



JSkyfall Business Plan

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1 Executive Summary

JSkyfall is a technology lair based at East London. This facility harbours high quality and cutting edge technology that is for educational purposes to high school children. This facility play a pivotal role in preparing children for tertiary education by exposing them to nationally recognised curriculum and technology which enhances their thinking and provides them with skills, mentally enriching and fulfilling experience. Moreover, excellent services are offered and sanctuary where the children will not only learn and develop their minds, but they will also receive tremendous amount of care and safety...

1.1 Mission Statement

The finest moments of our lives are the juvenile stage where time is spent developing and teaching in the process of becoming an adult. Often this stage tends to be taken for granted, where in this phase a mind is more open to learning. This facility will contribute to developing a child's mind with specific programmes specifically for this purpose.

The idea of a technology lair not only is innovative, but it's a totally different approach to teaching the youngsters about the current technology. Our goal is to support the children and take heed of their desires and dreams without belittling them. Henceforth the children are afforded a cognitively based program that encourages the children to develop at their own pace. JSkyfall is committed to the families we serve, providing support and encouragement to the children with us.

1.2 The Market

The technology exposure to youngster is not a significantly competitive market, as it is rather small. There are in fact many operating raining centres for youngsters but none that focus solely in technology advancement of the young minds.

1.3 The Customers

The children who are being offered training and exposure to the technology and information that this facility has are the primary customers. The facilities are open for the intake of 50-70 children in full time, and 30-50 in part time. However due to the number of high school children in need of the

knowledge of the technology industry, regardless if they want to work or specialise in it in the future, JSkyfall has a projected number of increase of customer to 500 in 2 years of operation.

1.4 The Management Team

JSkyfall is managed and controlled by three founders Sifiso Shane Mfeya, Nande Mayipase and Luyolo Makalima. Sifiso Shane Mfeya is the Managing Director and also the principal of the centre; he has extensive work in the technology industry and is very knowledgeable.

Nande Mayipase is currently a finance manager for the centre with necessary experience in financial management. She is responsible for the revenues, and expenditures of the centre including paying salaries and balancing the books.

Lastly Luyolo Makalima is the procurement manager and community involvement leader, she works well with people and she has experience in supply chain management. She will obtain materials and resources for the facility as a whole including groceries, materials and equipment.

2 Introduction

2.1 Abridged History of the Area

East London is a city in the province of Eastern Cape. The city lies on the Indian Ocean coast, largely between the Buffalo River and the Nahoon River, and hosts the country's only river port. It has a population of over 267,000. East London is the second largest industrial centre in the province. The motor industry is the dominant employer. A major Daimler plant is located next to the harbour, manufacturing Mercedes-Benz and other vehicles for the local market, as well as exporting to the United States and Brazil. Other industries include clothing, textiles, pharmaceuticals and food processing.

3 General Company Description

JSkyfall is a centre of technology founded by three members. The relationship between these members was formed when they were colleagues in an entrepreneurial hub. These three members' possess the necessary skills to help develop young minds, and give the young people skill that will benefit them for the future. Additionally having essential training

and skills in the entrepreneurial field, where they are also equipped with business management skill and business administration skills, these three founders have the necessary competence in starting, running and managing a company.

4 Product or Services

JSkyfall offers a high quality tertiary preparation in technology field as well as grand exposure to the latest technology for high school children. This centre operates regularly between the hours 15:00pm to 17:00pm during the week and from 09:00am to 12:00pm on weekends. However an exception for public holidays is made.

JSkyfalls' rationale is to provide only the best training and valuable information to the minds of the young. It offers an environment where every child is encouraged to dream as big as they can. Also children here are provided an opportunity to prepare for their future with regards to their basic social, listening, independence and technical skills and prepare children for future related interaction. Upon completion of high school, and passing in the JSkyfall program, children receive a certification and a graduation is conducted on their behalf.

4.1 Service Description

The following is the categories of services offered:

- **Full time**

The full time kind of service refers to children who are registered to attend from Monday- Friday between 15:00pm-17:00pm.

- **Part time**

The part time service refers to the children who are registered to attend JSkyfall on the weekends from 09:00am-12:00pm

5 Market Analysis Summary

Upon JSkyfall's conception, the idea was to focus on the parents and children that needed a good exposure to facilities and a centre that will give them hope with regards to the education they are receiving and to advance their skills at an early age. JSkyfall aims to

develop into a market leader in its five kilometre range, as 30 to 50 families have shown a great amount of interest in the centre.

