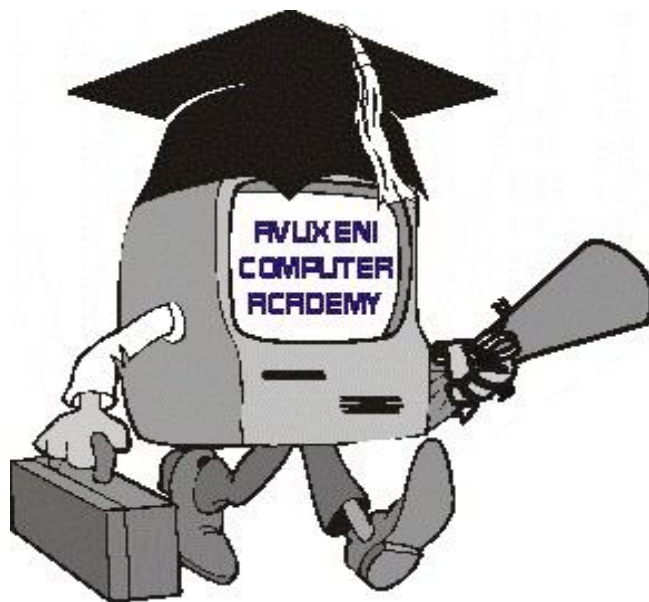
VAT: 4640203362

Business profile

SAQA ISETT ETQA CENTRE

ACC 2006/00/660

Year 2009



Executive Summary

Description of the Company

Avuxeni Computer Academy provides computer training to all in the surrounding of its facilities, local and rural. The Computer Industry and the willingness to learn are one of the fastest growing sectors of the economy. Avuxeni Computer Academy intends to capitalize on the success of the economy by taking advantage of training in Southern Africa.

Mission Statement

- To offer the highest level of up-to-date training
- To act professionally in all circumstances and project a competent company image
- To achieve customer satisfaction in all endeavours
- To provide comprehensive help for our customers to complete their tuition
- To enable our customers, through our instruction, to maintain a competitive advantage
- To conduct our affairs with social conscience and to assist in furthering our country's growth

Avuxeni Computer Academy is to become the premier provider of computer training from teens and older in the Africa. Avuxeni Computer Academy is dedicated to building long-term relationship with customers through quality training and backup support, and wishes to be recognized as the leading computer training facility in Africa. We believe in flexibility and therefore providing absolute dedication to all its customers.

Our motto

“Avuxeni Cares”

Products and Services

Please refer to Annexure A for Training Modules

Avuxeni Computer Academy offers a comprehensive range of training to support the prospective customer and a directory of training specific to the individual. From desk and field market research carried out on plus minus 2000 prospective clients it is clear that there is considerable potential in the training business. Research indicates that customers once enrolled in computer studies it is likely that they will re- enroll for further development courses. In order to maintain and improve the current position they will need to invest in expanding of new businesses in latter parts of South Africa.

Avuxeni Computer Academy maintained the following advantages over existing competition:

- Competitive Rates
- Back-up support (Technical and administrative)
- Superior customer service
- Specialized training programs for individuals
- Extensive Knowledge
- Choice of lecturer by public demand (e.g. Language)
- Crash Courses free of charge after Graduation
- Time period provided for crash courses
- Enough practice time
- Flexible with period according to class performance
- Assistance in pre-interview preparation
- SAQA ISETT Accredited
- Time provided for revision
- Enough Practice time
- Microsoft Certified Trainers
- Flexible with period according to class performance
- Success Guaranteed
- Lowest fee available
- In-House Assessors
- Moderators

Accreditation

SAQA ISETT Accredited	Provider Number:	ACC 2006/00/660
Pitman Approved	Provider Number	APP 5000/866
Microsoft Registered Trainers	Web Site	www.microsoft.com
ETQA Assessors	ETDP 581 PA 161101	
Dept of Labour	188 National	
NERA BEE Accreditation	Level 3 110%	
Emex BEE Accreditation	Level 1 135%	
Department of Education	Umalusi Accredited	



