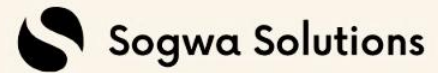


Executive Summary



Introduction

Boasting an impressive 12+ years of track record, Sogwa Solutions has forged strategic partnerships with key government departments, municipalities, and leading private sector companies across the region.

Our Vision

- To become a leading powerhouse in private sector training and education across Africa.
- To be globally recognised as a premier authority in human resource development.

Our Mission

- To drive Africa's human capacity building agenda, fostering continental growth and development.
 - To equip local communities and organisations in South Africa with the expertise to maximise resource utilisation, as highlighted on LinkedIn South Africa.
 - To champion the empowerment of people living with disabilities and support organisations in achieving peak performance.
-

Our Unique Selling Proposition (USP)

- We leverage your unique strengths and value proposition by delivering bespoke, hands-on training that ensures job-ready skills tailored to key industries

We Use USP effectively

- Incorporate this into all marketing materials – like website copy, brochures, and social media posts.
- Make sure it's clearly visible and consistent across all these platforms.
- Train your team to mention this key message when interacting with clients, so every conversation reinforces your USP.

An Overview of Sogwa Business Plan

- To increase customer satisfaction by improving communication skills.
- To identify performance requirements and the knowledge, skills and abilities needed by agency workforce to achieve the requirements

About the Company

Sogwa Solutions is a 100% black woman-owned training service provider, driven by a mission to empower individuals and organisations to unlock maximum output and efficiency

SETA Accreditation

- ETDP SETA
 - Local Government SETA
 - Construction SETA
-

Market & Competitor Analysis

- Sogwa's target market is centred around Persons with Disabilities (PWD), taking a holistic approach.
- We'll be targeting private companies and offering financial assistance to support our partnerships.
- Sogwa is a medium-sized company with ambitious growth plans – we're looking to expand aggressively over the next 5 years.
- To stay competitive, Sogwa aims to secure additional QCTO accreditations, matching our competitors' standards.

Services

Sogwa Solutions offer Accredited and tailor made training. Technical skills, soft skills and leadership skills.

Marketing and Sales Strategy

- We market through social media, e-mail marketing, and networking events.
- Our sales strategy is direct sales partnerships and referrals.

Operations

Our trainings are delivered through a flexible format, offering online courses, traditional classroom settings, and on-site training options to suit different learning needs.

Financial Projection

- Our revenue projections for the next 3-5 years R15 000 000
 - Our cost structure
 - Staffing (R50 000)
 - Marketing (R25 000)
 - Equipment (R15 000)
 - Our funding requirements are from Bidvest
-

Management and Organisation

- Key team members and their roles.
 - Team Leader - Provides overall direction, sets strategic goals, and ensures the team's efforts are fully aligned with the organisation's objectives.
 - Develops comprehensive project plans and establishes realistic timelines to guide project execution.
 - Assigns clear responsibilities to team members and effectively manages resources to optimise project outcomes.
 - Facilitates open, transparent communication and fosters active collaboration among all team members.
 - Resolves conflicts and ensures team members have necessary support.
 - Mentors progress and provides feedback.
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Skills Development Facilities (SDF)

Role: Design, develops and delivers training programmes

Key Responsibilities:

- Identifies training needs based on organisational goals and employee skills gap.
 - Develops training materials including online courses, workshops and other resources.
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Conclusion

In conclusion, this business plan outlines a clear path to success, leveraging our marketing strategies, sales partnerships, comprehensive trainings, and strong team leadership. With a focused approach and aligned efforts, we are poised to achieve our objectives and drive significant growth, securing a prosperous future for our organisation.