Information South Africa comments on the fact that the registration of NPO in South Africa remains a priority, in 2011 a total of 18393 applications were received by Department of Social Development and processed and 10309 met the registration criteria and requirements. Registered NPO have increased to 65635 representing an increase of more than 14% since 2009. This increase proves the major role played by the NPO in developing and promoting social development. Presently there are no centres that focus solely on technology development for children, which is an issue as the world is slowly becoming technology based, in all aspects.

5.1 Target Market

The targeted group for JSkyfall is children in high school. Word of mouth is spread throughout the operation of the organisation, referrals is the main advertisement system which is employed by the centre. Direct contact with parents whose children are in the centre and door to door advertising is employed by the centre, where the team will do enrolment drive in five kilometre radius to retain and recruit new children and parents. The parents who have approved the centre will credit the organisation for character advanced training, and this reputation is used for attracting new market share and also retaining the market share the centre has.

5.2 Market Growth

According to the Statistics South African data and the Buffalo Municipality data, the population growth in East London is approximately 7%. However, the specified area experiences significant growth in employment patterns of about 11.5% per population growth. This means that families will continue to use the centre services and also will continue to move to the areas near East London to be closer to the industries creating employment opportunities. Thus, potential customers are the new families migrating from far places such as Mdantsane, King William's town to East London in search for

employment. It is envisaged that after 2025 the market will stabilise and the growth will be normal since during this year, children are in need of technology advancement training.

6 Problem Statement

The Eastern Cape has been consistently obtaining the lowest pass rate in matric for the past 5 years. A number of factors contribute to such disheartening figures. These factors include poor infrastructure, where schools do not have enough classrooms for all the learners. Another factor is limited resources, where these children have to share a textbook.

These constraints have led to a situation that is rather difficult to navigate and manage. It has led children to think they will not advance and that the things in the world are only for them to see in dreams, as they seem to be farfetched dream. This not only impacts these children lives in high school, and corners them to obtaining poor matric results; this also goes beyond into varsity for those who manage to pass their matric.

6.1 Objectives

- To enhance a young mind way of thinking
- To dare ridiculously farfetched possibilities.
- To be the best in order to produce the best
- To always be current in the latest tech, always
- To maximize each and every child's potential

7 Strategy

JSkyfall focuses on one are that is exposing young minds to cutting edge technology. The belief is that with a strict focus on high school children the outcome and the difference will be. The organisation offers safe and secured services and environment which is surrounded by stakeholders whose influence is beneficial for the centre including, churches, schools, police stations, fire stations and health care facilities

7.1 Value Plan

JSkyfall's value and importance is because we regard high quality learning as of great importance, world class and cutting edge technology. This strategy is above any other competing organisation with our centre. JSkyfall offers high quality training and exposure to internationally recognized technology of the latest and most cutting edge.

7.2 Competitive Edge

There are a few if any of the educational centres which offer a safe and secured environment which is fit for developmental of social and technical skills of children. We offer competitive educational programmes that are nationally recognised and are within the standard of Department of Social Development and Department of Education. Our facility has safety measures and the staffs also practice these safety measures which are approved by the Department of Health. This centre is a programme that is alternative to traditional and customary programmes offered by other centres.

7.3 Marketing Strategy

Currently we depend on referrals and reputation for advertisement with our area of expertise, but also we hang flyers in distant areas which are not accessible to our location. Commitment has resulted in the rapid increase in recognition. Children who come to visit the facility are satisfied so as their parents and the word of mouth goes to other parents. Or the team also do door to door enrolment to retain and attract new members to join our family.

7.3.1 Pricing Strategy

JSkyfall offers prices and fees below the market related fees charged, this pricing strategy is beneficial for all income groups and it exposes children to high quality programmes and a safe environment for the development of their learning and technical skills. The quality of services offered by JSkyfall is higher than the prices charged; this means that our centre keeps its reputation and mandate to serve the struggling and poor community.

