

# ROCKY HEADBUSH ENTRY FORM - FRIDAY, MAY 8, 2015

## 14:06:29

### Application Details

Name	: Rocky	Surname	: Headbush
Designation	: Business Director	Email Address	: rocky@gcinanievents.co.za
Cellphone	: 0827676740	Telephone	: 0415013400
Birth Date	: Sunday, December 16, 1984	Application Date	: Friday, May 8, 2015 14:06:29
Business Name	: Gcinani Events	Registration No.	: 2005/088495/23
Tax No.	: 9641302154	BBEE Level	: 3
Type of Business	: Professional Marketing Services, Event Management		
Industry	: Events Management	Years in Operation	: 10
Physical Address	: 1 Flemming street, Ground floor. FC Sturrock Building	Postal Address	:
Town / City	:	Business Number	: 0415014300
Business Twitter	:	Business Website	: www.gcinanievents.co.za

### Company People

Added	Name	Surname	Birth Date	Designation
Friday, May 8, 2015 14:06:34	Bulelwa	Mashicila	1984-12-16	Director
Friday, May 8, 2015 14:06:34	Rocky	Headbush	1984-12-16	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 125.000,00	R 75.000,00	New clients.
2012 / 2013	R 289.000,00	R 102.000,00	Services expansion and diversification. we also had new clients come on board.
2013 / 2014	R 325.000,00	R 196.000,00	Increased job specification with existing clients.

### 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 4.000,00	n/a
2012 / 2013	2	R 5.200,00	n/a
2013 / 2014	3	R 5.200,00	n/a

### 3 Select Categories

The Maverick Award for Employment Creation

I believe that Leadership is about creativity. Leadership through creativity and creative leadership will always

keep you ahead of the pack. I believe that Gcinani Events has the ability to build itself into a SUPERMEGA agency that will carry brands to their end users with impeccable style and taste. I believe that my vision and experiences combined are my keys to opening the doors to a brighter and bigger future for my team at Gcinani Events.

#### The Maverick Award for Service Innovation Excellence

I believe that Leadership is about creativity. Leadership through creativity and creative leadership will always keep you ahead of the pack. I believe that Gcinani Events has the ability to build itself into a SUPERMEGA agency that will carry brands to their end users with impeccable style and taste. I believe that my vision and experiences combined are my keys to opening the doors to a brighter and bigger future for my team at Gcinani Events.

#### The Maverick Award for Social Innovation Excellence

I believe that Leadership is about creativity. Leadership through creativity and creative leadership will always keep you ahead of the pack. I believe that Gcinani Events has the ability to build itself into a SUPERMEGA agency that will carry brands to their end users with impeccable style and taste. I believe that my vision and experiences combined are my keys to opening the doors to a brighter and bigger future for my team at Gcinani Events.

### Questionair

#### Business Overview

##### Business Existence Validation

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

Impactful marketing and eventing services Efficient and affordable experiential marketing

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

Competitors and existing business have always been attempting to curb the problem. We provide creative concepts to interact and inform existing and potential customers. Strategic engagement with the client to understand its needs and goals. Provide turn key solutions with maximum effect.

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

The size of the market is relatively large and continues to grow.

##### Products and Services Value Proposition

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

We provide full professional marketing services from conceptualisation to implementation. We offer professional event management services that bring out the best experiential events. We hire reliable eventing equipment.

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

Our unique value proposition is our ability to package products and services to serve our clients needs to communicate with their market. Understanding market trends and being a step ahead. Our niche is being able to service clients with both the creative and the infrastructure to communicate. Our services extend to eventing infrastructure.

##### Marketing and Distribution

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

We service corporate and private clients.

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

Our sales strategy is driven through our marketing strategy. Very sustainable and consistent.

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

We market our services to corporates through emails and direct cold calling. We offer our clients reasonable rates and reward loyal customers and we credit repeat business.

***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?***

Customers need are always evolving. We stay connected with the trends and more so the clients as we anticipate their growth and align each client with particular trends and needs.

## Economics of the Business

***Describe your business model***

Our business model is to provide above and below the line marketing services accompanied by experiential services to engage customers.

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

Our revenue model is service and hiring. The main driver of the business is hiring of the equipment.

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

Medium sales margin.

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

Medium sales volumes.

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

>R2mil

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

Strong relationship with existing clients and our pipeline projects are looking good..

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

Access to working Capital - build a fundable business  
Minimal infrastructure - invest in auctioned or second hand infrastructure  
Skill development -

## Sustainability and Scale-Up

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

Our business is sustainable through our hiring services mainly.

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

We aim to expand our service offering to advertising and more smaller monthly events of our own.

## Business Achievements & Vision

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

Standard Bank Ironman RAF on the Road Being accepted into the Shanduka Black Umbrellas Incubator programmes

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

Our visions extends beyond the plains of the barriers set before us. We are young. We are free. We are determined mavericks and we are visionaries. But before everything else, we are...The Game Changers.

## Impact

Corporate Social Responsibility

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

Entrepreneurial - Entrepreneurship is self sustainable and reduces government dependency and also eliminates poverty.

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

We are currently planning an SMME Expo taking place in the township. We have existing breakfast business session with leaders of industry addressing entrepreneurship issues.

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

A more informed group of entrepreneurs and more confident and inspired young people.

Innovation

Innovation Culture

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

No

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

n/a

**Briefly Describe your innovation**

n/a

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

n/a

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

n/a

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