



Digital Transformation Project Overview May - Dec 2023

AGENDA

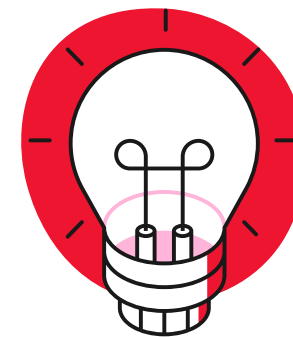
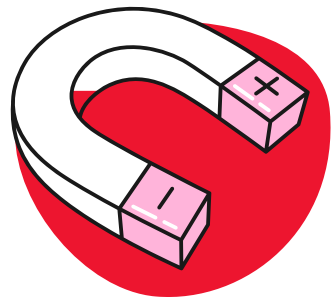
**CURRENT
CAPABILITIES**

**STRATEGIC
APPROACH**



TOOLS

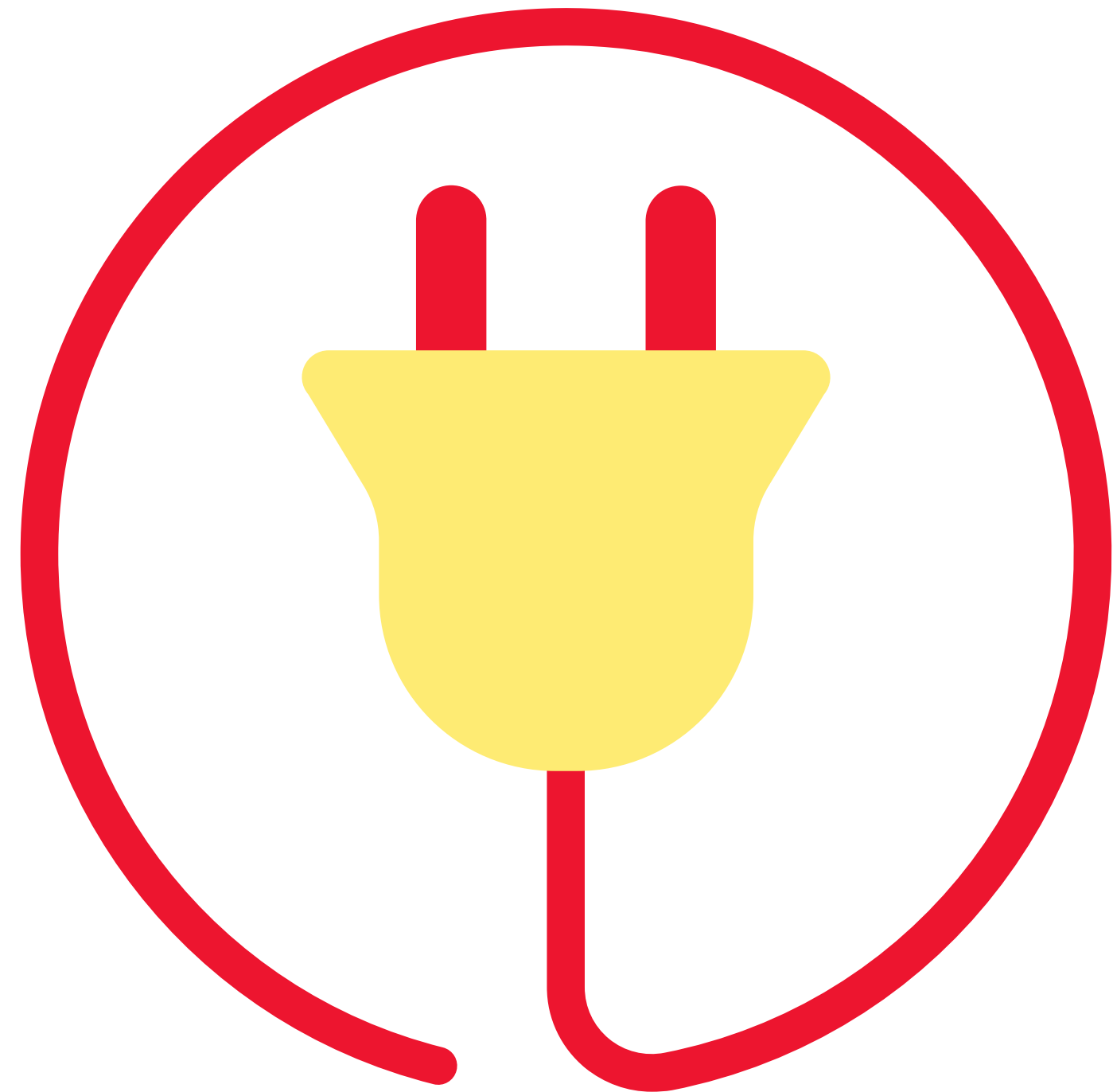
CONCLUSION



ABOUT US

With Over 25 years of hands on experience, you can trust Soweto City Electrical wholesalers with all your electrical and plumbing needs. At Soweto City, we are committed to providing reliable and professional and electrical services and products to homeowners and businesses in Dobsonville, Dube and Bree Johannesburg.

Soweto City Electrical Wholesalers is a Soweto based company, owned and run by Alfred Molatlhoe. With an invaluable three decades of personal experience in the industry, Alfred doesn't only know about running for operations, but is constantly improving service delivery through using quality products.



CURRENT CAPABILITIES

ELECTRICAL

Soweto City provides electrical solutions and accessories including repair and maintenance.

PLUMBING

Soweto City provides plumbing accessories.

B2B

Soweto City provides products such as ceramic bar heater, refrigerator repair parts, oven elements, cartridge elements and more to independent stores and contractors

FEEDBACK

STRATEGIC APPROACH

Soweto City has established a regular walk in client base through all three store fronts however we believe that a sustained push towards digitally transforming the company will aid the current traffic while developing a new digital clientele not restricted to geographical parameters. This process will need to be underlined by a logistical framework to execute online delivery request.

TOOLS

1

SOCIAL MEDIA PLATFORMS

Social media platforms will become our billboards and flyers, aiding to build awareness of product and service offerings. We will use this tool to rollout the website to our digital customer base.

2

MAILING LIST

The mailing list effectively becomes the new door to door sales by using data and analytics to target potential consumers and businesses. The mailing list will allow us to keep track of current clients while attracting new consumers.

3

WEBSITE & SEO

The website will function as the digital home and store front for Soweto City with the platform consisting of a live stocklist with an order/delivery service. We will utilise advanced SEO methods to target and identify potential consumers.

E-COMMERCE

The activity of digitaly selling our products on-line, utilising the website as a store with the social media and mailing list fulfilling the marketing and advertising functions;

TRENDS IN DIGITAL MARKETING

We will develop unique branded content for Soweto City promoting the sale of products and new digital framework for online consumers within an always-on digital campaign.





CONCLUSION

We would like Soweto City to have an online presence and create awareness in the products and service the business has to offer, making us accessible to our existing and new clientele. This will assist in creating a new digital revenue stream to supplement the current brick and mortar activities.

DIGITAL MARKETING

**THANK
YOU**

