

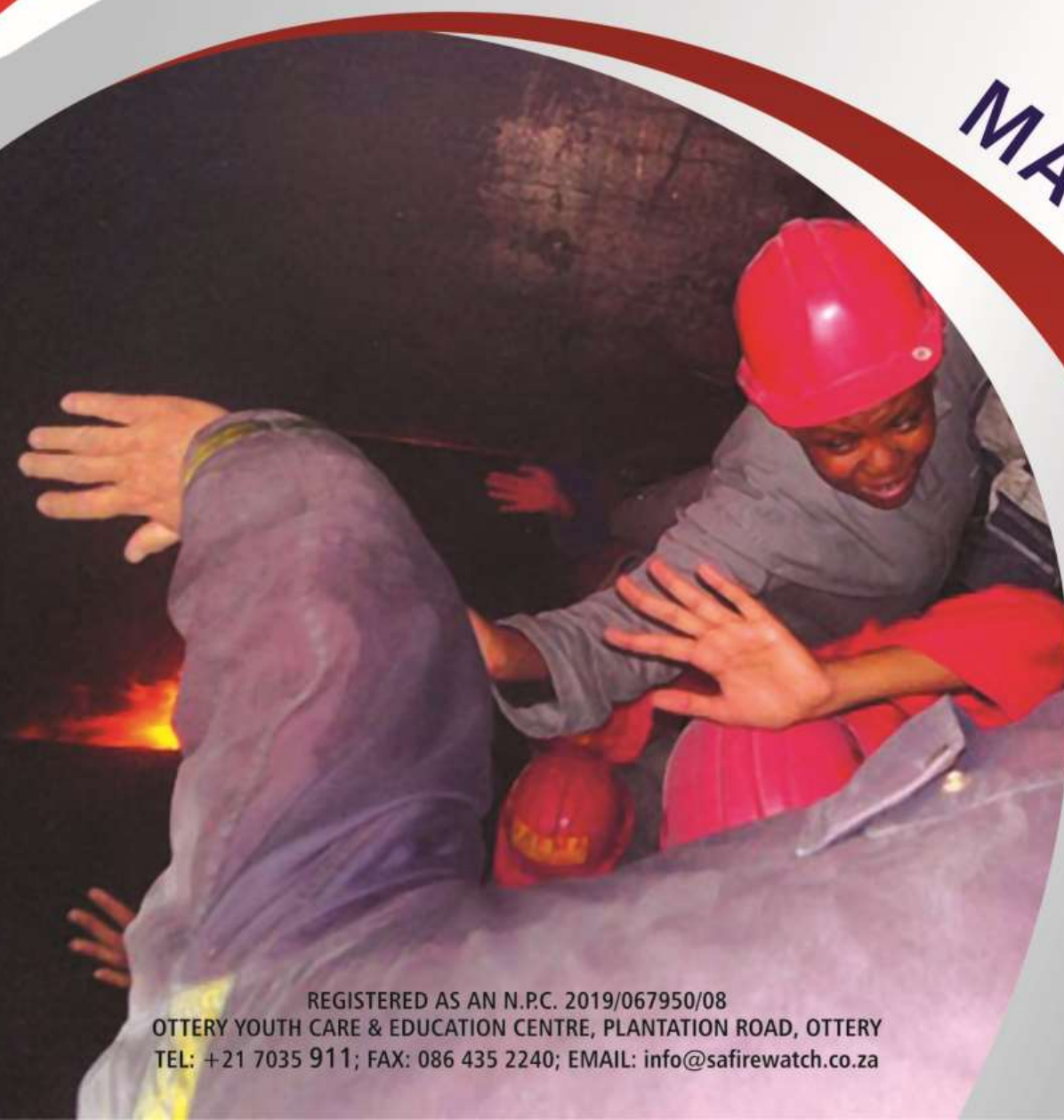


# **S.A. FIRE SCHOOLS PROJECT (N.P.C.)**

**HEAT • OXYGEN • FUEL**

*"Let the only flame that burns, be the flame of knowledge"*

**MARKETING PROPOSAL**



REGISTERED AS AN N.P.C. 2019/067950/08  
OTTERY YOUTH CARE & EDUCATION CENTRE, PLANTATION ROAD, OTTERY  
TEL: +217035 911; FAX: 086 435 2240; EMAIL: [info@safirewatch.co.za](mailto:info@safirewatch.co.za)