ISETT ETQA Accredited Training

Typing Skills Beginners and Advanced
Microsoft Windows Beginners and Advanced
Microsoft Excel Beginners and Advanced
Hardware and Software Principles Beginners and Advanced
Microsoft Word Beginners and Advanced
Microsoft PowerPoint Beginners and Advanced
Microsoft Access Beginners and Advanced
Internet and E-mail
Microsoft Project Beginners and Advanced
Quick books
A plus Basic
A plus Advance
A plus Basic and Advance
Pastel
Cakewalk Pro
Q-Base

As stated on website: National Certificate in Information Technology: End User

Current Government Training Conducted

Dept of Public Works
Dept of Health
Mopani Municipality
Sekhukhune Municipality
Dept of Labour
Dept of Local Government and Housing
Dept of Education
Traditional Affairs
ISPA UnifForum SA
National Parks Board
Justice Department
And various companies in the private sector

Training at designated Areas

Seeing that Avuxeni Computer Academy is fully mobile, if requested, training can also be done at your premises. That will ensure better control for your officials and accessibility. If interested please notify us accordingly
At this point of time Avuxeni Computer Academy has 105 mobile units that are deployed in the following areas: Limpopo, Mpumalanga, KZN, Eastern Cape, Free State and North West and various business organisations

Credits

A Total of 57 Unit Standard credits can be earned for the Certificate course and 74 Unit Standard credits for a Diploma course which will further your National Certificate / Diploma Accreditation once assessed and accredited

Assessment

Avuxeni Computer Academy also has 15 SAQA ETQA Approved in house Assessors available to ensure evaluation and assessment of Unit Standards accordingly to the NQF level.

Taking above in consideration we hereby confirm to all required Government Legislation and SAQA ISETT ETQA has approved all Branches.

Moderators

Avuxeni has 3 full time Moderators and additional out sourced 4 Moderators, to control the Assessors quality control

Certificates

It should be noted that the Certificate as well as the test material are not issued and created from the branch and will take approximately 2 weeks after completion of relevant courses to be dispatched.

Graduation

Graduation functions are held were the Certificates are issued as well as recognition is given to: The most Constructive Student and Best Student by means of Trophies. The dates will be forward to the relevant students 3 weeks prior to the prestigious event

Location of Head Office to Date

The H/O is located at 10 Chroom Street, New Industrial, Tzaneen.

The Company's Mission

The goal of Avuxeni Computer Academy is to be the leading provider of hassle-free training for all individuals in the Africa. Our emphasis will be on providing a complete specialized service based on having a detailed knowledge regarding computer training. We believe in superior service and back-up support to our customers. By capitalizing on our past experience, we will be able to both advice and steer the business in a profitable organization.

Management Team and Key Personnel

The Business is sub-divided in main frames:

Riaan van Brakel (Member):

Administrator, Finance Director

Thommy Mathebula (Member)

Operational Director

George Baloyi (Member)

Marketing Director

Theo Stern

Technical / Training Director

Annetjie Engelbrecht

Head Office Senior Secretary

Anneline De Wet

Head Office Secretary

Munyaradzi Gwini

Technical

Dennis Thobejane

Area Manager (Sekhukhune)

Jurie Bezuidenhout

Area Manager (Capricon)

Adolph van Rooyen

General Manager, Eastern Cape

Anton van Rooyen:

General Manager, Mpumalanga

Tertius Wepener:

General Manager, Free State

Danie Jordaan

General Manager, KwaZulu Natal

Johan Nel

General Manager, Limpopo

Selwin Teffo

Assessor / Training

Anne-Marie Santa Rosa

Human Resources

Takalani Ralushai

Area Manager (Mopani)

Thabo Malaza

Area Manager (North West)

Company History

The Business was formed on the 01/07/1999

The members Qualifications are as follows:

Riaan van Brakel handling the Administration and Finance qualifications is as follows: Administration Manager 1years, Asst Manager 2years, Manager 1year, Auditor 6Months, and Area Manager 4 years in a well-established and recognised Retail Group. His expertise involves IR Management, HR Control, Supportive Services, Budgetary Control, Marketing and Promotions, Budget Settings, Credit Control (with the focus being on W/O, RP, Coll Rate and Arrears) and Sales (with the focus on Motivational days and training Senior Management). He became the youngest Area Manager in the Company at age 24. He was responsible for a Debtor Ledger of R3600000.00, 120 Staff, 8 Branches, 24 Vehicles and an Annum Sales Budget of R3400000.00. Currently done Full scale Computer Training on all unit standards and Qualified as an Assessor

