



# Business Profile



**NYL**  
NALEDI YA LETLHOGONOLO  
PROJECTS

You imagine it, we bring it to live...





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## Overview

Naledi Ya Letlhogonolo Projects is a business entity that focuses mostly in digital printing, agriculture and ecotourism and not limited to anything. Digital printing and crafting are currently our key focus for the survival of this entity. We use sublimation and vinyl for printing on various material like metal and wooden sheets, glass and fiber plastic, fabric and leather material.



The workstation

This company was officially registered in 2020 solely by Mr Tebogo Benedict Matshane. Mr Matshane comes with great experience of over five years in the very same business as he still sees potential in the industry, particularly in rural regions.

# Vision

- ✓ To re-brand the rural communities.
- ✓ To develop and assist women and young members of rural communities.
- ✓ To create a space where all businesses or individuals can advertise their services and products in a more innovative way.
- ✓ To have confident, competent and motivated team.

# Mission

- ✓ To educate the target market about the services and products NYL Projects offers.
- ✓ To maintain the quality products and services.
- ✓ To maintain healthy relationships with all clients and customers.
- ✓ To always deliver the right product or service, to the right client or customer at the expected time.

# Objectives

- ✓ To instill confidence within our rural communities.
- ✓ To change the stereotypic assumptions that rural regions are disadvantaged by introducing an advertising and marketing company in our villages.
- ✓ To rebrand our village communities.



Local Football Club (Pitsedisulejang)

# Products and Services

NYL Projects has a wide range of products and services which cater for individuals, groups and businesses.

Individuals	Groups	Businesses
<div>T-shirts</div> <div>Masks</div> <div>Caps</div> <div>Shoes</div> <div>Mugs and Glasses</div> <div>Ceramics (plates)</div> <div>Hoodies</div> <div>Cards: birthdays, invitations, etc</div> <div>Gift boxes</div> <div>... many, many more</div> <div>Motivational speaker</div> <div>Tutor: Mathematics and Science</div>	<div>T-shirts</div> <div>Masks</div> <div>Caps</div> <div>Mugs</div> <div>Plates</div> <div>Glasses</div> <div>Uniform</div> <div>Flags</div>	<div>Logo and Letterheads</div> <div>Uniform branding</div> <div>Company signage</div> <div>Workshop name tags</div> <div>Keyholders</div> <div>Staff year end function gifts</div> <div>Company Registrations</div> <div>Business plans</div> <div>Business profiles</div> <div>Business mentorship and developmental advices.</div> <div>Application forms evaluator.</div>



# Quality Assurance

NYL Projects uses the best equipment for this business. We are using the:


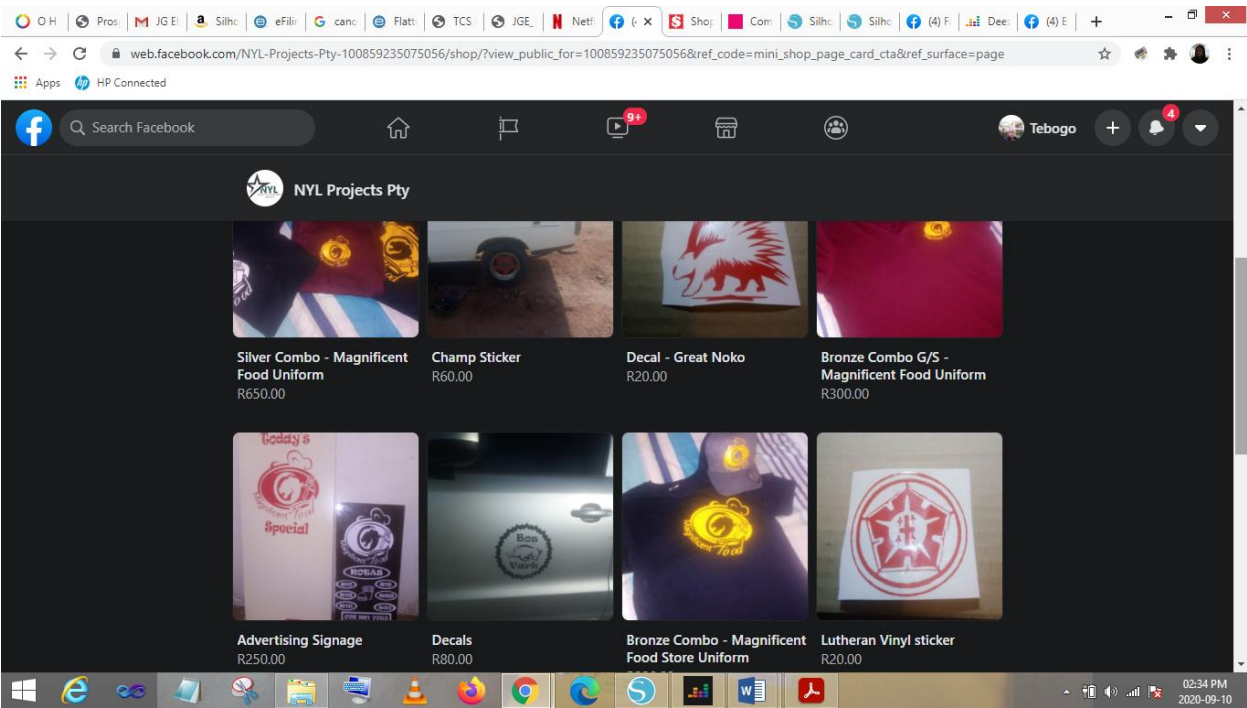
Equipment	Purpose	
T-shirt Heat Press	For printing on t-shirts or any appropriate flat surfaced material	
Cap Heat Press	For printing on all appropriate hats.	
Cup Heat Press	For printing on all appropriate cups or mugs	

