

NCAMISILE MAPHUMULO ENTRY FORM - MONDAY, APRIL 13, 2015 13:08:36

Application Details

Name	: Ncamisile	Surname	: Maphumulo
Designation	: C E O	Email Address	: coastalnephro@gmail.com
Cellphone	: 0722014049	Telephone	: 0358700079
Birth Date	: Friday, October 28, 2005	Application Date	: Monday, April 13, 2015 13:08:36
Business Name	: COASTAL NEPHROLOGY CENTRE	Registration No.	: 2013/012278/07
Tax No.	: 9102656189	BBEE Level	: 100
Type of Business	: WE provide haemodialysis for people living with ki		
Industry	: Healthcare	Years in Operation	: 1
Physical Address	: 179,179 princess magogo street ulundi 3838	Postal Address	: P O Box E 702 Kwaabeka 3612
Town / City	: Ulundi, KwaZulu-Natal, 3838	Business Number	: 0358700079
Business Twitter	:	Business Website	: www.coastalnephrologycentre.co.za

Company People

Added	Name	Surname	Birth Date	Designation
Monday, April 13, 2015 13:08:37	Ncamisile	Maphumulo	2015-10-28	C E O

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 0,00	R 0,00	business was not on operation during 2012
2012 / 2013	R 0,00	R 0,00	business not on operation
2013 / 2014	R 2.561.652,00	R 200.000,00	since this was our first year on operation there for can not be compared

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	NOT OPERATING THIS YEAR
2012 / 2013	0	R 0,00	N/A
2013 / 2014	9	R 6.000,00	N/A

3 Select Categories

The Maverick Award for Service Innovation Excellence

N/A

The Maverick Award for Social Innovation Excellence

N/A

The Maverick Start-Up of The Year

Through the ability to keep going in the face of hardship ,and the social skills needed to build great team, I played a role where I was expected to develop a business ,by taking things forward and generally. With motivation and good leadership.

Questionair

Business Overview

Business Existence Validation

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

Our business save families from financial problems as dialysis requires a lot of travelling ,we have solved the problem by bringing this service to the rural area of ULUNDI and NONGOMA as a number of people were defaulting on the treatment due to long distance travelling

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

bringing this business to the rural area was part of solving known problems like people died due to this disease ,lake of interest from well developed companies to bring such service to the rural area.

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

our market is people around Melmoth,Nongoma ,Ulundi and Hlabisa

Products and Services Value Proposition

Describe the products or services that you offer through your business

We do health education about kidney disease and provide chronic haemodialysis

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

our competitive advantage is that we provide services areas where no one interested in.

Marketing and Distribution

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

Mr Vuyani Makhanya MS Gabisile Ndlovu MRS Nompumelelo Sibiya

Describe your sales strategy and distribution model.

Sales strategy is to educate our patients about the important of attending their treatment that how we make sales

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

We keep good relationship with local Doctors by visiting their rooms for community education.

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 needs will be to provide best quality treatment by using advance kind of treatment for them to survive ,that will mean us buying more advance equipment.

Economics of the Business

Describe your business model

Health sector

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

the number of treatment done per patients is the revenue driver for the business

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

I will say high because we dealing with chronic conditions where there is no cure unless one get kidney donor of which organ donation to between black peoples less popular , per treatment cost R1947.60 times this by 13 session .

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

each patients get this treatment 3 times a week or twice depending on Doctors prescription ,each treatment cost R1947.60 multiply by 13 sessions R25318.80 multiply by 10 = RR253188

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

R7684953

What are the drivers/factors that support your projections?

it a number of sections done by each patient that support our projections

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

As young south Africans especial black I am being challenged by my race in this business ,because it mostly Indians who are dominant in this sector , every time I get patients referrals my race get questioned.

Sustainability and Scale-Up

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

I would say this business is sustainable based on our health issues as south Africans the food we eat is mostly processed ,we are less active our wellbeing is in crisis .more people are sick everyday .these factors sustain health business sectors.

Briefly describe your scalability and business growth strategy.

As the business grow growth strategy will mean to employ more people that are more capable in running the business

Business Achievements & Vision

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

I would say over 1 year ,since have been operating for a year 1. was to get the funding for this business which took me over 1 year to get the funding 2. saving patients life by bringing this kind of service close to their homes 3. to see this business operating and I have learned a lot when it comes to finincials

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

As the business focuses on clients with medical aid ,in the next coming years I would love to see clients without medical aid getting same treatment as those with medical aid ,because this disease affect everyone.

Impact

Corporate Social Responsibility

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

all mentioned above

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

Firstly I have discovered that mostly black kids knows nothing about Clinical technology as a course for the past

2 years I have tried to educate kids doing matric to know about this course ,education base on kidney failure.

Outline the outcomes and impact generated from your CSI program.

the company came up with program called healthy start where we educate our community about healthy food looking after our bodies ,if anyone is diagnosed with hypertension or diabetic and HIV one needs to make sure that these diseases are well managed because they are the main course of kidney disease.

Innovation

Innovation Culture

Is your business based on an innovation?

yes

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

other

Briefly Describe your innovation

bringing dialysis service to the rural areas was a new idea that most of the people who are in this business have ignored .

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

because our clients appreciate and are happy for what we have done them which they thought it will never happen to them.

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

Trademark