George Baloyi handling the Marketing and Promotions qualifications is as follows Dip Hrm: Diploma Business Management Certificate Client service (International Quality Alliance) Certificate on coaching motivating and training sales staff. George is a Motivational speaker and talks with dynamic power and build – up self-esteem while getting the message across. Currently completing his National Certificate in Computer dynamic a. Thommy Mathebula: Experienced in logistical support and also a qualified trainer and assessor. Currently in charge of Operations and setting up policies and procedures in close cooperation with SAQA ISETT unit standards

Guarantees and Warranties

Our customers will be protected against either our own or outside replica by virtue of the Institutes we are registered with.

Current Branches

Giyani (Limpopo)	LIMDEV Building Office 254
Giyani 2 (Limpopo)	Office no 1, Arol Complex next to taxi rank behind Shoprite
Malamulele (Limpopo)	Main Street Malamulele
Thohoyandou (Limpopo)	LIMDEV Building Office 49 and 51
Namakgale (Limpopo)	Elvin str, next Pharmacy, Namakgale
Ga-Kgapane (Limpopo)	Kgapane Shopping Centre
Nkowankowa (Limpopo)	LIMDEV Building Office 212
Tzaneen (Limpopo)	Next to bus ticket shop, Claude Wheatly Street
Matoks (Limpopo)	Shop 3 Next N1 Road Matoks
Seshego (Limpopo)	Seshego Plaza
Bochum (Limpopo)	Bochum Shopping Centre

Polokwane (Limpopo)	80 Schoeman Street, Polokwane
Mankweng (Limpopo)	Paledi Shopping Complex, Shop 20
Jane Furse (Limpopo)	Next to Dept of Labour
Burgersfort (Limpopo)	Burgersfort Centre
Grobliersdal (Limpopo)	Shop 4, Breakaway Centre next to Cashbuild
Mokopane (Limpopo)	Thabo Mbeki St MinPen Building
Louis Trichardt (Limpopo)	Makhado
Lethlabile (North West)	Shop no13 next to Chemist
Hammanskraal (North West)	60 Austin Street, Opp Kentucky, Du Toit Properties
Rustenburg (North West)	Cnr Nelson Mandela & Church street
Acornhoek (Mpumalanga)	Acornhoek Plaza
Bushbuckridge (Mpumalanga)	Delma Hotel Complex
Kanyamazane (Mpumalanga)	2266 Gugu Centre, next to Engen Garage
Kabokweni (Mpumalanga)	Unit 1613, Old Complex, Kabokweni
Hazyview (Mpumalanga)	Numbi Centre, Shop 7, next to ANC Offices
Ermelo (Mpumalanga)	Shop 9 Oosthuizen str 27
Mamelodi (Gauteng)	No. 17 Balebogeng Cntr. Mamelodi West
Maokeng (Free State)	Phomolong Shopping Complex, Senzela, Maokeng
Welkom (Free State)	Office 101, Richelieu Chambers, Bok Street
Phuthaditjaba (Free State)	1 st Floor ABSA Centre, cnr Motloung & Setai str, Setsing, Phuthaditjaba
Bethlehem (Free State)	Cnr Richter & Malan str
Esikhaweni (KwaZulu Natal)	Kwadiye Supermarket 2 nd floor
Mthuba (KwaZulu Natal)	Holmes Buildings John Ross Highway
Mandini (KwaZulu Natal)	Sundumbili Township Kwa Msindisi
Bhambanana (KwaZulu Natal)	Bhambanana Shopping Center Shop No.9
Umlazi (KwaZulu Natal)	Office 33, Section V, Industrial Park, Umlazi
Jozini (KwaZulu Natal)	Shop no1, Itala Centre, Makhatini
Kwa-Ngwanase (KwaZulu Natal)	Bonanza Centre, next to Engen Garage
Eshowe (KwaZulu Natal)	Office no 2, 1 st Floor, Star Theatre Building, 19 Osborn Street
Richardsbay (KwaZulu Natal)	Bellingham Park, Unit 40A
Isiphingo (KwaZulu Natal)	Shop 10 Enpulo ture Medica Building 16 Kajee str
King Williams Town (Eastern Cape)	23 Taylor street, King Williams Town
Mdantsane (Eastern Cape)	JNT Manyaka Center, Site 9807 Zone 2
East London (Eastern Cape)	Buffalo Street, Jabex Arcade, Shop 5, East Londen
Mthatha (Eastern Cape)	New Ludidi Bridge Building, BC8
Zambia	Crescent Future Kids Lusaka 22 Branches

