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# EXECUTIVE SUMMARY

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Weare a well-established business consulting firm with extensive experience inSMME and Cooperatives’ Development, Accounting, Research and Local EconomicDevelopment. Furthermore we are probably the sole black-owned consulting firmwith a home grown online consulting software that enables us to properly manageprojects, diagnose business challenges and come up with practical solutionseffectively.   
Havingduly examined your situation, we are confident that our services will provide acomprehensive assessment of each cooperative to establish its state offinancial and operational health, and recommend suitable and attainablequick-win solutions thereof. Our goal isto ensure proper diagnosis and solution formulation and report writing for aVAT inclusive fee of R483,930 (Four Hundred andeighty-three thousand nine hundred and thirty rand).  
By availing our services, GEP will benefits the following:  
q As a well-established business consulting firm with deep seatedexperience in setting up, growing and turning around cooperatives and SMMEs, westand to offer GEP a factual picture of the state of the business and preciselyrecommend appropriate interventions to turn it around in the immediate future.  
q Our 11 years’ experience as Business Turnaround Experts in partnershipwith Productivitysa puts us auspiciously positioned to yield the requiredresults in this project.  
q Our proposed Lead Consultant, Dr Mtha Ncube has aplethora of experience and qualifications related to the SMME industry, overand above being a successful entrepreneur in his own right. He has developedamazing software tools for business planning, research and managementconsulting in general.  
q We were involved in the King Sabata DalindyeboLocal Municipality Presidential Intervention Programme as Project Manager forLocal Economic Development. This appointment exposed us to a whole host ofrelevant contacts in both the public and private sector, and this businessasset will help us achieve greater results in building the beneficiarycooperatives in Mpumalanga.  
  
  
1COMPANY BACKGROUND  
  
Insedlu is a world class Business Consulting firmthat was founded in 1997 but started formally operating in 2002. Insedlu operatesfrom owned premises in Orange Grove Johannesburg, but does projectscountrywide. Insedlu is accredited by many development agencies including;SEDA, Gauteng Enterprise Propeller, Productivitysa, the DTI (BBSP) and NationalYouth Development Agency. Since it opened its doors to consulting in 2002,Insedlu has executed a myriad of projects and linked SMMEs and cooperatives toa plethora of opportunities both in the public and private sector. Insedlu isable to offer a holistic range of products to its clientele by havingspecialised departments; namely Accounting, Training, Business Development, andProject Management and Research. Some of our major clients are tabulated below.

# COMPANY BACKGROUND

Insedlu is a proficient and skills endowed Business Consulting firm that was founded in 1997 but started formally operating in 2002. Insedlu is accredited by many development agencies including; SEDA, Gauteng Enterprise Propeller, Productivitysa, thedti (BBSP) and National Youth Development Agency. Since it opened its doors to consulting in 2002, Insedlu executed many small to medium sized projects and linked SMMEs to a plethora of opportunities both in the public and private sector. Insedlu is able to offer a holistic range of products to its clientele by having specialised departments; namely Accounting, Training, Business Development, and Project Management and Research. Some of our major clients are tabulated below.

# Table 1: Major Corporate Clients

## **Mission Statement**

“To create a new wave of innovative entrepreneurial development by constantly improving on business development offerings that meet international best practice; to this end Insedlu works hand in glove with major development agencies, financial institutions and educational institutions in designing friendly, affordable and high quality services.”

