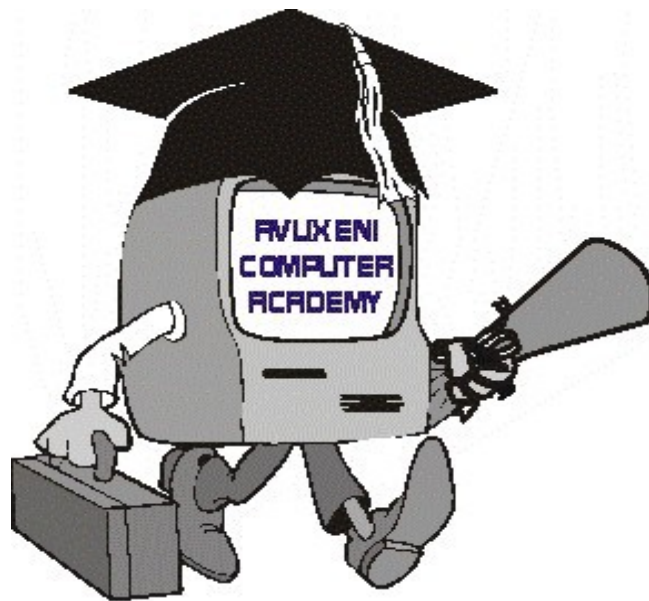


Avuxeni Computer Academy

CK 2002/083835/23

VAT: 4640203362

Business profile



ISETT SETA ACCREDITED

ACC 006 00660

Year 2010

Executive Summary

Description of the Company

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, the considerable potential in the training business became evident. Research indicated that customers, once enrolled in computer studies, are likely to re-enroll for further development courses. In order to maintain and improve the current position we will need to invest in the expansion of new businesses in South 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

Our Vision:

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

Our motto

“Avuxeni Cares”

Products and Services

Please refer to Annexure A for Training Modules

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Avuxeni Computer Academy maintained the following advantages over existing competitors:

- Competitive rates
- Back-up support (technical and administrative)
- Superior customer service
- Specialised training programs for individuals
- Extensive knowledge
- Choice of lecturer by public demand (e.g. language)
- Crash courses free of charge after graduation
- Time period allocated to crash courses
- Flexibility with periods according to class performance
- Assistance in pre-interview preparation
- SAQA ISETT accredited
- Time provided for revision
- Sufficient practice time
- Success guaranteed
- Lowest fee available
- In-house assessors
- Moderators



Accreditation

SAQA ISETT Accredited	Provider Number:	ACC 2006/00/660
Pitman Approved	Provider Number	APP 5000/86
ETQA Assessors	ETDP 581 PA 161101	
Department of Labour	188 National	
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
- QuickBooks

Current Government Training Conducted

Department of Public Works

Department of Health

Mopani Municipality

Sekhukhune Municipality

Department of Labour

Department of Local Government and Housing

Department of Education

Traditional Affairs

ISPA UniForum SA

National Parks Board

Justice Department

Various companies in the private sector

Training at designated areas:

Seeing that Avuxeni Computer Academy is fully mobile, if requested, training can also be conducted at your premises. That will ensure better control for your officials and accessibility. If interested please notify us accordingly.

Avuxeni Computer Academy currently has 105 mobile units that are deployed at community centres, schools, churches and businesses in the following areas: Limpopo, Mpumalanga, KZN, Eastern Cape, Free State and North West.

The Academy was initially established in Giyani. The name "Avuxeni" is a Tsonga word which means "Good Morning". By spreading throughout the other provinces we enable South Africans to have access to affordable training. The region comprises the settlements as mentioned in the business structure. Avuxeni Computer Academy is represented in Zambia and we hope to establish ourselves in other African countries as well.

Mobiles:

1. Training is brought to the people by means of mobile units.
2. A mobile unit consists of the facilitator, furniture, 15 computers and stationery.
3. Training is usually conducted at local schools and churches. Therefore, low agreements are ensured which in turn result in low training cost.
4. The facilitator stays in the community during the duration of the course. This ensures that the facilitator has no transport problems and he/she gets to know the community hands-on.
5. Staying in the community also has its advantages; the facilitator can also market our product to prospective customers to register.
6. We create jobs in remote areas by paying commission to appointed freelance marketing agents who conclude sales in the area.
7. When the training period has lapsed, we collect the computers and donate a unit to the mobile host. We then frequent the area to ensure that we are well-established in the village, should the need for any further training arise.
8. Mobile training units are regularly visited by Area Managers for quality control purposes.

9. Payments are made at the mobile unit to eliminate the need for going to town and paying at the branch.

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 deemed competent.

Assessment

Avuxeni Computer Academy also has 12 ISETT SETA ETQA approved in-house assessors available to ensure evaluation and assessment of Unit Standards according to the relevant NQF level.

We comply with all required government legislation and ISETT SETA has approved all Branches.

Moderators

Avuxeni has qualified in-house moderators and additional outsourced moderators, to control the assessors quality control.

Certificates

It should be noted that the certificate as well as the test material are not created by the branch. It will take approximately 2 weeks after completion of the relevant courses for the certificates to be dispatched.