Business Structure

The Structure at this point in time is a membership share in a Close Corporation

Further Expansions for the Year 2009

1. Lebowakgomo
2. Garankuwa
3. Central Nelspruit
4. Middelburg
5. Witbank
6. Butterworth
7. Umtata 2
8. Queenstown
9. Lusikisiki / Flagstaff
10. Durban Central
11. Nkoma / Pongola
12. Bloemfontein

Geographic Area

Avuxeni Computer Academy has been established in Giyani area. The name "Avuxeni" is a Tsonga word with the meaning "Good Morning". Thus spreading throughout the Limpopo Province, Mpumalanga, KZN, Eastern Cape, Free State and North West we will ensure an affordable training Academy for Africa. The Region comprises the settlements as mentioned in the Business Structure. Avuxeni Computer Academy has spread to neighbouring countries being Zambia and hope to spread throughout International Districts and Africa

Market Description

Educational Computer Training within the African Sector.

Market Overview \ Advertising and Promotions

Customer relations: We will keep records of every sales contact. Data such as source of inquiry, client needs, job, and income will be included. By having superior information on our clients and prospects, we intend to offer a truly personalised service. Our database will contain full details on all our clients, including previous training obtained. We will use this data to encourage our satisfied customers to recommend our services to friends, relatives, colleagues, and employers.

Press advertising: We will undertake a small amount of press advertising in order to enhance our public relations activity. There is considerable research to support the argument that the more often a potential client hears about you; the more likely they are to approach you when they have a need for your type of service.

Our strategy regarding Marketing as previously mentioned is very aggressive. We are au via with all possible Marketing Strategies that can be use in this Institute. Our planning and advertising are as follows:

1. Advertising Boards and A3 Cory boards is essential and always acts as a silent salesman
2. Door to door Canvassing per Area or Village is done by either actually visiting houses or distributing Flyers with personal follow up after 3 days.
3. Appointments are also made with Schools\ Businesses and Circuit Managers where a full presentation is given.
4. Advertising is done using the following Media:
 - Local Radio Station
 - Newspapers
5. Competitions are held on the Local Radio Station and Bursaries are given to individuals who satisfy the judges as prices.
6. Freelance Consultants further advertise by spreading Word of Mouth advertising Avuxeni Computer Academy.
7. Professional environment were students could obtain their skills.

Sales and Marketing

Excellent Marketing skills are vital in our type of business. Therefore, everyone will be fully trained in sales. Additionally, every month we will “audit” each other by observing half-a-day’s Marketing and selling activity and giving feedback on strengths and weaknesses in skills. We will review on the following points by:

- i. Identify the weaknesses
- ii. Make sure all understand the weaknesses
- iii. Draw up an action plan
- iv. Hold individuals Accountable
- v. Follow-up

By doing above we can build on Teambuilding and proper development of staff to ensure the promise of excellent customer service. We will also be using a “contact management” system that will allow us to monitor the effectiveness of different promotional strategies and of different marketing messages. The key to our strategic advantage will later lie in having superior data on prospects and clients. Furthermore training material / syllabus will be reviewed on a quarterly basis to ensure that our customers are abreast with their skills and to ensure that we are leading in the latest information technology training.

Competitive Advantages

1. Marketing Aggressiveness
2. Technical Support
3. Own Marketing Team
4. Unique Syllabus
5. The willingness to train throughout South Africa

OPERATIONS

Choice of Location and Premises

Secure, neat and upmarket premises will be utilized within an accessible transport area. All premises will be furnished and painted corporate colours to ensure a professional image.

Hours of Operation

Daily tutoring will be maintained between the hours 08h00-19h00.

