

ENNOCENTIA MALITSATSI SIZIBA ENTRY FORM - THURSDAY, MAY 7, 2015 10:34:54

Application Details

Name	: ENNOCENTIA MALITSATSI	Surname	: SIZIBA
Designation	: CHIEF EXECUTIVE OFFICER	Email	: enno@mweb.co.za
Cellphone	: 0721074375	Address	
Birth Date	: Friday, December 14, 1979	Telephone	: 011 026 1730
Business Name	: THE BEECORP (PTY) LTD	Application Date	: Thursday, May 7, 2015 10:34:54
Tax No.	: 4499103554	Registration No.	: 200403136107
Type of Business	: SKILLS DEVELOPMENT, HUMAN RESOURCES, BBBEE AND CON	BBEE Level	: 2
Industry	: Business and Consulting	Years in Operation	: 11
Physical Address	: CEDARWOOD OFFICEPARK, MOUNT LEBANON STREET (OFF WESTERN SERVICE ROAD) WOODMEAD 2191	Postal Address	: P O BOX 26032 EAST RAND 1462
Town / City	: Woodmead, Bryanston, Gauteng , 2191	Business Number	: 0110261730
Business Twitter	:	Business Website	: www.beecorp.co.za

Company People

Added	Name	Surname	Birth Date	Designation
Thursday, May 7, 2015 10:34:55	ENNOCENTIA MALITSATSI	SIZIBA	1979-12-14	CEO
Thursday, May 7, 2015 10:34:55	RENE	SHEAR	1970-12-31	COO

Company Financials

Year	Gross Revenue	Gross Profit	Briefly Explain The Drivers of Y/Y Gross Profit Growth or Reduction in each year
2011 R /	500.000,00	R 260.000,00	SIZE OF CLIENT BASE COMMITMENT OF BUSINESSES ACROSS THE SECTORS FOR COMPLIANCE TO THE SKILLS DEVELOPMENT ACT, SKILLS DEVELOPMENT LEVIES ACT , EMPLOYMENT EQUITY AND BBBEE
2012 R /	1.000.000,00	R 616.000,00	INCREASED CLIENT BASE AND BUSINESS SERVICES
2013 R /	2.500.000,00	R 1.876.000,00	INCREASED CLIENT BASE AND BUSINESS SERVICES
2014			

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	2	R 5.000,00	INCREASED CLIENT BASE EXPANSION OF BUSINESS SERVICES
2012 / 2013	3	R 8.000,00	INCREASED CLIENT BASE EXPANSION OF BUSINESS SERVICES
2013 / 2014	5	R 10.000,00	INCREASED CLIENT BASE EXPANSION OF BUSINESS SERVICES

3 Select Categories

The Maverick Award for Employment Creation

The role of productive employment in reducing poverty in SA is by now widely recognized. But the experience seems to indicate that in recent years, the rate of employment growth has been inadequate vs. the growth of labor force and that the amount of employment generated as a result of given output growth has been declining. Such a situation naturally calls for special efforts and programmes to create employment. Apart from the general inadequacy of employment growth, South Africa faces many challenges such as child-headed households, crime, drugs etc. Our aim is to eradicate youth unemployment

The Maverick Award for Service Innovation Excellence

"Service" a word so often used but many companies neglect to live up to it and deliver according to their excellence standards. As a customer-oriented people, we take the word "service" very seriously! The idea behind innovation is simple: instead of thinking up and executing against audacious new ideas that are risky, you make small incremental changes to existing products and services. This method of user-centered design thinking applies to BEECORP and can be widely used. As CEO I've had to balance the need for significant business changes with the need for smaller incremental innovation to keep us competitive.

The Maverick Award for Social Innovation Excellence

Our social innovation is a novel solution to a social problem that is more effective, efficient, sustainable, or just than present solutions and for which the value created accrues primarily to society as a whole rather than private individuals. We have identified the need for education also as a CSI initiative to keep the young people of South Africa off street corners and into the classroom and exposed to the world of work. The aim here is to build a platform where a young person can choose their career path and follow it and eventually leading to either a SAQA recognised qualification, employment or entrepreneurship.

