

ALEX FOURIE ENTRY FORM - FRIDAY, MAY 8, 2015 15:40:30

Application Details

Name : Alex Surname : Fourie

Designation : CEO Email Address : Alex@iFix.co.za

Cellphone : 0823485322 Telephone :

Birth Date : Saturday, October 18, 1986 Application Date : Friday, May 8, 2015

15:40:30

Business Name: iFix Registration No.: 2011/100598/07

Tax No. : 9049649198 BBEE Level : 7

Type of Business : Retail, Repairs, Service, Accessories, Charging, S

Industry : Retail, Sales and Franchise Years in :8

Operation

Physical : 11 Buitensingel Street, Gardens, Cape Town, Postal Address : xxxxxxxxxxxxxxxx

Address 8001

Town / City : Cape Town International Airport, Cape Town, Business : 021 424 0900

Wester Number

Business: iFixSA: Business: www.ifix.co.za

Twitter Website

Company People

AddedNameSurnameBirth DateDesignationFriday, May 8, 2015 15:40:31AlexFourie1986-10-18CEO

Company Financials

Year	Gross Revenue	Gross Profit	in each year
2011 /	R	R -	Repairs & Sales
2012	10.400.000,00 5.300.000,00		
2012 /	R	R	retail&sales
2013	2.400.400,00		
2013 /	R	R	retail and sales
2014	55.000.000,00	34.000.000,00	

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	25	R 8.000,00	XXX
2012 / 2013	50	R 10.000,00	XXX
2013 / 2014	140	R 12.000,00	XXX

3 Select Categories

The Maverick Award for Employment Creation

The Maverick Start-Up of The Year

Questionair

Business Overview

Business Existence Validation

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

* We provide immediate solutions to technology problems

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

There was no immediate service available

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

Smart Phone market. Approximately 30m people

Products and Services Value Proposition

Describe the products or services that you offer through your business

Repairs, Sales, Service, Insurance, Charging, Accessories

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

We are the only decentralised service centre in the country

Marketing and Distribution

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

Roche, Medi Clinic & Incredible Connection. Mainly B2C though

Describe your sales strategy and distribution model.

9 branches across the country

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

We rely strongly on Word of mouth and ensure that all clients that come to us have a great experience.

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?

You have to innovate to stay ahead of the pack.

Economics of the Business

Describe your business model

A mixture of stores, distribution and franchising

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

Sales & Repairs

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

High Margine

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