

.Avuxeni Computer Academy

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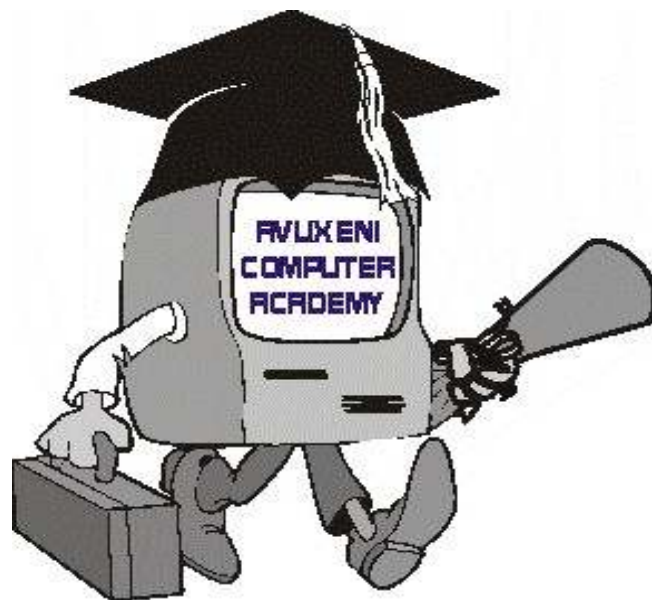
VAT: 4640203362

Business profile

SAQA ISETT ETQA CENTRE

ACC 06 000 229

Year 2007



# 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 wiliness 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 the 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 endeavors
- 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 South 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 the South 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 the 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  
Pitman Approved  
Microsoft Registered Trainers  
ETQA Assessors  
Dept of Labour

Provider Number: **ACC 06 000 229**  
Provider Number **APP 5000/866**  
Web Site **[www.microsoft.com](http://www.microsoft.com)**  
ETDP 581 PA 161101  
188 National





## 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  
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 are having 105 mobile units that are deployed in following areas: Limpopo, Mpumalanga, KZN, Eastern Cape and various business organizations

### **Credits**

A Total of 54 Unit Standard credits can be earned for the Certificate course and 72 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 2 full time Moderators and on source 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 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 South 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

George Baloyi (Member):

Marketing Director

Thommy Mathebula (Member)

Operational Director

Jimmy Shimange (Member)

Support Director

Paito Mondlane

Training Manager

Themba Mashele

Technical Manager

Cynthia Mnisi

Head Office Secretary

Adolph van Rooyen

General Manager, Eastern Cape

Theo Stern

General Manager, Limpopo

Anton van Rooyen:

General Manager, Mphumalanga

Gerhard Nel:

Training Area Manager, Freestate

Danie Jordan

General Manager, Kwa Zulu Natal

Annatjie Engelbrecht

Head Office Secretary

Priddy Rikhotso (Office Manager Giyani):

Daily office routine and Freelance Consultants

Lacy Vukeya (Lecturer Giyani):

Training and customer support

Jonathan (Senior Lecturer, Malamulele)

Training and customer support

Masasani Johannah Nkuna (Office Manager) Malamulele

Daily office routine and freelance consultants

Khutso Seerena (Senior Lecturer Ga-Kgapane)

Training and customer support

Caroline Lekota (Office Manager Ga-Kgapane):

Daily office routine and Freelance Consultants

Melita Moropene (Temporary Office Manager, Ga-kgapane)

Daily office routine and Freelance Consultants

Tebogo Chauke (Office Manager Seshego)

Daily office routine and Freelance Consultant

Phineas Makgato (Senior Lecturer Bochum)

Training and Customer Support

Jeffrey Mnisi (Senior Lecturer Nkowankowa)

Training and Customer Support

Mkateko Mavunda (Office Manager Nkowankowa)

Daily office routine and Freelance Consultant

Takalani Ralushai (Senior Lecturer Thohoyandou)

Training and Customer Support

Basani Miteleni (Office Manager Thohoyandou)