Graduation

Prestigious graduation ceremonies are held to give recognition to students who have shown the determination to complete their studies. The most constructive student and the best student are honoured by means of trophies.

Location of Head Office to Date

The Head Office is located at 10 Chroom Street, New Industria, Tzaneen.

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

Johan Nel

General Manager, North West

Anneline De Wet

Head Office Secretary

Parmbler Hlungwane

Credit Department

Munyaradzi Gwini

Technical Department

Denis Thobejane

Area Manager (Sekhukhune)

Norman Siala

Area Manager (Capricorn)

Nandi Nqambule

PR and Events Coordinator

Posia Maluleke

Administrative Assistant

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

Schalk Swanepoel

General Manager, Limpopo

Annetjie Engelbrecht

Head Office Senior Secretary

Anne-Marie Santa Rita

Human Resources

Jeffrey Mnisi

Assessor / Training

Takalani Ralushai

Area Manager (Mopani)

Maurice Nkuna

Area Manager (Vhembe)

Solly Maswanganyi

Marketing Manager

Jean Human

Skills Development Facilitator

Guarantees and Warranties

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

Company History

The Business was formed on the 01/07/1999

The members' qualifications are as follows:

Riaan van Brakel Head of Administration and Finance is qualified as follows: Administration Manager 1 year, Assistant Manager 2 years, Manager 1 year, Auditor 6 months and Area Manager 4 years in a well-established, nationwide 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 R3 600 000.00, 120 staff members, 8 branches, 24 vehicles and an Annual Sales Budget of R3400 000.00. He has undergone Full scale Computer Training on all unit standards and is also Qualified as an Assessor and Moderator.

George Baloyi, who handles the Marketing and Promotions, is qualified as follows: Dip Hrm: Diploma Business Management, Certificate Client service (International Quality Alliance) Certificate on coaching motivating and training sales staff. George is a well-known motivational speaker in the community. and He is completing his National Certificate in Computer Dynamics.

Thommy Mathebula: Experienced in logistical support and also a qualified trainer and assessor. He is currently in charge of Operations and setting up policies and procedures in close cooperation with SAQA ISETT unit standards

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)	Calvin Ngobeni street, next to Pharmacy, Namakgale
Ga-Kgapane (Limpopo)	Kgapane Shopping Centre
Nkowankowa (Limpopo)	Gift Business centre, opp Highpoint next to Admin spares, Shop 4
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)	Main Street 1, Opposite Home Affairs, Jane Furse
Burgersfort (Limpopo)	Burgersfort Centre
Groblerdal (Limpopo)	Shop 4, Breakaway Centre next to Cashbuild
Marble Hall (Limpopo)	above Spar's entrance, Spar Complex

Lebowakgomo (Limpopo)	Komane Complex, Office no 3, 71 M2 61BA, Lebowakgomo
Maake (Limpopo)	Rita Roadhouse, Maake Plaza, Lydenburg road
Louis Trichardt (Limpopo)	92 President street, Light World Complex, Louis Trichardt
Nzhelele (Limpopo)	Tshituni Complex, Next to Escom
Musina (Limpopo)	Ni Business Centre R1602 Musina
Lethlabile (North West)	Shop no13 next to Chemist
Hammanskraal (North West)	14 Rhino Centre, Hammanskraal
Rustenburg (North West)	Cnr Nelson Mandela & Church Street
Ga-Rankuwa (North West)	Molope Building, Shop 205, opposite Shell Garage
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 street 27
Dwarsloop (Mpumalanga)	R40, 500m after traffic light on Acornhoek road
Nelspruit (Mpumalanga)	27 Anderson street, opposite Commercial Wholesalers
Maokeng (Free State)	Phomolong Shopping Complex, Senszela, Maokeng
Welkom (Free State)	Office 101, Richelieu Chambers, Bok Street
Qwa-Qwa (Free State)	1 st Floor ABSA Centre, cnr Motlounge & Setai str, Setsing
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
Empangeni (KwaZulu Natal)	12 Union street, Empangeni
Hiberdene (KwaZulu Natal)	Super Spar shop 2, 2 nd floor, Lot 1016 Marlin drive Hiberdene
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
Queenstown (Eastern Cape)	25 Ebdon street, Queenstown
Butterworth (Eastern Cape)	5 Robinson street, Butterworth
Zambia	Crescent Future Kids Lusaka 22 Branches

Business Structure

The company is a Closed Corporation.

Further Expansions for the Year 2011

1. Middelburg
2. Witbank
3. Umtata 2
4. Lusikisiki / Flagstaff
5. Durban Central
6. Nkoma / Pongola
7. Bloemfontein
8. Atteridgeville
9. Soshanguve

Market Description

Educational computer training within the African sector.

Market Overview \ Advertising and Promotions

Customer relations: We keep records of every sales contact. Data such as source of enquiry, client needs, employment details and income is included. By having detailed 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 function. 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 marketing strategy is very aggressive. Our planning and advertising are as follows:

1. Advertising Boards and A3 Cory boards are essential and always act as a silent salesman.
2. Door-to-door canvassing per area/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 aired on the local radio station and bursaries are awarded to individuals who are needy and deserving.