# EXECUTIVE SUMMARY

## CONCEPT

SA Fire management has conducted both primary and secondary research into the Art of training the youth in the Western Cape in Fire Safety and Fire Awareness, and has identified a significantly underserved segment within it. SA Fire's fire training ability is uniquely positioned to serve this segment of the market because of its user friendly characteristics, it's practically, and its skills attained through adventure. Management estimates that the physical work and the desire of many pupils in this market will generate future awareness of fire and safety and that South African will benefit greatly in years to come.





## COMPANY DESCRIPTION

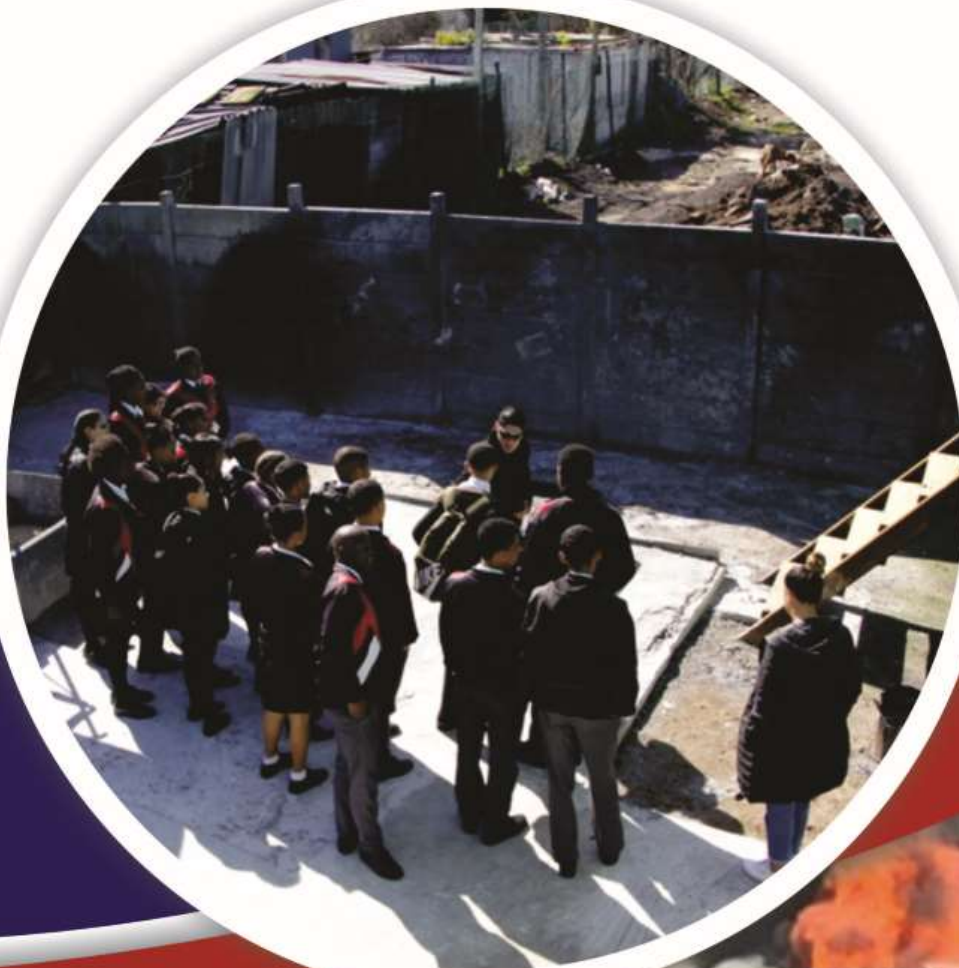
In March 2006 the members of SA Fire's an alliance with the South African Youth and Business Chambers to educate the youth in fire safety and use of fire equipment. SA Fire's fire training academy is strategically located at a youth care centre and on premises suited for this purpose. Others involved in this project are small business and Principles of various schools. This project has trained to date in excess of 2500 learners across the Western Cape.