Questionair

Business Overview

Business Existence Validation

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

HUMAN RESOURCES MANAGEMENT POLICY AND PROCESS DESIGN BBBEE COMPLIANCE AND CONSULTING SKILLS DEVELOPMENT COMPLIANCE AND IMPLEMENTATION SETA MANDATORY AND DISCRETIONARY GRANT RETRIEVAL, MONITORING, MANAGEMENT AND RELATED LIAISONS WITH RELEVANT SETA EE COMPLIANCE, MONITORING, MANAGEMENT AND RELATED LIAISONS WITH THE DEPARTMENT OF LABOUR RECRUITMENT ORGANISATIONAL DEVELOPMENT TEAM BUILDING BUSINESS STRUCTURING MENTORING AND COACHING TRAINING AND DEVELOPMENT LEARNERSHIPS, PLANNING, MANAGEMENT, FACILITATION, ASSESSMENT, MODERATION, QUALITY ASSURANCE EMPLOYEE WELLNESS PROGRAMMES

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

INSUFFICIENT KNOWLEDGE OF WHAT IS REQUIRED FROM EMPLOYERS - PARTICULARLY IN INTERNATIONAL OWNED COMPANIES BASED IN SOUTH AFRICA. IN MOST CASES, EMPLOYERS ARE AWARE OF THE REQUIREMENTS BUT CANNOT RECRUIT A QUALIFIED INDIVIDUAL TO ENSURE COMPLIANCE. SOMETIMES, EMPLOYERS HEARD ABOUT WHAT NEEDS TO BE DONE BUT DO NOT HAVE WAYS OR THE HUMAN RESOURCES TO ENSURE COMPLIANCE AND THAT'S WHERE WE FOUND OUR NICHE IN THE MARKET

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

WE OFFER SERVICES TO SMALL, MEDIUM AND LARGE ORGANISATIONS ACROSS ALL THE SECTORS OF BUSINESS INDUSTRY

Products and Services Value Proposition

Describe the products or services that you offer through your business

GENERAL BUSINESS CONS HUMAN RESOURCES MANAGEMENT POLICY AND PROCESS DESIGN BBBEE

COMPLIANCE AND CONSULTING SKILLS DEVELOPMENT COMPLIANCE AND IMPLEMENTATION SETA MANDATORY AND DISCRETIONARY GRANT RETRIEVAL, MONITORING, MANAGEMENT AND RELATED LIAISONS WITH RELEVANT SETA EE COMPLIANCE, MONITORING, MANAGEMENT AND RELATED LIAISONS WITH THE DEPARTMENT OF LABOUR RECRUITMENT ORGANISATIONAL DEVELOPMENT TEAM BUILDING BUSINESS STRUCTURING MENTORING AND COACHING TRAINING AND DEVELOPMENT LEARNERSHIPS, PLANNING, MANAGEMENT, FACILITATION, ASSESSMENT, MODERATION, QUALITY ASSURANCE EMPLOYEE WELLNESS PROGRAMME

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

WE POSITION OURSELVES IN THE HEART OF THE ORGANISATION, ENSURING THAT WE OBTAIN A FULL UNDERSTANDING OF OUR CLIENT'S NEEDS, CONDUCT A THOROUGH BUSINESS NEEDS ANALYSIS CUSTOM-MADE FOR THE PARTICULAR CLIENT (WITH INTERGRATED BUSINESS SOLUTIONS) RELEVANT TO THE BUSINESS OPERATIONS ENSURING THAT THERE'S VISIBLE AND POSITIVE RETURN ON INVESTMENT

Marketing and Distribution

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

BEVERAGE MANUFACTURING SECTOR - HALEWOOD INTERNATIONAL (PTY) LTD ENGINEERING SECTOR - GFG (PTY) LTD CONSTRUCTION SECTOR - GIURICICH BROS CONSTRUCTION PETROLEUM SERVICES SECTOR - BP MANUFACTURING SECTOR - LONSPEARE SA (PTY) LTD WHOLESALE AND RETAIL SECTOR - M-STORES

Describe your sales strategy and distribution model.

1 CUSTOMER KNOWLEDGE AND CLIENT NEEDS ANALYSIS - WE AIM TO SERVE CLIENTS ACROSS ALL SECTORS OF INDUSTRY IN SOUTH AFRICA 2 SERVICE PROMOTIONS AND BUILDING A GOOD BUSINESS REPUTATION TO ATTRACT MORE CLIENTS TO MAKE USE OF OUR SERVICES 3 CONTINUED SKILLS DEVELOPMENT OF STAFF TO ENSURE THAT WE ARE UP TO DATE, KNOWLEDGEABLE AND FIT TO SERVE OUR CLIENTS 4 MAINTAIN SOUND FINANCIAL GROWTH IN ORDER TO SUSTAIN THE BUSINESS AND CREATE MORE EMPLOYMENT AND GROWING BEECORP 5. MAINTAINING A CUSTOMER-ORIENTED CULTURE AT ALL TIMES, OBTAINING 100% CUSTOMER SATISFACTION

