

TEBOGO DITSHEGO ENTRY FORM - THURSDAY, MAY 7, 2015 15:23:14

Application Details

Name	: Tebogo	Surname	: Ditshego
Designation	: Chief Executive Officer	Email	: ceo@ditshegomedia.co.za
		Address	
Cellphone	: 0836221771	Telephone	: 0115133495
Birth Date	: Wednesday, September 26, 1984	Application Date	: Thursday, May 7, 2015 15:23:14
Business Name	: Ditshego Media	Registration No.	: 20111040707
Tax No.	: 996215153	BBEE Level	: 1
Type of Business	: Public Relations and Marketing		
Industry	: Marketing, Communication, Public Relations and Adv	Years in Operation	: 3
Physical Address	: Unit 17, Fancourt Office Park, cnr Northumberland & Felted Road, Northriding	Postal Address	: Fairways Business Centre, corn William Nicol & Lesile Avenue, Fairways 2055
Town / City	:	Business Number	: 0115133495
Business Twitter	: DitshegoMedia	Business Website	: www.ditshegomedia.co.za

Company People

Added	Name	Surname	Birth Date	Designation
Thursday, May 7, 2015 15:23:15	Tebogo	Ditshego	1984-09-26	Chief Executive Officer

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 40.134,00	R 5.601,00	We didn't have enough experience in running a business but we did have experience in the media industry.
2012 / 2013	R 220.000,00	R 1.165,00	The doubling of our revenue was due to gaining more experience in running a business and expansion of our network
2013 / 2014	R 1.100.000,00	R 95.000,00	We consolidated our current clients and added on more clients as well as started doing more to market the business in the media.

Company Employees

Year Total	Average Number of Employee Remuneration	Briefly Explain The Drivers of Y/Y Total Employee Growth or Reduction in each year
2011 / 2012	R 6.000,00	We were still new in business so this was a learning curve. The two employees were willing to invest in the business with minimal returns.
2012 / 2013	R 8.000,00	We started growing because we consolidated the clients we gained and implemented our growth strategy with some success.
2013 / 2014	R 12.000,00	We were able to increase salaries and employ more people. The business received great publicity which attracted more clients and assisted us to become more competitive when pitching for business. We also took employees on training courses and had a client centred approach which assisted us to meet

their expectations.

3 Select Categories

The Maverick Award for Service Innovation Excellence

We created a new way for organisations to calculate their return on investment. It's simple but innovative tool. We calculate the ratio from their website and social media analytics and aggregated it to past performance so they see the value of the service. We invented the eReader libraries which was launched in partnership with Vodacom and are available at Vodacom ICT centers across the country. This provides communities across the country with access to reading material and past matric papers and is also smart way Vodacom has been promoting it's brand by placing their logo on the table.

The Maverick Award for Social Innovation Excellence

We founded the Read a book SA initiative which is the biggest online book club in Africa with over 31,800 followers on Twitter. We have also hosted the National Book Week forum twice consecutively and the World Book Day forum in 2014. As has been mentioned, we also designed the eReader libraries which was launched in partnership with Vodacom and are available at Vodacom ICT centers across the country. This provides communities across the country with access to reading material and past matric papers and is also smart way Vodacom has been promoting it's brand by placing their logo on the table.

The Maverick Start-Up of The Year

Ditshego Media has grown to become an internationally recognised brand with the CEO Tebogo Ditshego being listed on Forbes Magazine as one of the top 30 African Entrepreneurs under 30. We're one of the only PR Agencies which provide free skills-development workshops for students and graduates which enable them to have a head start when applying for jobs. We also have an office in Kenya and have seen triple in our revenue from 2013/2014 to 2014/15. We have successfully used our marketing techniques and innovation on social media to spread a reading culture in South Africa through Read a Book SA.

Questionair

Business Overview

Business Existence Validation

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

We assist organisations to communicate more effectively and raise their profile to both internal and external stakeholders.

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

This problem was being addressed but we have come up with innovative social media strategies which has seen organisations improve their reach and significantly enhance their reputation.

