

### 3 Select Categories

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## Business Overview

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

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

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

## Products and Services Value Proposition

Repairs, Sales, Service, Insurance, Charging, Accessories

We are the only decentralised service centre in the country

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

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

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

***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?***

## Economics of the Business

## A mixture of stores, distribution and franchising

## Sales & Repairs

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

Medium sales

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

2015 = R110m ; 2016 = R220m ; 2017 = R450m

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

Current Growth plus new initiatives

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

Expansion, Quality Control

Sustainability and Scale-Up

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

We recycle a lot of parts as well have a strong CSR arm

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

We plan on being at 40 stores by end of 2016

Business Achievements & Vision

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

Continuing our growth path. Building an awesome team

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

xxx

**Impact**

Corporate Social Responsibility

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

We focus mainly on early childhood development and currently are busy putting 2 kids through private schools

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

www.ifix.co.za

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

xxx

**Innovation**

Innovation Culture

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

yes

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

products/services/process

***Briefly Describe your innovation***

We thrive on innovation as can be seen from our diverse product & service offering

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

xxx

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

xxx

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