Classes will run from Monday – Friday.

Having three (3) groups per day.

08h00-12h00 Morning groups

13h00 – 17h00 Afternoon groups

17h00 – 19h00 Evening groups (Part time) / Monday –
Wednesday and Tuesday and Thursday

08h00-12h00 Saturday groups

Above Times can change to suite individual needs

Marketing and Administration daily hours will remain between 08h00 – 17h00 Monday – Friday

Staffing

All staff will undergo full training and will be reviewed as stated in previous paragraph

(Sales and Marketing)

Our dress code will require us to look professional and unified

Avuxeni Computer Academy will adhere to the Government placement plan

Staff Development

Avuxeni Computer Academy has created at the Head Office a training school were previous students that has exceed in their subjects and are seeking employment get the opportunity to be trained to become Lecturers at Avuxeni Computer Academy. Skills like train the trainer, Presentation Skills, Managing a business and Marketing Skills are taught free of charge over two weeks to them

BUSINESS CONTROLS

Accounting System

We will be using a computer-based financial management system develop in house. With this system we can review our sales and marketing activities on a regular basis. This will allow us to analyze the profitability of the Academy.

Quality Control

Trainees will be requested to complete evaluation forms, which will be seriously reviewed by management and adapted accordingly.

What makes Avuxeni different than the rest?

Branch:

1. At Avuxeni we believe that we take education to the people, that is why are branch are situated closed to where the majority people stay. E.g. we are not situated in Phalaborwa but rather in Namakgale (Phalaborwa District)
2. We are the most affordable accredited training institution with an easy training plan
3. Our branches are situated close or near Taxi and bus routes so that transport is not a problem for our customers.
4. All our branches are painted and furnished the same for unity of the company.
5. All areas are guided by an area manager staying within the area.
6. Our geographical spread ensures the most coverage within the province.
7. Aggressive marketing strategies using Corry boards, billboards and block canvassing using flyers
8. Our ability to train in all major languages in the country.
9. Facilitators are usually from within the community therefore there is no cultural conflict.
10. Each branch has a full complement of staff. Therefore facilitators can concentrate on what is important namely the training of our customers.
11. Commission is paid to branch staff when achieving budgets and above.
12. Graduations are held after training, branch and mobile for recognition of their studies at our institute.
13. All students are given proper examination and are accessed accordingly, according to SAQA regulations.
14. Friday training within each branch to ensure mobile facilitators is up to speed.
15. Creating job opportunities to people in our geographical spread, majority of staff are ex students.

Mobiles:

1. Training is literally brought to the people by means of mobile units at.
2. A mobile unit consists out of: Furnisher, 15 computers, stationary and the facilitator.
3. Training is usually done in local schools and churches therefore insuring low rental agreements cutting our cost in providing the training.
4. The facilitator stays in the community during the duration of the course. This ensures that the facilitator has no transport problems and he gets to know the community hands-on.
5. Staying in the community also has its advantages; the facilitator can also market our product to would be interested parties to register.
6. Being in the rural areas, we create jobs by paying commission to appointed freelance marketing agents staying in the area.
7. After training we collect the computers and donate a computer to the school or church, we then frequent the area to ensure that we are well established in the village for any further training.
8. Mobiles are regularly visited by Area Managers to ensure quality control.
9. Payments are made at the mobile unit to relieve the issue of going to town and paying at the branch.

Head Office:

1. The backbone of the academy providing technical, financial, marketing and administration backup to all areas of our geographical spread.
2. Fully equipped with a technical workshop and computer warehouse.
3. Technical staff and vehicles to go to any branch and mobile to provide support.
4. Marketing team with own transport to provide assistance to all Area Managers.
5. Administration staff to see to all stationary and admin needs.
6. A training centre and training manager to ensure that all branch and mobile facilitators are up to standard.
7. Regular training sessions to update all facilitators are held to ensure quality control.
8. All new facilitators are required to attend a crash course to ensure they are up to date with the training material and administration thereof.
9. Accommodation facilities for facilitators who are in training.
10. Boardroom for weekly management meetings
11. Equipped with high volume printers for providing stationary needs

AVUXENI computer Academy and the Members thank you for spending time to read our Business

Profile

THE END