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

Our business targets other businesses and government departments.

Products and Services Value Proposition

Describe the products or services that you offer through your business

We offer Public Relations and Marketing Services

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

What gives us the competitive advantage is innovation in customer service. We provide tailor-made solutions which come from a creative process and in-depth research.

Marketing and Distribution

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

Our current clients are: Transnet Corporate Johannesburg, Umalusi, Avon South Africa and O.R. Tambo International Airport

Describe your sales strategy and distribution model.

This is confidential information. But we have a very focussed approach.

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

In order to retain customers we first evaluate them. After this we structure a service model for each client according to their unique needs and personalities. We then assign the most suitable person to work with these customers.

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?

Late paying clients - We have managed this by improving our cashflow Cutting Marketing budget - We manage this by offering a competitive yet highly profitable social media services Skills shortage - We manage this by identifying talented youngsters from their early days in tertiary and grooming them for future positions at Ditshego Media

Economics of the Business

Describe your business model

Ours is a business to business model. So we sell our services directly to other businesses and organisations. How we do it is through various means such as word of mouth, direct selling, advertising and public relations.

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

The revenue drivers of the business come from the Public Relations division.

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

High sales margin because this is a service orientated business with very low overheads

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

Low sales volumes because we don't have to sell to too many clients to make a significant revenue.

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

Our projected turnover is R15 million

What are the drivers/factors that support your projections?

The business is growing and this will allow us to start tendering for bigger business

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

Late paying clients - We have managed this by improving our cashflow Cutting Marketing budget - We manage this by offering a competitive yet highly profitable social media services Skills shortage - We manage this by identifying talented youngsters from their early days in tertiary and grooming them for future positions at Ditshego Media

Sustainability and Scale-Up

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

Yes, most of our clients have signed up for 12 months and we have managed to invest a considerable amount of money and reinvest it in other industries. We are seeing great returns on our investments.

Briefly describe your scalability and business growth strategy.

We have recently opened offices in Kenya and we are planning to continue to increase our market share in South African as well as other African countries. In the next 3 years we are also going to offer advertising services which will compliment the Public Relations services we currently offer and allow us to be a fully integrated marketing agency.

Business Achievements & Vision

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

We have been listed in Forbes Magazine's top 30 African Entrepreneurs under 30 for 2014 We tripped our revenue from the 2013/2014 financial year to 2014/2015 We participated in the 2014 Global Entrepreneurship Summit speaking alongside US Vice President Joe Biden

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

Our vision is to provide World-Class public relations services which are tailor-made to meet each customer's unique requirements. To attract and nurture the best talent and provide a friendly yet competitive working environment which encourages creativity/innovation and facilitates career growth.

Impact

Corporate Social Responsibility

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

Education - Because it is key to the development of a globally competitive nation.

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

We run Read a book SA which is the biggest online book club in Africa with over 32,200 followers on Twitter and 12,000 books which have been reviewed by our followers. We chose to promote reading for leisure because research has shown that it is the single most important indicator of a teenager's future success. We have eReader libraries across the countries which are libraries on round tables with reading material uploaded on Kindles. This was sponsored by Vodacom. We have also organised the World Book Day celebration and National Book Week forum twice.

Outline the outcomes and impact generated from your CSI program.

Over 12,000 books have been recommended by our followers on Twitter and we have grown to become the biggest online book club in Africa.

Innovation

Innovation Culture

Is your business based on an innovation?

Yes, we are also focussed on getting the basics right.

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

The innovation is services orientated.

Briefly Describe your innovation

It is in the manner which we integrate marketing communications in the organisations we work with. We connect the dots for our customers and make them realise that they actually have more influence over the reputations of their organisations than they think. Which is why a client like Umalusi with minimal resources has been able to attract 3500 likes on their Facebook and Twitter pages combined in less than three months. And now they have an audience to communicate their messages with. This is due to our strategy which helped them grow beyond their expectations.

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

Because it is a new way of doing something which is already in existence.

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

We own the Trademark for IntellectualSwag which means it\'s cool to be intelligent. We plan to release it as a clothing label.

