

DANNY AARON ENTRY FORM - THURSDAY, APRIL 30, 2015 16:46:11

Application Details

Name	: Danny	Surname	: Aaron
Designation	: Director	Email Address	: danny@3waymarketing.co.za
Cellphone	: 0834075173	Telephone	: 0114477511
Birth Date	: Thursday, March 11, 1982	Application Date	: Thursday, April 30, 2015 16:46:11
Business Name	: 3 Way Marketing / Joy-Spring	Registration No.	: 2007/096968/23
Tax No.	: 4930253416	BBEE Level	: 9
Type of Business	: Digital Lead Generation and Marketing		
Industry	: Marketing, Communication, Public Relations and Adv	Years in Operation	: 6
Physical Address	: 312 Kent Ave Randburg	Postal Address	: 312 Kent Avenue Randburg 2194
Town / City	:	Business Number	: 0114477511
Business Twitter	: 3 way marketing	Business Website	: www.3waymarketing.co.za

Company People

Added	Name	Surname	Birth Date	Designation
Thursday, April 30, 2015 16:46:12	Danny	Aaron	1982-03-11	Director
Thursday, April 30, 2015 16:46:12	Tom	Goldgamer	1975-05-22	Director

Company Financials

Year	Gross Revenue	Gross Profit	Briefly Explain The Drivers of Y/Y Gross Profit Growth or Reduction in each year
2011 / 2012	R 30.742.694,00	R 17.482.067,00	Growing company
2012 / 2013	R 82.087.531,00	R 44.877.118,00	Joined with Joy-Spring
2013 / 2014	R 120.681.419,00	R 69.219.061,00	Growth of companies and decisions made led to increase in size of revenue

Company Employees

Year	Total Number of Employees	Average Employee Remuneration	Briefly Explain The Drivers of Y/Y Total Employee Growth or Reduction in each year
2011 / 2012	10	R 20.000,00	Commission - based call centre and Operations centre added to structure of business
2012 / 2013	40	R 25.000,00	Commission - based call centre and Operations centre added to structure of business
2013 / 2014	90	R 35.000,00	Commission - based call centre and Operations centre added to structure of business

3 Select Categories

As the company is growing so quickly, we are literally welcoming new employees every month.

The Maverick Award for Social Innovation Excellence

With a lot of our innovations being online, this is the wave of the future. We are running in the forefront of that wave and picking up ideas for social responsibility and innovation right at the beginning. In our opinion, we are one of the leading companies in this field.

The Maverick Award for Technology Innovation Excellence

Technology = online. 3 Way Marketing and Joy-Spring are in the forefront technologically.

Questionair

Business Overview

Business Existence Validation

Describe the problem(s) or challenge(s) that your business solves.

High rate of turnover in call centre Due to the speed of deals being made amongst the different bases and with differing clients, in house communications sometimes suffer

Describe the extent/ magnitude to which this problem or challenge was not being addressed prior to your business entering the market.

It was being managed efficiently enough with room to spare.

Describe the size of the market that your business operates in.

One of the largest Digital Lead Generation markets in SA including direct marketing

Products and Services Value Proposition

Describe the products or services that you offer through your business

Lead Generation through a number of channels SMS Email Google Ads AVM HUDLR etc.

Describe your products or services unique selling proposition and competitive advantage.

Quality assurance and personal involvement from the bottom up.

Marketing and Distribution

Describe your client / customer base including at least 3 names of current customers.

Hollard Clientele All Life

Describe your sales strategy and distribution model.

Production of good quality leads for our clients to make sale Distribution model = sms, email etc (see above)

Describe your marketing activity as well as customer attraction and retention strategies.

Attraction: direct marketing to the majority of the country through mainly sms, email and web Retention: Value Added services for our clients

Describe how you anticipate your market/industry and customer needs will evolve in the future and your businesses plan to adapt accordingly in order to maintain an edge?

By being close to our partners, being at the forefront of all changes within the market, we are flexible in terms of structure with channels and commercials

Economics of the Business

Describe your business model

Fast-paced, flexible lead generation and online marketing

Describe your revenue model and the revenue drivers of your business.

Revenue model is cost per lead generation otr cost per lead made by sale for clients. Revenue drivers = good quality high performing leads

Would you describe your business as a low, medium or high sales margin business? Briefly explain and include figures.

Medium Sales Margin Business - high volume 20 - 30% sales margin

Would you describe your business as a low, medium or high sales volumes business? Briefly explain and include figures please.

High sales volumes = generate over 150 000 leads a month

What is your projected revenue/turnover for the next 3 years?

Increasing by 30% per year

What are the drivers/factors that support your projections?

We are market leaders, we have the experience and the sales conversions that back up the increased budget from our clients.

What are the three main challenges that the business faces in the next three years? Include how you intend on addressing these challenges.

Call centre staffing general staff turnover continuing generation of leads

Sustainability and Scale-Up

Is your business sustainable? If so, please describe your sustainability drivers.

Yes. Profit margin, clients current and new, ever growing industry

Briefly describe your scalability and business growth strategy.

Gaining new clients and retraining current clients

Business Achievements & Vision

What have your 3 main achievements been as a business over past three years?

Growth of the companies in terms of staff and profit margins, and quality assurance to clients.

Briefly outline the vision for the business over the next 5 years?

30% increase in growth per year

Impact

Corporate Social Responsibility

What is your corporate social responsibility focus area and why? (Education/HIV/Entrepreneurship/Early Childhood Development/Environment)

Tuition for underprivileged children

Describe your social responsibility practices and programs you have run over the past three years.

Have been too small to date, however with the immense recent growth we have plans in the pipeline

Outline the outcomes and impact generated from your CSI program.

To be advised

Innovation

Innovation Culture

Is your business based on an innovation?

Hugely.

What type of innovation is it? (Product/Service/Process/Other)

All product, service, sales, digital, etc.

Briefly Describe your innovation

Online ease of use for clients

Why do you believe that your product/service/ process is an innovation?

We are always at the forefront of the business.

What Intellectual Property Rights do you possess over your innovation? (Patent Pending/ Patent Granted/ Trademark/Copy Right)

Copyright

