

# ALFRED CEDI ENTRY FORM - THURSDAY, APRIL 9, 2015 13:57:40

## Application Details

Name	: Alfred	Surname	: Cedi
Designation	: Director	Email	: accpmte@live.com
		Address	
Cellphone	: 0728532176	Telephone	: 0127723081
Birth Date	: Saturday, March 26, 2005	Application Date	: Thursday, April 9, 2015 13:57:40
Business Name	: AC CPMTE (PTY) LTD	Registration No.	: 2012/221813/07
Tax No.	: 9401276176	BBEE Level	: 1
Type of Business	: FROKLIFT TRAINING		
Industry	: Education and Training	Years in Operation	: 2
Physical Address	: 6152 lesedi road, Nellmapius ext4, Pretoria, Silverton, 0162	Postal Address	: 6152 lesedi road, Nellmapius ext4, Pretoria, Silverton, 0162
Town / City	:	Business Number	: 0127723081
Business Twitter	: @ACForktraining	Business Website	: <a href="http://accpmte.wix.com/acforklifttraining">http://accpmte.wix.com/acforklifttraining</a>

## Company People

Added	Name	Surname	Birth Date	Designation
Thursday, April 9, 2015 13:57:41	Alfred	Cedi	2015-03-26	DIRECTOR

## Company Financials

Year	Gross Revenue	Gross Profit	Briefly Explain The Drivers of Y/Y Gross Profit Growth or Reduction in each year
2011 R / 2012	8.000,00	3.000,00	As it was the beginning of the business most of the money went to advertising and transport to get to people so it was a hard year but worth a first step of the business.
2012 R / 2013	16.000,00	10.000,00	For the company to grow profit in small injection of investment, is because the business has high volume in the training industry, since the forklift business is a long term investment it will not be easy to get less return in any injection provided to the company.
2013 R / 2014	22.000,00	15.000,00	As known each and every two years the forklift licence must be renewed back to the company it has trained so each and every year the drivers come back to renew back to us, so its very easy to trust in this business because it never fails when it comes to profit.

## 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	0	R 0,00	As a director of the company, i was investing most of the money in the business so i was the only employee of the company
2012 / 2013	0	R 0,00	As a director of the company, i was investing most of the money in the business so i was the only employee of the company
2013 / 1	1	R 750,00	The first employee of the company was a part time worker.

2014

### 3 Select Categories

#### The Maverick Award for Built Environment Innovation Excellence

I have dedicated my self in the community to provide activities that have been informal and active to the youth, by making our environment a safe and active community to the youth, as a believe that keeping our youth busy and active will make them, more productive in the environment care activities, i also have visited schools and pre-schools by helping in the documentation and paper care activities, visited child care base know as heartbeat by planting vegetables that will be provided in the community, as more space is needed for planting i hope i will be able to help some day for more land...

#### The Maverick Award for Service Innovation Excellence

As my services have provided jobs in the lifting industry to some of my costumers, and excelled in all the projects in has provided to the communities, also has motivated the unknown in the industry to get involved by being attraction of quality training that we provide, and planning to provide more safe, reasonable and quality training in the industry, as a growing business meaning being the most promising tender our service is at it most.

#### The Maverick Start-Up of The Year

As young as i and as young as this business, getting its name known not by investors or sponsor, it has been a success for the business to be where it is today still driven by its own director, by grate management and marketing strategies the business has groom it self and will always bee a self grooming company as it is grooming a new venture that will be called AC Investments and Property Group that will invest and groom start up companies.

### Questionair

#### Business Overview

##### Business Existence Validation

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

My company is a massive driver in the staking industry, as it is a lifting training company it provides help when it come to companies that needs training for its employees, we solve the problem by providing education and training about the staking industry.

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

Well what i was not aware of was there where many companies providing my services, but they cost a lot of amount when it comes to providing the services i provided, so i sew it as a weak point of most companies.

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

Its a massive size industry, as i have said, all industries by loading goods or products on the deport of the company, a lifting machine is needed!

##### Products and Services Value Proposition

***Describe the products or services that you offer through your business***

The service i provide is Education about the forklift known as a lifting machine, we provide education and training.

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

The forklift business is a simple business when it comes to generate income, because the license is being renewed each and every after two years, so it also easy to predict and keep your database of clients.

##### Marketing and Distribution

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

In companies that have trained MARS AFRICA - in Rosslyn Pretoria VENTURE - in Rosslyn Pretoria and LMI - In Watloo Pretoria

**Describe your sales strategy and distribution model.**

My sales strategies is by advertising more and bringing promotions now and then, to remind costumers about the business.

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

1. Online advertising 2. Flyers (hand outs) 3. Posters 4. SMS Notifications

**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?**

Provide acceptable learning strategies that provide quality training and easy job assistance!

## Economics of the Business

**Describe your business model**

MACHINERY TRAINING

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

Marketing and Advertising

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

MEDIUM because its growing in a good way.

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

medium

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

500.000

**What are the drivers/factors that support your projections?**

attracting more costumers that approve my services as good as best

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

More training companies that provide the same services

## Sustainability and Scale-Up

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

Yes, it maintain it self

**Briefly describe your scalability and business growth strategy.**

more advertising and company approaching

## Business Achievements & Vision

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

Buying my self a house Finishing my studies Bringing projects in the community

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

It will be the biggest service provider around africa.

## Impact

### Corporate Social Responsibility

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

Education, because the more skills, information and training is provided the less poverty will be.

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

In my community i have been hosting pageants each and every year and youth job expo!

***Outline the outcomes and impact generated from your CSI program.***

Job awareness

## Innovation

### Innovation Culture

***Is your business based on an innovation?***

Yes

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

service

***Briefly Describe your innovation***

Training and awareness

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

Because it provides quality training in the lifting industry

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

trademark

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