Plate Heat Press	For printing on plates and sorcerers	
Canon printer	Used for copies, printing and scanning documents and pictures	
Sawgrass Printer	For printing using sublimation	
Cameo 4 Vinyl Cutter	Used to write and cut appropriate material type	



# Marketing Strategy

NYL Projects has social media accounts where most of the services and products will be publicized for a wider range of our target market. We thus far have Facebook, Twitter account and also have a Facebook Online Store where you can find all products and we try to respond to our audience as effective and efficient as possible. We monitor this tool 24/7 without fail as this gives access to new markets and customers.




Facebook Online Store

We shall also have posters and pamphlets that will be displayed in public areas like tuck-shops, schools, churches, taverns, etc in all our villages. Our services and products are not limited to anyone.


## Platforms and Contacts

 NYL Projects Ltd (Pty)

 @NLYProjects

 076 567 3069

 [nylprojects@gmail.com](mailto:nylprojects@gmail.com)

 076 567 3069

Tebogo Benedict Matshane  
*Director*

# Services and Products Distribution

Free delivery of products and services to all villages that are closer to the workshop, 30km radius. This is a strategy to promote our products thoroughly in places of deliveries. We take every marketing equipment when making deliveries, the objective is to further sell and promote to the community (educating audience).

Courier services are also used as the medium to sustained product delivery. We use legit and reliable agents to make sure our warm services and products reach our customers in time and in one piece. One of the most convenient service providers in the courier industry is PEP store. The fact that it has outlets in townships makes it easy for collections. A certain fee will be charged for courier services.

Furthermore, arrangements will be made with the customers.

# Methods of Payments

We accept the following in order to begin and/or conclude all transactions.

- ✓ Cash
- ✓ Electronic Funds Transfer
- ✓ Tap or swipe bank cards
- ✓ E-wallet
- ✓ Cash-send
- ✓ Instant money
- ✓ Shoprite
- ✓ And other trusted platforms



# Banking Details



Naledi ya Letlhogonolo Projects

10134049401

2640

SBZAJJ

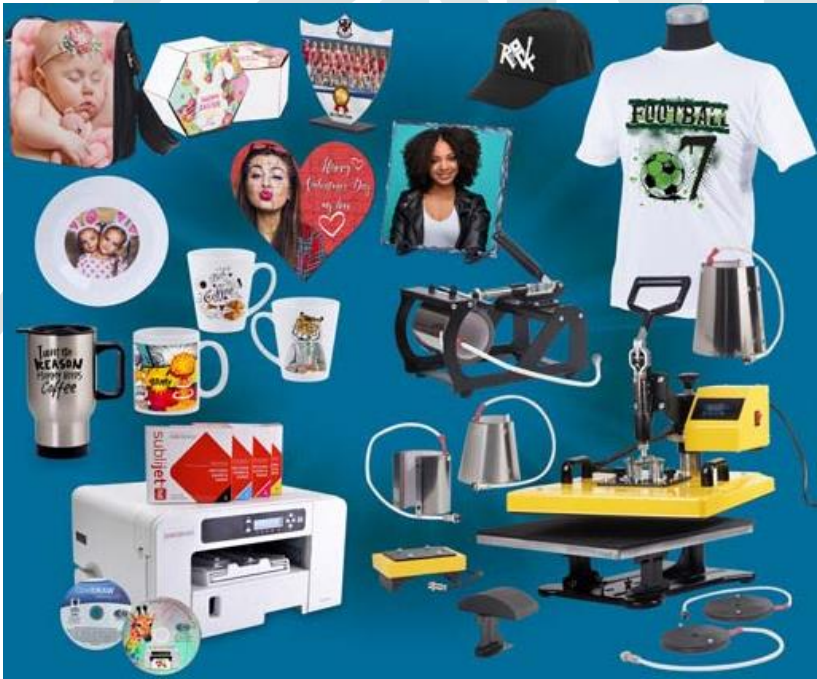


# Vinyl Gallery

	Sample		Sample	
Caps				
Masks				
T-Shirts				
Golf Shirts				
Combos				



So basically this is what we do...



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