

Business proposal

ABANTU SOCIAL UPLIFTMENT “OUT OF THE BOX”

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(Craft Consultant)

13 December 2006 Abantu Social Upliftment, trading as OUT OF THE BOX Section 21 Reg. No. 2000 – 00 – 27 – 71 – 08 P O Box 630, Melville, 2109, South Africa. E-mail: nina@outofthebox.org.za. kirsten@outofthebox.org.za.

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It is the vision of “Out of the Box” to build a Skills School and Centre in Gauteng to teach skills, art and craft, to create small businesses, create jobs and market the qualified and skilled people with their new found skills, art and craft. The School and Centre will be a major tourist attraction to visitors from all over the world.

The skills with which students will be equipped, will qualify them to produce services or works of art and craft to sell to the domestic, tourist and international market. Skills being taught will include beadwork, wirework, woodwork, leatherwork, glass, ceramics, sewing, paper-making, jewellery design and making, candle making, soap making, basket weaving, painting, basic literacy and life skills.

It is common knowledge that South Africa has a huge number of disabled, unemployed, unskilled, and uneducated people who are unable to earn a living or sustain themselves or their families. Statistics show that there are 4.6 million unemployed people in our county. The majority of them are desperate to learn and to improve their lives. Fortunately, skills, art and craft can be taught to all people as no special talent or level of education is needed. Anyone who is motivated, willing and enthusiastic enough can learn to master a valuable skill at the Out of the Box Skills School and Centre and all the courses are designed to ease the learning process for disabled people. The same courses will be used to teach prisoners in the rehabilitation facility various skills and crafts.

“Out of the Box” has a loving approach and believes in inspiring individuals to believe in themselves and realise the infinite possibilities they can create in their lives. The Out of the Box Skills School and Centre will not only be a place of learning but a place of fun, laughter, creativity and team work.

We are in the process of finalising proposals for funding and are hoping to get a favourable response from the Government and corporate companies as well as overseas sponsors.

Our website will be up and running shortly and incredible artworks and various crafts will be for sale to people from all over the world – check it out - www.outofthebox.org.za.

At the moment we have groups of people within the communities and rural areas throughout the country, who were previously unemployed and are now trained crafters creating incredible works of art.

We create amazing corporate gifts and work closely with our clients designing their dream gifts, trophies and awards.

Each product is handmade with love, care and soul and offers opportunities, which will touch someone’s life and make a difference – something we believe we all strive to do!!!

Please see our business proposal below...



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EXECUTIVE SUMMARY

- Abantu Social Upliftment (ASU) was founded in 2000
- ASU is a registered Section 21 Company (2000-00-27-71-08)
- “Out of the Box” is a division of ASU geared towards skills development and job creation
- The business shows a sustainability model based on the development and structures used within the largest and most successful multi national corporations
- “Out of the Box” is not a charity, it is a non-profit organisation that sustains itself by applying business models which are self supporting over time

PROFILE

Nina Venjakob

- Nina returned to South Africa in 1987 with an entrepreneurial flair and a desire to make a difference in the economically suppressed environment that she found
- Nina discovered an extensive home industry within SA that had no business or distribution skills, through her initiative various sales channels were identified and developed
- Through the funding and development of skills the need for a formalised structure was identified and hence the need for the “Out of the Box” concept

Kirsten Ruhnke

- Kirsten realised after a brief foray into the formalised corporate space in South Africa that her passion lay within the development and upliftment of the underprivileged
- Her sojourn into foreign employment markets, including investment banking, further imbedded the realisation that her future lay in South Africa and in the development of the previously disadvantaged Abantu Social Development, and specifically the “Out of the Box” project is the vehicle that she believes can deliver this life passion

WHAT IS “OUT OF THE BOX”



“OUT OF THE BOX”

- “Out of the Box” is a division of the registered Section 21 Company Abantu Social Upliftment
- The conceptual outcomes of the division are as follows:
 - The growth of a diversified and sustainable chain of training centres within the greater Gauteng region
 - To create an environment within which previously disadvantaged individuals could receive access to skills which would create a self-sufficient income stream
 - Training with regards to the managing and running of the new entrepreneurial businesses that would be generated through the centres
 - The provision of a network of sales and marketing opportunities through the private and more specifically public sectors within the South African marketplace
- The skills to be taught include, but are not limited to, the following:
 - Beadwork
 - Wire and Tin work
 - Pottery
 - Sewing
 - Woodwork and Carving
 - Jewellery design and manufacturing
 - Steelwork and Welding
 - Silkscreening
 - Basic business skills and business management (budgeting, banking)
 - Life skills

VISION

An Employed South Africa

MISSION STATEMENT

Be the preferred supplier of skills,

Destroy the perception that solving social issues requires “Superhuman” effort

Self-sustainability of the talent that obviously exists in our informal space

Re-allocation of resources directed towards development instead of a “vanilla” marketing approach

WHAT DOES THIS LOGO MEAN TO YOU?