6. Freelance consultants do further marketing by advertising Avuxeni Computer Academy. Commission can be earned on all concluded sales.
7. We strive to establish an environment which is conducive to study and where every student can perform optimally.

Sales and Marketing

Excellent marketing skills are vital to our type of business. Therefore, everyone will be fully trained in selling skills. Additionally, every month we will “audit” each other by observing half-a-day’s marketing and selling activities and giving feedback on strengths and weaknesses.

The following are reviewed:

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

The abovementioned enables us to develop our staff to ensure that our promise of excellent customer service is delivered. We also utilise a “contact management” system that will allow us to monitor the efficiency of different promotional strategies and marketing messages. The key to our strategic advantage lies in a comprehensive database on prospects and clients.

Furthermore training material / syllabi are reviewed on a quarterly basis to ensure that our customers are abreast with their skills and to ensure that we are leading the field in the latest information technology training.

Competitive Advantages

1. Aggressive Marketing
2. Technical Support
3. Own Marketing Team
4. Unique Syllabus
5. The ability to deliver training throughout South Africa

OPERATIONS

Choice of Location and Premises

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

Hours of Operation

Daily tutoring takes place between the hours 08h00-19h00.

Classes are presented from Monday – Saturday.

08h00 – 10h00	Early morning group
10h00-12h00	Late morning group
13h00 – 15h00	Afternoon group
15h00 – 17h00	Late afternoon group
17h00 – 19h00	Evening group (Part time) / Monday – Wednesday and Tuesday and Thursday
08h00-13h00	Saturday group

The above times can be adapted to suit individual needs

Marketing and Administration is done daily between 08h00 – 17h00.

Staffing

All staff members undergo full training and are reviewed as previously mentioned.

Staff members are expected to adhere to a dress code for the sake of projecting a professional image. Avuxeni Computer Academy adheres to the Government placement plan as well as all relevant labour legislation.

Staff Development

A training centre has been established at Head Office where previous students who have excelled in their studies, and whom are seeking employment get the opportunity to be trained to become Lecturers at Avuxeni Computer Academy. Train the trainer, Presentation Skills, Basic Business Management and Marketing Skills are taught free of charge over a two-week period.

BUSINESS CONTROLS

Accounting System

We make use of a computer-based financial management system which was developed especially for our needs. This software is harnessed to review our sales and marketing activities on a regular basis. This allows us to accurately analyse the profitability of the Academy.

Quality Control

Trainees are requested to complete evaluation forms, which are reviewed by management and corrective action is taken accordingly.

What sets Avuxeni Computer Academy apart from the rest?

Branch:

1. Training and education is taken to the people.
2. We are the most affordable accredited training institution with an easy training plan.
3. Our branches are situated close or near public transport routes.
4. Our branches are easily recognizable by our distinctive blue and yellow corporate colour scheme.
5. All areas are supported by an Area Manager who resides within the area.
6. Our geographical spread ensures the most coverage within the province.
7. Aggressive marketing strategies using Cory boards, billboards, leaflet drops and block canvassing.
8. Training can be presented in all official languages.
9. Facilitators are usually from within the community, minimising cultural conflict.
10. Each branch has a full staff complement. Therefore, facilitators can devote themselves to presenting quality training.
11. Commission is paid to branch staff whenever budgets are achieved and/or exceeded.
12. Graduations ceremonies are held to give recognition to students.
13. All students write examinations and are assessed according to SAQA regulations.
14. In-house training takes place on a weekly basis within each branch to ensure that mobile facilitators are up to standard.
15. Job opportunities are created and staff are promoted from within.

Mobiles:

10. Training is brought to the people by means of mobile units.
11. A mobile unit consists of the facilitator, furniture, 15 computers and stationery.
12. Training is usually conducted at local schools and churches. Therefore, low agreements are ensured which in turn result in low training cost.
13. The facilitator stays in the community during the duration of the course. This ensures that the facilitator has no transport problems and he/she gets to know the community hands-on.
14. Staying in the community also has its advantages; the facilitator can also market our product to prospective customers to register.
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16. When the training period has lapsed, we collect the computers and donate a unit to the mobile host. We then frequent the area to ensure that we are well-established in the village, should the need for any further training arise.
17. Mobile training units are regularly visited by Area Managers for quality control purposes.
18. Payments are made at the mobile unit to eliminate the need for going to town and paying at the branch.

Head Office:

1. The Head Office forms the backbone of the Academy by providing technical, financial, marketing and administration backup to all areas of our geographical spread.
2. It is 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. There is a marketing team with own transport to provide assistance to all Area Managers.
5. Administrative staff see to all stationery 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 are conducted to ensure quality control regarding our facilitators.
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 are available for facilitators who undergo training.
10. There is a boardroom for weekly management meetings
11. It is equipped with high volume printers for stationery orders.

AVUXENI Computer Academy and the Members thank you

reading our

Business Profile

THE END