Daily office routine and Freelance Consultant

Gilbert Phaka (Senior Lecturer Acornhoek)

Training and Customer Support

Tshepiso Dibakoane (Office Manager Acornhoek)

Daily office routine and Freelance Consultant

Macdonald Mathebula (Senior Lecturer Bushbuckridge)

Training and Customer Support

Jabu Makelane (Senior Lecturer Namakgale)

Training and Customer Support

Denis Thobejane (Senior Lecturer Burgersfort)

Training and Customer Support

Olga Mathekgane (Office Manager Burgersfort)

Jacob Leeuwner (Senior Lecturer Mokopane)

Training and Customer Support

Alex Letsoalo (Office Manager Mokopane)

Daily office routine and Freelance Consultant

In addition twenty Freelance consultants are employed

Jeffrey Baloyi (Office Manager Louis Trichardt)

Daily office routine and Freelance Consultant

## 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 establish and recognize 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.

Jimmy Shimange: Marking Diploma NTT, Diploma in computer literacy. Jimmy is the longest working staff member in the group and acquired shares on his own account.

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 (LP)	LIMDEV Building Office 254
Malamulele (LP)	Main Street Malamulele
Ga- Kgapane (LP)	Kgapane Shopping Centre
Seshego (Limpopo)	Seshego Plaza
Nkowankowa (Limpopo)	LIMDEV Building Office 212
Thohoyandou (Limpopo)	LIMDEV Building Office 49 and 51
Mokopane (Limpopo)	Thabo Mbeki St MinPen Building
Louis Trichardt (Limpopo)	Makhado
Bochum (Limpopo)	Bochum Shopping Centre
Namakgale (Limpopo)	Elvin Str, nxt Pharmacy, Namakgale
Jane Furse (Limpopo)	Next to Dept. of Labour
Acornhoek (Limpopo)	Acornhoek Plaza
Bushbuckridge (Limpopo)	Delma Hotel Complex
Burgersfort (Limpopo)	Burgersfort Centrum
Mamelodi (Gauteng)	No. 17 Balebogeng Cntr. Mamelodi West
Esikhawini (KZN)	Kwadiye Supermarket 2 <sup>nd</sup> floor
Mthuba (KZN)	Holmes Buildings John Ross Highway
Mandini (KZN)	Sundumbili Township Kwa Msindisi
Bhambanana (KZN)	Bhambanana Shopping Center Shop No.9
Umlazi (KZN)	Office 33, Section V, Industrial Park, Umlazi
King Williams Town (Eastern Cape)	23 Taylor street, King Williams Town
Mdantsane ( Eastern Cape)	JNT Manyaka Center, Site 9807 Zone 2
Zambia	Crescent Future Kids Lusaka 22 Branches

## Business Structure

The Structure at this point in time is a membership share in a Close Corporation  
In the next few months the business will expand with an outside branch situated in Lebowakgomo.

### Further Expansions for the Year 2007

1. Groblersdal / Marblehall
2. Ellisras
3. Mankweng
4. Tulamahashe
5. Mukuglo
6. Whitetrivier
7. Pietersburg Central
8. Rustenburg
9. Thabazimbi

## 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 and the Eastern Cape (Development to Free State in progress) we will ensure an affordable training Academy for South 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

### 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.

<b>08h00-12h00</b>	<b>Morning group</b>
<b>13h00 – 17h00</b>	<b>Afternoon group</b>
<b>17h00 – 19h00</b>	<b>Evening group (Part time) / Monday – Wednesday and Tuesday and Thursday</b>
<b>08h00-12h00</b>	<b>Saturday group</b>

*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 where previous students that have excelled 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 developed 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 our branches are situated close to where the majority of people stay. E.g. we are not situated in Tzaneen but rather in Nkawkawa
2. We are the most affordable accredited training institution with an easy training plan
3. Our branches are situated close or near Taxi or 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 corrieboards, 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 assessed 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 par 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**