7.3.2 Promotion Strategy

As stated before, the organisation relies on referrals by parents, community exposure and reputation of its founders. The organisation will conduct door to door enrolment drive to spread information about the centre. The centre also uses flyers to attract and retain new customer, the competitive message is “Young minds sharpened by tech”. Also the centre hosts a few competitions where children get a glimpse of what they’ll be in for if they decide to join the family.

8 Web Plan Summary

The centre is planning to have its own website where it can update its information, do online filling system, order the resources on the internet, and prepare purchases and payments online including payment of salaries and wages. This website will display the technology lair, the high end technology that is used, programmes and calendar. It will also show the information about management, instructors, the children as students and this strategy is not to use the advanced technology system and be supported by all browsers but to it is there to market JSkyfall and also involve the community.

8.1 Website Marketing Strategy

In the starting page of the website of JSkyfall, there will be the vision and mission of the centre; it will showcase the quality of the facility, educational background and learning programmes made, the service offered.

8.2 Development Requirements

The centre will outsource the development of this centre and it will therefore look for university graduates and freelancers who are experienced in developing the websites. This will give even the university students who have never had an encounter with the technology we will be using to also gain a remarkable experience while working for us.

9 Management Summary

The centre is management and owned by its three founders and a silent partner, they all conduct administrative work of the organisation, and the organisation has a principal and managing director, who is liable for day to day running of the organisation, three other

members conduct administrative work such as finance, human resource and recruitment, catering and educating. The centre has recruited 2 educators from outside who have experience, to develop and teach the children. The founders and the silent partner are mostly involved in management of the centre.

9.1 Organisational Structure

AUDCC is managed and depends on the founders and parents assistance.

9.2 Management Team

The management team of the organisation is as follows:

- The Managing Director is also the principal and Sifiso Shane Mfeya.
- The Finance Manager is Nande Mayipase; she is also part time trainer.
- Human Resource Manager is Natasha Mahlathi who also assists in the programme.
- Luyolo Makalima is a Community involvement leader, Procurement Manager.

10 Financial Plan Summary

JSkyfall started the organisation with money raised by the founders from their own incomes; this money includes sponsorship received from various companies. The cash raised was approximately R5050 with R2550 of this cash coming from private donors, who have contributed significantly for the start-up of JSkyfall.

The money however was not enough, hence the founders have to raise money the alternative way. They acquired a loan of R5000 from private individuals and this loan contributed in the building of the facility, transport costs and payment of the staff that will be hired to assist in cooking, cleaning and taking care of the centre as well as the facilities.

10.1 Break even Analysis

Upon recognition that the centre will need a great deal amount of money to ensure it operates efficiently in its course duration the founders had to identify alternative ways of obtaining financing. This was when the founders realized that the expenses the centre will have to incur in order to start operating matches the total revenue it received. This was the break-even analysis point for the organisation; it was then that the organisation started to realize profits after series of losses incurred.

11 Monitoring and Evaluation

The site will be monitored through site visits, supervision, staff meetings and parents meetings, monthly reports, statics and community engagements. Evaluation will be done by relevant stakeholders including Department of Social development, Department of Health and Department of Education. Management will also evaluate themselves; upon receiving state subsidy. Monitoring criteria will be the use of state money on the relevant and prescribed resources on the business plan and evaluation criteria will be conducted by evaluating the financial statement of the organisation.

12 Conclusion

The programme tries to instil positive socio-cultural aspects in the children and their parents; this is conducted through the daily programme presented that trains children about the environmental protection and its importance, spiritual awareness, family values and interpersonal skills. And also a mentally enhancing environment for the children is provided by the centre where young minds are sharpened for a better tomorrow, affording the children a great hope for a brighter future.

The human resources used in the facility are developed to sustain and improve the continuing training at accredited training any volunteer that want to join in helping at the centre. Self-development of staff is conducted through, interpersonal skills workshops, domestic violence workshops, first aid and management trainings and budgeting training, parenting skills training in domestic violence and training of committee members in management and budgeting.

Special conditions exist where commitment to the frame of cooperation is kept by the new legislation and policy development. Contractual agreement will be signed between the Organisation and the binding company or department.

This programme came about as an identified need from the community, the need high school children from previously disadvantaged communities to have access to safe, creative and highly technical environment in order to assist their development and grow in a positive manner is still an ongoing need.

We trust our Revised Business Plan will be positively evaluated for funding: