



**Sethembe
Funeral Services**

Business Profile





Sethembe Funeral Services

Business Plan

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A close-up photograph of a woman with dark curly hair smiling warmly at the camera. She is wearing large, light-colored hoop earrings. In the background, a young boy with short hair is visible, looking towards the camera with a slight smile. The background is a soft-focus indoor setting.

Sethembe Funeral Services was founded in 2019 by two members who have a combined skill set of over 10 years in Insurance, Project Management, Human Resources Management, and Development, Training and Development, Leadership, Quality Control, and Assurance, Operations and Brand Development.

Sethembe Funeral Services aims to fill the gap in the market by offering personalized, affordable, reliable, and easy to access funeral cover plans to the general public in South Africa.

About us



Mission

- To act with absolute integrity at all times.
- To offer simple, ethical, and transparent quality services.
- To always act in the interest of our clients.
- To build a reputable, trusted business.

Vision

- To provide suitable and personalized funeral cover for our clients.
- To be a competitive player in the insurance industry.
- To provide inclusive, non-discriminatory solutions for our clients.
- To provide accurate and sufficient information about our products to our clients.
- To provide an accessible and smooth claim process for our clients

Why choose us?

- We cover up to the age of 94 years.
- Our covers start from as little as R45.
- We require no medical tests.
- We cover everyone from the SADC regions.
- Our covers are simplified- you will know exactly what you are covered for
- We offer repatriation services at the lowest cost in the industry

Values

- Customer satisfaction
- Honesty and Integrity
- Trustworthiness
- Accountability





Our goals

- To provide quality, affordable funeral cover solutions for our clients.
- To provide competitive funeral cover plans.
- To build and maintain a top tier customer-centric service to our clients.

Our services & Price-list

Members: 1+6					
Traditional plans	<i>Pay Outs</i>	R5000	R7500	R10000	R15000
<i>Month fee</i>					
Under 65		R70	R85	R105	R150
Under 75		R90	R120	R150	R190
Under 85		R140	R174	R195	R280
Under 95		R160	R230	R260	R400

Members: 1+9					
Traditional plans	<i>Pay Outs</i>	R5000	R7500	R10000	R15000
<i>Month fee</i>					
Under 65		R90	R130	R165	R200
Under 75		R110	R170	R215	R270
Under 85		R160	R210	R240	R290
Under 95		R175	R220	R265	R410

Members: 1 + Spouse					
	<i>Pay Outs</i>	R5000	R7500	R10000	R15000
<i>Month fee</i>					
Under 65		R60	R80	R100	R125
Under 75		R93	R105	R120	R160
Under 85		R140	R156	R192	R210
Under 95		R190	R250	R280	R330

Members: 1 (Single member plans)		Pay Outs	R5000	R7500	R10000	R15000
Monthfee						
Under 65		R55	R65	R75	R85	
Under 75		R65	R80	R95	R110	
Under 85		R98	R120	R135	R150	
Under 95		R120	R150			

Members: Single member with children		Pay Outs	R5000	R7500	R10000	R15000
Monthfee						
Under 65		R65	R95	R110	R200	
Under 75		R75	R105	R129	R225	
Under 85		R110	R150	R185	R260	
Under 95		R180	R200	R270	R330	

Members: Family plans		Pay Outs	R5000	R7500	R10000	R15000
Monthfee						
Under 65		R70	R80	R100	R145	
Under 75		R100	R110	R130	R180	
Under 85		R170	R185	R230	R280	
Under 95		R200	R250	R320	R400	

Marketing

We have joined in partnership with a digital marketing agency, Outcloud Marketing. This makes our job easy when it comes to marketing our business using digital marketing tools like our social media platform to get the attention of many through our marketing strategy.

Our target market is the person who requires quality cover and easy to access services. Our products are suitable for people from all walks of life and do not exclude non-South African citizens. We are a company for the people, by the people. We strive to provide excellent customer services and to align our business with the clients' needs.

Outcloud Marketing

We are Outcloud Marketing and we are a digital marketing agency, mainly focused on generating leads.

We at Outcloud Marketing focus more on the marketing side of any kind of business, using digital tools to help grow brands.

Operations

We have physical offices and will continue to open more in the regions where our client numbers increase for the ease of popping to the office anytime during working hours, also to build a trust relationship with our clients. We have highly-trained employees who will be able to attend to queries and claims efficiently.

We have a user-friendly website that will cater to our client's and prospective clients' needs. This will also provide in-branch services for everyone who would like to be assisted virtually.

We strive to provide simplicity and efficiency to our clients, that is why we have partnered with an underwriter that is well-reputable and reliable.



Conclusion

Sethembe Funeral Service is a black-owned entity that has put its skills towards providing our clients excellent customer services and personalized funeral cover solutions. Our mantra is 'Umntu ngumntu ngabantu' which basically means a person is a person through other people. We are big on inclusion, that is why we offer our solutions to not only South Africans but people from all the SADC regions. We aim to cut out the red tape in finding the best suitable cover for you, by providing simplified, quality solutions that will fit any individual or African family.



Business Information



Sethembe Funeral Service



012 0065183

081 216 0200



www.sethembefs.co.za



info@sethembe.co.za



8114 Morudi Street,
Extension 36 (Absa side)
Olievenhoutbosch
Centurion
0187