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

WE MARKET OUR PRODUCTS AND SERVICES AT COMPETITIVE PRICES, WE ADVERTISE IN THE RIGHT PLACES (WWW) AND WE ENSURE THAT WE NETWORK WITH THE RIGHT PEOPLE AND KEEP OUR BUSINESS PORTFOLIO AS CURRENT AS POSSIBLE FOR PROMOTION. MOST OF OUR BUSINESS EMERGES FROM REFERRALS, WHICH IS AN INDICATION OF THE LEVEL OF OUR CUSTOMER SERVICE AND DEDICATION TO SERVICE EXCELLENCE AND DELIVERY. WE ARE A LEVEL 2 BBBEE CONTRIBUTOR MEANING THAT IF CLIENTS PROCURE THEIR SERVICE TO US, THEY EARN ENTERPRISE DEVELOPMENT AS WELL AS PREFERENTIAL PROCUREMENT POINTS

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?

OUR CUSTOMER NEEDS ARE EVOLVING WITH THE TIMES AND WE BELIEVE THAT THERE WILL BE MORE CHANGES TO TECHNOLOGY WHICH WILL ALSO ENCOURAGE US TO ADVANCE OUR BUSINESS DELIVERY METHODS. WITH OUR BUSINESS GROWTH FORECAST, WE WILL ALSO HAVE TO GEAR UP BY EMPLOYING MORE PEOPLE TO ENSURE THAT OUR CUSTOMER SERVICE DELIVERY IS NOT COMPROMISED. CHANGES IN THE ECONOMY AND LEGISLATION ALSO ENCOURAGES US TO PLAN FOR GROWTH AND FURTHER LEARNING BECAUSE IT'S IMPOSSIBLE TO OUR CLIENTS WITHOUT THE MOST UPDATED SKILL AND KNOWLEDGE

Economics of the Business

Describe your business model

MANAGEMENT - WE ARE A LEVEL 2 BBBEE CONTRIBUTOR - 100% WOMEN OWNED AND 60% BLACK WOMAN OWNED KEY PARTNERSHIPS - WE ARE ASSOCIATED WITH THE CENTRAL BUSINESS ACADEMY AS WELL AS AUTHENTIC RATINGS RESOURCES - WE HAVE EMPLOYED 10 PEOPLE UNDER OUR BUSINESS OPERATION, MOSTLY YOUNG PEOPLE FOR DEVELOPMENT AND GROWTH PRODUCT AND SERVICE - WE OFFER INTEGRATED BUSINESS SOLUTIONS TO OUR CLIENTS ENSURING THAT OUR CLIENTS ARE 100% SATISFIED CUSTOMER RELATIONSHIPS AND COST - WE INITIATE, MONITOR

AND MANAGE ALL CLIENT PROJECTS - CEO AND COO ARE RESPONSIBLE FOR ALL CLIENT RELATIONS
- OFFERING COMPETITIVE PRICES

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

VALUE CREATION STRUCTURE CUSTOMER ORIENTED CULTURE CREATING AND SATISFYING NEW
NEEDS RELEVANT AFFILIATIONS DEVELOPING BUSINESS NETWORKS AND BRANCHING OUT
MARKETING THE BEECORP BRAND DEVELOPING ON AND OFF LINE SOLUTIONS FOR OUR CUSTOMERS
SOCIAL MEDIA VISIBILITY AND YOUTH DEVELOPMENT INITIATIVES

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

HIGH SALES MARGIN - ALTHOUGH WE ARE STILL UNDER THE 5 MILLION GROSS REVENUE BRACKET,
WE ARE STILL ABLE TO MAKE GOOD PROFIT AND SUSTAIN OUR BUSINESS WITH OUR CURRENT
FINANCIALS

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

HIGH SALES VOLUMES BUSINESS - WE ABLE TO COVER ALL BUSINESS COSTS AND STILL MAKE A
REASONABLE PROFIT

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

20152016 - 4 MILLION 20172018 - 5.5 MILLION 20192020 - 7-8 MILLION

What are the drivers/factors that support your projections?