## **Insedlu Business Companion Service Offering:**

* Business Research
* Enterprise Development
* Business Turnaround

## **HEAD OFFICE**

Orange Grove

Johannesburg

2192

TEL: 011 6405899 / 6299 FAX: 086 583 5215

CEL: 0826766262

EMAIL: [admin@insedlu.com](mailto:admin@insedlu.com) CC: mthan@insedlu.com

**PURPOSE/AIM OF THE PROJECT**

Insedlu Business Companion CC is pleased to present the Small Enterprise Development Agency (SEDA) with this proposal be a part of the service providers that will be ….We understand the success rate of cooperatives in South Africa remains disheartening despite of their potential to create sustainable collective economic empowerment vehicles in the country. This dreary performance happens at a time when government, through its various organs and instruments including SEDA, is going all out to provide the necessary financial and non-financial support for cooperatives. We in this regard feel distinctively positioned to help SEDA turn the tide on this poor performance through our pertinent experience.  
We are a well-established business consulting firm with extensive experience in SMME and Cooperatives’ Development, Accounting, Research and Local Economic Development. Furthermore we are probably the sole black-owned consulting firm with a home grown online consulting software that enables us to properly manage projects, diagnose business challenges and come up with practical solutions effectively.   
Having duly examined your situation, we are confident that our services will provide a comprehensive assessment of each cooperative to establish its state of financial and operational health, and recommend suitable and attainable quick-win solutions thereof. Our goal is to ensure proper diagnosis and solution formulation and report writing for a VAT inclusive fee of R483,930 (Four Hundred and eighty-three thousand nine hundred and thirty rand).  
By availing our services, GEP will benefits the following:  
 As a well-established business consulting firm with deep seated experience in setting up, growing and turning around cooperatives and SMMEs, we stand to offer GEP a factual picture of the state of the business and precisely recommend appropriate interventions to turn it around in the immediate future.  
 Our 11 years’ experience as Business Turnaround Experts in partnership with Productivitysa puts us auspiciously positioned to yield the required results in this project.  
 Our proposed Lead Consultant, Dr Mtha Ncube has a plethora of experience and qualifications related to the SMME industry, over and above being a successful entrepreneur in his own right. He has developed amazing software tools for business planning, research and management consulting in general.  
 We were involved in the King Sabata Dalindyebo Local Municipality Presidential Intervention Programme as Project Manager for Local Economic Development. This appointment exposed us to a whole host of relevant contacts in both the public and private sector, and this business asset will help us achieve greater results in building the beneficiary cooperatives in Mpumalanga.  
  
  
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**RELEVANT PROJECT REFERENCES**

* 1. **DELIVERABLES**

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# PROJECT COST PLAN AND TIMELINE

**PROJECT TEAM AND RESEARCH TEAM MEMBERS**

# WHY CHOOSE INSEDLU BUSINESS COMPANION

When comparing our capabilities to those of competitors, the benefits of choosing Insedlu are:

Our ability to conduct research survey in provinces like the Eastern Cape, Mpumalanga and Gauteng demonstrates our ability to conduct National surveys.#  
In addition to the email and telephonic interview methods required, Insedlu will conduct 100% face to face interviews with school principals so as to gather information more accurately.#  
Our field workers (data collectors) have the ability to conduct interviews in local vernacular languages.#  
We conduct various surveys on a continuous basis with tangible results for the clients and therefore we are well positioned to do the same for The Competition Commission since we have gained formidable skills to conduct any research project with the required precision.#  
The use of tablets (CAPI and CATI) to conduct surveys will not only accelerate the data collection processes but it will ensure quality data collection and analysis.#  
Our Project Leader is a PhD holder who has made a mark in the fields of research, academia, policy formulation and strategy development for both private and public entities.

# BLACK ECONOMIC EMPOWERMENT

«BBBEE»

# PROJECT RISK ANALYSIS

«PROJECTRISK»

# INSEDLU RESOURCE CAPABILITIES

|  |  |  |  |
| --- | --- | --- | --- |
| **Resource** | **Quantity** | **Owned** | **Hired** |
| Full-time staff | 8 | n/a | n/a |
| Associates | 10 | n/a | n/a |
| Office with 2 training rooms | 1 | Yes |  |
| Service vehicles | 4 | Yes |  |
| Computers and laptops | 10 | Yes |  |
| Overhead projectors (Proxima) | 2 | Yes |  |

# CONCLUSION

INSEDLU BUSINESS COMPANION CC is confident that our proposal conduct a stakeholder perception survey to assess the current levels of satisfaction with ICASA service and also with the Brand. We sincerely hope that you will consider us as the preferred service provider and allow us to enter into a mutually beneficial relationship. We are available to answer any questions you may have and look forward to discussing this opportunity further.

After reviewing this document, the following steps should be performed in order to come to a final agreement

- Calling us for a face to face interview

- Counter proposal or approval by ICASA

- Negotiation of fees, terms, clauses and conditions

We declare this offer to be binding and free of errors or omissions. Due diligence has been performed in order to ensure compliance with your requirements and particular situation. We agree to hold our proposal open for acceptance until

Thank you for your interest.

Sincerely,

Dr Mtha Ncube

**Chief Executive**

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