



Your Marketing
and Automation
Partner



Company Profile

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About Us

Pink & Purple is a dedicated **Marketing and Automation Partner**, operating as a brand under the South African-registered company, Think Own It Group (Pty) Ltd. We were founded on the belief that running a business should not be a struggle for survival, but a structured path to success.

We specialize in ending the chaos of the startup phase. Our brand identity is built on consistently delivering simplicity, expertise, and tangible growth. We cut through the confusion of complex business processes and empower African SMEs to transition from disorganized, manual operations to structured, automated, and scalable enterprises.

Our Guiding Vision

Our vision is to revolutionize the African business landscape by making professional excellence accessible. We provide e-commerce and new businesses with practical solutions across CRM implementation, system automation, strategic email marketing, and foundational compliance. Our goal is simple: to make entrepreneurship less complicated so you can focus on what matters most: **building a legacy while doing what you love.**

Our Societal Movement: Investing in the Next Generation

Our commitment extends beyond our client list. It is a powerful societal movement dedicated to solving the persistent, global need for robust entrepreneurial skills.

Pink & Purple is committed to actively spreading knowledge, educating, and teaching the youth across South Africa and internationally. We provide the financial acumen, skills, and tools necessary to succeed, forging a generation of business leaders who are driven by continuous learning and the desire to uplift their communities.

Our Vision

To empower small and new businesses, particularly in the e-commerce sector, with accessible, practical, and effective systemization, automation, and compliance solutions, fostering sustainable growth and professional excellence.



Our Mission

To be the number 1 partner for African SMEs, enabling them to transition from informal, chaotic operations to structured, automated, and scalable enterprises.



Core Values

- | | | | | | |
|---|-----------------------|---|---|------------------------|---|
| • | 1. Integrity | ⌚ | • | 4. Simplicity | • |
| • | 2. Reliability | 🎯 | • | 5. Growth | • |
| • | 3. Innovation | 💡 | • | 6. Friendliness | • |

Our Culture

At **Pink & Purple** our culture embodies the same values we offer our clients: simplicity, clarity, and trust. It is a place where employees are valued partners in a mission to make entrepreneurship less of a headache. The goal is to build a company where people don't just do a job, they help build a community.

- 1. Respect and Empathy.** This is the foundation of everything we do. It means actively listening to new ideas, valuing every perspective, and always communicating with kindness and transparency. We approach every interaction, whether with a client or a colleague, with compassion because we know everyone has a story.
- 2. Celebrate Every Win.** Big or small, every contribution matters. We make a point to recognize success, from a successful client registration to a new marketing idea. We celebrate achievements publicly, whether it's through a team shout-out, a shared meal, or a "Sparkle Award" for someone who goes above and beyond. When one of us wins, we all win.
- 3. Growth with a Purpose.** We're all about growth—for our clients and for our team. We invest in your professional development through workshops, courses, and mentorship because we want to empower you to reach your full potential, not just in your role, but in your entire career.
- 4. The "Headache-Free" Vibe.** Our internal culture mirrors our promise to clients. We work to remove bureaucratic headaches, streamline our processes, and ensure our work environment is as smooth and efficient as the services we provide. We trust you to be a problem-solver, not just a task-doer.



Our Services

- 1. Business Registration (SA):** We provide comprehensive assistance for Private Companies and Public Companies with CIPC registration, B-BBEE certificates (for EMEs), and foundational guidance.
- 2. CRM Implementation:** We analyze, recommend, set up, and automate your Customer Relationship Management (CRM) software to streamline operations and focus your team on client success.
- 3. Structure Development:** We design clear organizational structures, roles, and Standard Operating Procedures (SOPs) to eliminate internal chaos and support scalable growth.
- 4. Email Marketing & Newsletter:** We handle the strategy, content creation, and automated management of your email campaigns to drive client engagement and conversions.
- 5. Expert Consultations:** Get hourly expert advice to quickly diagnose operational problems and receive immediate, actionable solutions and strategic direction.immediate, practical solutions that move your business forward.

Why Choose Pink & Purple

A trusted partner like **Pink & Purple** can be a lifesaver. We don't just help you with the registration; we provide the structure and automation to simplify these critical processes, from company registration to running your business and beyond. Our mission is to make entrepreneurship less complicated, so you can focus on what you do best: building a successful business.



Our Commitment



At **Pink & Purple**, a modern marketing and automation company, we understand that entrepreneurship is the essential engine of a thriving economy. Our core commitment goes beyond our services: it is to address the persistent need for entrepreneurial development in South Africa and across the globe. We firmly believe that the next wave of economic growth and societal prosperity depends entirely on empowering young entrepreneurs.

This is more than a social responsibility, it's a societal movement driven by our core belief that the power of innovation belongs in the hands of the next generation.

Our Commitment: From Education to Execution

Pink and Purple is committed to making the entrepreneurial path easier and more accessible, transforming aspiration into achievement. We dedicate ourselves to spreading, educating, teaching, and helping the youth of South Africa and internationally to develop the successful skills, knowledge, and abilities needed to thrive.

Our goal is not simply to create business founders, but to forge successful business leaders who embody a commitment to continuous learning and the desire to forever change their lives and those of their fellow citizens.

The Pink and Purple Entrepreneurial Movement

This movement is strategically organized to provide tangible, practical support for young individuals starting from Grade 12 and above. We will deploy our resources and expertise across four critical pillars of development:

- 1. Practical Workshops & Trainings:** Hands-on events that teach the foundational financial literacy, marketing strategies, and automation skills necessary to run a modern, efficient business.
- 2. Essential Literature & Resources:** Providing access to curated, industry-relevant reading materials and digital tools that foster self-education and continuous professional development.
- 3. Forums & Networking Events:** Organizing platforms where youth can engage with established entrepreneurs, share insights, and build a vital professional network.
- 4. Skill-Building for Success:** Focusing on the crucial soft and hard skills that turn passion projects into sustainable, scalable businesses.

Our Implementation Roadmap and Partnership Invitation

To ensure Pink and Purple establishes a strong foundation, this vital societal movement will be officially launched one year after the company's official business launch.

Launching Big: The Inaugural Event

Our first major action will be hosting a significant youth entrepreneurship event in November 2026. This event will be the culmination of our first year of planning and outreach, designed to make an immediate, large-scale impact.

Partnership for Prosperity

We are committed to starting this movement big and strong. We recognize that the scale of this vision requires collective action. We actively seek to partner with all available businesses (local and international) who share our passion for youth development and economic empowerment. By uniting our resources and expertise, we can maximize the reach and impact of our programs, ensuring a better future for the youth and a more successful country.

Interested in partnering with Pink & Purple for our inaugural event and future initiatives?

Please contact us at: yecpartners@pinkandpurple.com



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