EXPANSION OF CLIENT BASE DEVELOPMENT OF NEW PRODUCTS AND SERVICES INCREASED
DEMAND OF OUR INTEGRATED BUSINESS SERVICE DELIVERY MODEL

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

HUMAN RESOURCES - QUALIFIED SKILLS DEVELOPMENT FACILITATORS IS A HUGE CHALLENGE AT
THE MOMENT BUT WE ARE CURRENTLY DEVELOPING OUR OWN YOUNG PEOPLE TO FILL THE
STREAMLINE AS THE BUSINESS GROWS AND REQUIRES MORE OF THAT PARTICULAR, SPECIALIZED
SKILL

Sustainability and Scale-Up

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

YES. CUSTOMER SERVICE REQUIREMENTS - WELL ESTABLISHED SERVICE DELIVERY MECHANISMS
EXCELLENCE - BENCH MARKING SERVICES AGAINST CURRENT BEST PRACTICES AND STANDARDS
SKILLS DEVELOPMENT - CONTINUED SKILLS DEVELOPMENT OF CURRENT AND UNEMPLOYED YOUTH
FOR FUTURE PLACEMENT TECHNOLOGY - BEING IN PAR WITH THE WORLD WIDE TECHNOLOGICAL
CHANGES AND ADAPTING TO THE EVOLUTION OF DOING BUSINESS COMMUNITY DEVELOPMENT -
CREATION OF EMPLOYMENT OPPORTUNITIES FOR THE YOUNG, DISABLED AND UNEMPLOYED
ENTREPRENEURSHIP - SUPPORTING YOUTH ENTREPRENEURSHIP INITIATIVES

Briefly describe your scalability and business growth strategy.

GROWTH AND EXPANSION OF SERVICES IN LINE WITH THE ECONOMIC CLIMATE, TECHNOLOGICAL
AND LEGISLATIVE CHANGES CONSTANT BUSINESS EVALUATION TO DETERMINE MARKET DYNAMICS
AND TRENDS WHICH MAY INFLUENCE GROWTH OF BEECORP BRANDING, SHARPENING BEST
PRACTICES AND EXCELLENCE IN SERVICE DELIVERY DEVELOPING NEW ALLIANCES AND
PARTNERSHIPS IN AREAS WHERE BUSINESS SYNERGY EXISTS

Business Achievements & Vision

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

MEETING ALL BUSINESS STRATEGIC OBJECTIVES BEING ABLE TO RECRUIT MORE YOUNG PEOPLE
BEING ABLE TO OFFER GROWTH OPPORTUNITIES TO THE DISABLED

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

TO BE THE MOST PREFERRED SERVICE PROVIDER IN SOUTH AFRICA

Impact

Corporate Social Responsibility

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

EDUCATION - BECAUSE IT'S VERY IMPORTANT FOR YOUNG AND DISABLED, IT'S A CHANNEL THAT OPENS DOORS OF EMPLOYABILITY EARLY CHILDHOOD - DONATIONS TO THE LOCAL CHILDREN'S HOMES AND CHURCHES ENVIRONMENT - RECYCLING PAPER, BOTTLES AND CANS

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

MY PASSION OVER THE LAST 3 YEARS WAS ENSURING THAT BEECORP NEVER CONCLUDES A BUSINESS DEAL WITHOUT AFFORDING AN OPPORTUNITY OF EITHER EDUCATION OR EMPLOYMENT FOR YOUNG PEOPLE AND THE DISABLED PEOPLE

Outline the outcomes and impact generated from your CSI program.

EDUCATED YOUNG PEOPLE DRIVEN AND MOTIVATED ENTREPRENEURS EMPLOYED YOUNG PEOPLE

Innovation

Innovation Culture

Is your business based on an innovation?

YES

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

PIPELINE INNOVATION CUSTOMER PULL FACTORS SERVICE INNOVATION LEADERSHIP INNOVATION MODEL INNOVATION GROWTH

Briefly Describe your innovation

VISION - DISCOVER AND CONSTANTLY RE-DISCOVER NEW WAYS OF DOING BUSINESS (PIPELINE INNOVATION) CUSTOMER - UNDERSTANDING THE BEECORP BRAND AND WHAT IT MEANS TO OUR CLIENTS (CUSTOMER PULL FACTORS) UNIQUENESS - THE DIFFERENCE BETWEEN HOW WE OFFER OUR SERVICES AS OPPOSED TO OUR COMPETITORS (SERVICE INNOVATION) LEADERSHIP - BRAND INNOVATION WITHIN BEECORP AND BEYOND MODEL - DRIVING INNOVATIVE STRATEGIES INNOVATING NEW BUSINESS MODELS YEAR BY YEAR GROWTH - PLANNING BUSINESS FUTURE EFFICIENCY

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

WE HAVE TAKE A GENERAL SERVICE AND CUSTOMIZED IT TO SUIT ALL OUR CLIENTS ACROSS THEIR DIFFERENT SECTORS OF INDUSTRY. WE'VE NEVER LOST CUSTOMERS AFTER THEY'VE BEEN EXPOSED TO OUR UNIQUE BUSINESS AND SERVICE DELIVERY MODEL

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

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