# MISSION STATEMENT

SA Fire's is an innovative, provider of the fire training that offers unparalleled service. We value integrity and respect our relationships with each other, our customers and community at large.







# INDUSTRY ANALYSIS

The fire industry in CAPE TOWN generated revenues of substantial amounts in recent years. Customers who bought services made up 28% of the market revenue. Evolution Media, SA Fire's marketing agency estimates that the service market will grow to 52% in 3 years.



# PRODUCTS & SERVICES

SA Fire's main service is fire compliancy ,fire installations , fire training, first aid training and safety training for the Industrial, marine and commercial sector and now including the school project, The service is unique in that it has been modulated by the International Fire Service Training Association (IFSTA), approved by TETA SETA and department of Labour.





# PRODUCTS & SERVICES

The project provides its training at different levels depending on the needs of the learning institution,

- The learners from Grade 10 to Grade 12
- The learners will be coached in the English language but provision will be made for Afrikaans and Xhosa speakers.
- Learners will be separated from Adult candidates in both theoretical and practical exercises
- A maximum of 20 learners per session and 1 course per week to meet the demand of the enquiries thus far made.
- A qualified instructor and recognized safety officer to facilitate the course.
- The course could can run during normal school hours and school holidays.







# People's Post

TUESDAY 27 August 2019 | Tel: 021 910 6500 | Email: post@peoplepost.co.za | Website: www.peoplepost.co.za

@peoplepostnewspaper @ThePeoplePost People's Post

Learners from Bernardino High School in Scottburgh complete their training at the SA Fire Watch's premises in Ottery.

## Schools to learn about fire safety

the youth on fire safety and the use of fire equipment. The SA Fire Schools project, launched its programme on Friday 15 August at the SA Fire Watch in Ottery.

Allie says there is a need for everyone to acquire knowledge about fire. "Learners need to know what to do in

case of an emergency," he says. The programme exposes learners to extreme conditions, teaching them about the dangers of fire.

It was first established in 2007 by members of SA Fire and the South African Youth and Business Chambers.

To date, the fire training academy has trained about 2 500 learners.

Western Cape. The programme aims to train about 40 learners from Grade 10 to 12 each week at no cost to schools, says the department.

The department's fire safety officer, Mr. Allie, says the programme is aimed at assisting children and can potentially save lives in the community.

### FROM PAGE 1

Allie says the intense programme is available for schools and has both theoretical and practical aspects. The programme includes the following: effective use of fire extinguishers, causes and types of fires, fire spread and control, the theory of combustion, what to do when a fire is discovered and confined space entrapment.

He says although the programme is intense, that's what makes it so special.

"We want to give learners an opportunity to come and develop their skills and I believe

it is our social responsibility to give back," says Allie.

He says he feels like they have a responsibility to teach learners these skills and ensure safety at schools.

Allie says the learners can take these skills and apply it at home. "The learners will understand what is being taught and they will be able to confidently extinguish a fire."

They are not trying to make firemen or firewomen but are assisting learners and schools by teaching them extra skills, he says. "This programme is aimed at assisting children and can potentially save lives in the community."

He says when the learners leave the premises, they are excited and go to their schools and tell the other learners about their experience.

"We save children and provide them with an extra skill."

Allie says he believes this programme has made a difference in the community. Children speak about the programme and encourage other kids to come to their premises.

Allie says he hopes schools will take advantage of this opportunity and encourage all schools to get in touch with the SA Fire Schools Project.

The SA Fire Watch is situated at the Ottery Youth Care Centre in Plantation Road, Ottery. For more information visit [www.safirewatch.co.za](http://www.safirewatch.co.za) or visit the SA Fire Watch Facebook page.

## Programme to teach kids about fire safety



The SA Fire Schools Project aims to educate school children about fire safety. The South African Fire Management has conducted both primary and secondary research into the art of training youth in the province in fire safety and fire awareness. They have identified a significantly underserved segment within it.

In March 2006, SA Fire members Allie with the South African Youth and Business Chambers to educate the youth in fire safety and use of fire equipment through the SA Fire Schools Project.

The fire training academy is strategically located at the Ottery Youth Care Centre on premises suited for this purpose.

Involved in this project are small business and principals from various schools. SA Fire Schools Project chairperson Yusuf Allie said.

SA Fire Schools project will offer free basic fire training to Grade 9 to 12 learners. The relaunch of this project will take place on Thursday 15 August at Bernardino High School.

The project has trained, to date, more than 2 500 learners across the Western Cape. It aims to nationalise this project with other partners in various provinces across Africa," Allie added.

The focus of this project will be on the learners as they are the ones who would be the ones to train at the very minimum 40 learners per week, at no cost to the learners, parents and the department. The duration per class of 20 learners, will last for 10 hours.







# TARGET MARKET

The project managers recognize an enormous unmet need in Schools Fire training , 95% of school surveyed recently said they were either very likely or likely to participate if the training was made available. The segment of the market has tremendous potential that has been untapped by any of SA Fire's competitors in the industry. It is our primary target audience.





# MARKETING & FUNDRAISING STRATEGY

SA Fire's marketing strategy is to represent its schools fire training as the best and most logical solution to the Social needs currently existing in some of our schools and communities. We are positioning the company as the highest quality provider of Fire training in the marketplace. The company will use a variety of marketing approaches and materials including brochures, white papers, trade shows, seminars, website and advertising boards to highlight the organizations partnering in the project.

Fund Raising for the company's Schools fire training project will be handled by internal sales force. A telemarketing and advertising firm will be hired to assist with building awareness of the project and generating leads.







## COMPETITION

SA Fire's distinguishes itself from its competitors through it being a unique supplier of training to fire industry and having unique facilities to operate in the fire training industry. Its competitive edge is its ability to provide service to its customers of better quality than any of its competitors.

## MANAGEMENT

The core management team of SA Fire's includes several members with successful backgrounds in the Fire and emergency service and experienced Facilitators has over 50 years of experience.





# OPERATIONS

SA Fire operates from The OTTERY YOUTH CARE AND EDUCATION CENTRE located at 175 PLANTATION ROAD OTTERY CAPE TOWN it provides its services at the D BLOCK facility where it has a burn license to make CLASS A and B fires. Key supporters are multinational companies and oil companies. Quality control to customers is handled by quality Assurance manager at the facility.

# FINANCIALS

Audited financials are available on request. By achieving its training targets, SA Fire will position itself for exceptional gratification and growth. The table below is a brief summary of the SA Fire's FIXED COSTING statement for the year 2007 to date at fixed cost.







# FIXED MONTHLY COSTINGS

## COST PREMISES

|             |            |           |             |
|-------------|------------|-----------|-------------|
| RENT        | R7 000, 00 | REPAIRS   | R2 770, 00  |
| WATER       | R1 900, 00 | SECURITY  | R10 772, 00 |
| ELECTRICITY | R1 570, 00 | INSURANCE | R1 998, 00  |

## ADMINISTRATION COST

|            |            |                 |            |
|------------|------------|-----------------|------------|
| TELEPHONE  | R4 700, 00 | ADVERTISING     | R3 700, 00 |
| INTERNET   | R1 500, 00 | TRAVEL EXPENSES | R7 000, 00 |
| STATIONARY | R3 500, 00 | BANKING COSTS   | R1 900, 00 |

## PERSONNEL COSTS

|                       |            |                        |            |
|-----------------------|------------|------------------------|------------|
| INSTRUCTORS SALARY    | R9 200, 00 | WAGES FOR FIRE LIGHTER | R4 400, 00 |
| ADMINISTRATORS SALARY | R5 200, 00 | UNIFORMS AND OVERALLS  | R5 800, 00 |
| SAFETY OFFICER SALARY | R5 200, 00 | INSURANCE              | R1 998, 00 |





# FIXED MONTHLY COSTINGS

## EQUIPMENT COSTS

|                       |             |
|-----------------------|-------------|
| EQUIPMENT             | R10 500, 00 |
| REPAIRS AND SERVICING | R2 500, 00  |
| DEPRECIATION          | R2 790, 00  |

## OTHER FIXED COSTS

|                              |            |
|------------------------------|------------|
| FUEL FOR FIRES               | R7 700, 00 |
| WOOD MATERIALS CLASS A FIRES | R3 500, 00 |

|                        |            |
|------------------------|------------|
| GAS FOR STARTING FIRES | R3 575, 00 |
| LAUNDRY                | R5 580, 00 |

## TOTAL FIXED COST

PER MONTH EXCL. VAT

**R11 425, 50**







# VARIABLE COSTING

## COST PER MONTH

**WEEK ONE**

**40 LEARNERS**

**R 27 000, 00**

**WEEK TWO**

**40 LEARNERS**

**R 27 000, 00**

**WEEK THREE**

**40 LEARNERS**

**R 27 000, 00**

**WEEK FOUR**

**40 LEARNERS**

**R 27 000, 00**

**TOTAL VARIABLE COST**  
**R 108 000, 00**  
**PER MONTH**







# SAFMA's UNIT COST PER TRAINING

## COST OF MATERIAL

|  |            |
|--|------------|
| 40 X FIRE EXTINGUISHER SERVICING 9KG DCP   | R2 200, 00 |
| 30 X FIRE EXTINGUISHER SERVICING 4.5KG DCP | R1 650, 00 |
| 10 X FIRE EXTINGUISHER SERVICING 5KG CO2   | R650, 00   |
| 16 X FIRE EXTINGUISHER SERVICING 9L AFFF   | R1 040, 00 |
| 25 LITRES PARAFFIN X4                      | R1 852, 00 |
| 40KG UNTREATED BURN WOOD X4                | R555, 00   |
| PRESSURE TESTING OF EXTINGUISHERS          | R220, 00   |

## DIRECT LABOUR COSTS AND MATERIAL

|                     |            |                   |            |
|---------------------|------------|-------------------|------------|
| 1 X FIRE INSTRUCTOR | R9 200, 00 | 1 X ADMINISTRATOR | R5 200, 00 |
| 2 X SAFETY OFFICERS | R5 200, 00 | 1 X FUNDRAISER    | R6 000, 00 |
| 1 X FIRE LIGHTER    | R4 400, 00 |                   |            |





# SAFMA's UNIT COST PER TRAINING

## DIRECT PACKAGING COSTS

160 X STUDENT MANUALS

R10 400, 00

160 X MEALS AND REFRESHMENTS

R8 800, 00

## DIRECT PROMOTION COSTS

160 X STUDENT MANUALS

R12 000, 00

160 X LAPEL BADGES

R7 800, 00

160 X PENS

R275, 00

## TRANSPORTATION COSTS

LEARNERS TO &amp; FRO SCHOOL

R7 000, 00

DELIVERY OF MATERIALS

+/- R900, 00

## SCHOOLS TRAINING PART OF FIRE FIGHTING

■ JENNA-LEIGH JOOSTE

FIRE has already destroyed many people's lives.

Just yesterday Cape Town reported the tragic story of a young boy, Charlton Marcus, who was badly burned when, wearing wet clothes, he went to stand next to a paraffin stove.

An awareness of fire danger is vital. To that end, learners at several Cape Town schools have, for the past three years, been receiving training in how to handle a situation when a fire breaks out.

This is all thanks to the South African Fire and Medical Academy (SAFMA).

SAFMA, one of the directors of the project, says firemen with between 20 and 30 years' experience are involved in the training.

The result is that more people are aware of fire danger and how to handle a situation when a fire breaks out.



**DIRECTOR:** Yusuf Alilo is one of the directors of the project. Photo: SAFMA

as practical training. The practical part is to use fire extinguishers.







## SAFMA's UNIT COST PER TRAINING

### OTHER VARIABLE COSTS

LAUNDRY PER LOAD R1 395, 00

DISINFECTANTS R600, 00

### TOTAL VARIABLE COST

EXCLUDING VAT

**R87 333, 00**

### PRICING AND MARGINS

| SERVICE       | PRICE PER UNIT | COST PER UNIT | MARGIN PER UNIT | MARK UP % |
|---------------|----------------|---------------|-----------------|-----------|
| FIRE TRAINING | R650, 00       | R587, 29      | R63, 71         | 5%        |







## LONG TERM GOALS

SA Fire hope to purchase extra classrooms to specifically see to the needs of the schools project. The need for a bus for transportation of learners to and from the Academy.

Financially SA Fire are looking for support on this project for at least the next three years and beyond.

## SOURCES AND USE OF FUNDS

Management is seeking an investment over a 3 years period in addition to the startup capital invested by the founders.



# EXIT SUMMARY

Given the financial results expressed above, management believes it will be in excellent positions to capitalize on its success of the schools project and to seek partners in this venture. A reasonable valuation can be placed on the project for it to run for many years.

Thank you..



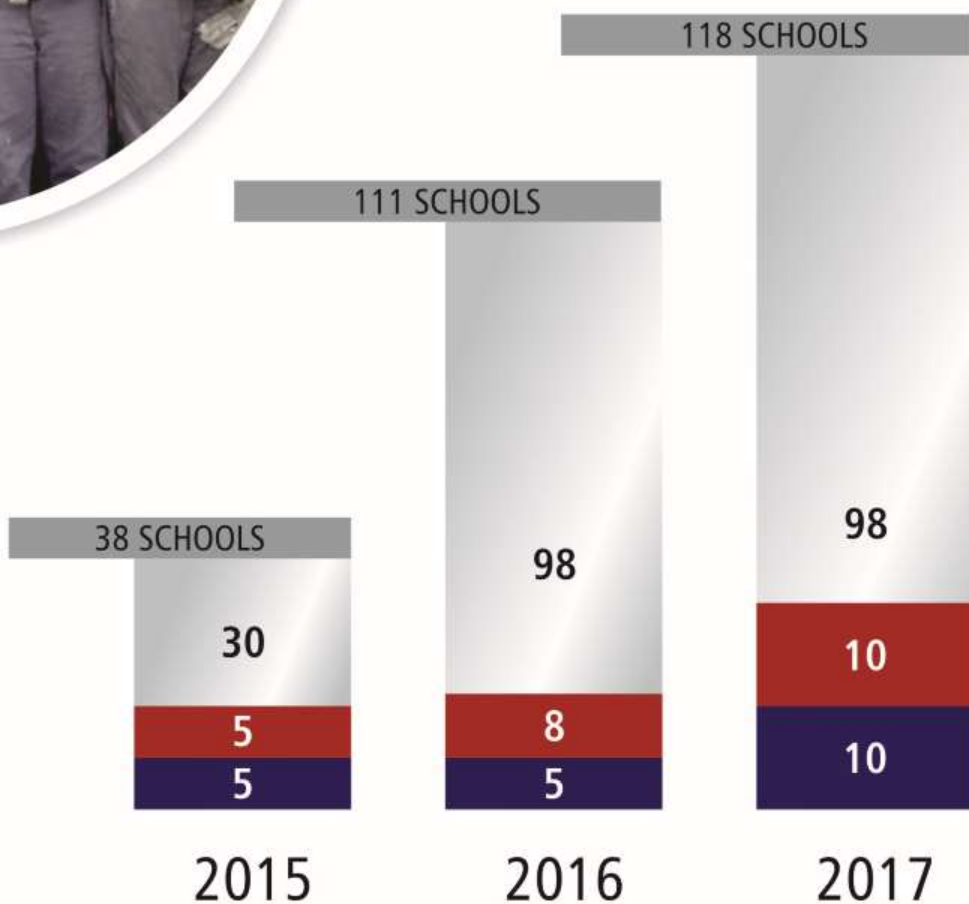




# SCHOOLS FIRE TRAINING

## SCHOOLS BY AREA

- CAPE TOWN
- BOLAND
- OVERBERG



OTTERY YOUTH CARE & EDUCATION CENTRE  
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## **S.A. FIRE SCHOOLS PROJECT (N.P.C.)**

### **BANKING DETAILS**

REGISTRATION IDENTITY NUMBER: 2019/067950/08

ACCOUNT NAME : **S.A. FIRE SCHOOL PROJECT NPC**

BANK : **STANDARD BANK OF SOUTH AFRICA LTD**

BRANCH CODE : **025909**

BRANCH NAME : **VANGATE MALL**

TYPE OF ACCOUNT : **BUSINESS CURRENT ACCOUNT**

ACCOUNT NUMBER : **061 730 564**

*"Let the only flame that burns, be the flame of knowledge"*