MARKET CREATION

Although it has become apparent over the last decade that there is extremely high demand for personalised and locally manufactured goods within the corporate gift space, these goods are often unavailable or even imported due to the low production capacity and quality issues within our own market

“Out of the Box” seeks to address this by being an effective buffer to the market inefficiencies in the following ways:

- Access to a trained and willing production line
- Provision of a skilled management team to direct and supervise production
- Implementation of project management structures
- Sourcing and bulk acquisition of necessary materials
- Making available production facilities when required

The fact remains that no monies need to be “found” for a project such as this. It is merely the redirecting of current marketing funds into a space where the very people we profess to be socially responsible for will reap the most reward

2007 GOALS

- To fit out, furnish and fund the Pavilion “Out of the Box” Resource Centre in Germiston, Gauteng
- The site has been secured and is partially subsidised by Eskom.

- Alterations have been planned and sponsorship is required
- To provide the first 100 candidates with the necessary training and development skills
- Candidates have been identified and the first development classes are planned to start in Q1 2007
- Additional candidates will be sourced through other Section 21 and Non Governmental Organisations. It is planned to include those with physical and mental disabilities as a special development project in Q2 2007
- Life skills and business training courses have been donated
- To secure the necessary orders to ensure the sustainability of the candidates
- Pricing of requested goods and the development of specific deliverables are ongoing
- Examples of goods produced are readily available on street corners and in flea markets, capturing creativity in a catalogue is not possible

We encourage future partners to investigate the market and see which products speak to their own identities. Skills training is possible on any product – conceptual or otherwise...

BUSINESS NEEDS

“Out of the Box” offers three levels of participation within the project

- Dream Team Partner
 - Full naming, branding and media rights
 - Full sponsorship of the Pavilion running costs over a 36 month period (negotiable)
- Project Partner
 - Project ownership within the business space
 - Partial naming and media rights to said project
 - Requires a partial sponsorship of a said project for a period of no less than 12 months
- Development Partner
- There are many companies who preach the social responsibility line, here is one that makes a tangible impact on poverty alleviation by ensuring the employment of all involved in the manufacture of the product of their choice.
- Requires a minimum order of 90 days production on a product

DEVELOPMENT PARTNER

Products must be ordered in 30, 60 or 90 day production times – preferably on one product, but can be split up if the size justifies it. Net calculations are determined by a minimum income per individual of R3000 per month (based on minimum wage plus 20%) and a team of 6 members.

DREAM TEAM PARTER

CAPEX/ PROJECT PAYMENT SUMMARY						
FUND: New		COST CODE:				
SITE NAME: Pavillion Germiston		Sqm: 150		ADDRESS: c/o Refinery and Power Road		
Building work						
Item payment for	Contractor Name	Budgeted for	Invoice Nr	Amount	VAT	Amount payable
Making good existing premises	Simunye / Mashaba	R 25,000.00		R 25,000.00	R 3,500.00	R 28,500.00
Building plans drawings	Three way	R 2,500.00		R 2,500.00	R 350.00	R 2,850.00
Professional fees	Not applicable	R 0.00		R 0.00	R 0.00	R 0.00
Travelling & accomodation	Not applicable	R 0.00		R 0.00	R 0.00	R 0.00
Material	Simunye / Mashaba	R 150,000.00		R 150,000.00	R 21,000.00	R 171,000.00
Subsistence & travel	Not applicable	R 0.00		R 0.00	R 0.00	R 0.00
Furniture	Geo Cloud	R 42,000.00		R 42,000.00	R 5,880.00	R 47,880.00
Chairs and benches	Geo Cloud	R 26,950.00		R 26,950.00	R 3,773.00	R 30,723.00
Signage	Claude Neon	R 10,000.00		R 10,000.00	R 1,400.00	R 11,400.00
Security system	Chubb	R 7,000.00		R 7,000.00	R 980.00	R 7,980.00
Carpets	Sulimans Carpets	R 15,000.00		R 15,000.00	R 2,100.00	R 17,100.00
	Sub- Total's	R 278,450.00		R 278,450.00	R 38,983.00	R 317,433.00
IT Equipment						
Cabling & power poles	Di Data	R 8,000.00		R 8,000.00	R 1,120.00	R 9,120.00
PABX	Hymax	R 12,000.00		R 12,000.00	R 1,680.00	R 13,680.00
PC's	Mecer	R 12,000.00		R 12,000.00	R 1,680.00	R 13,680.00
	Sub- Total's	R 32,000.00		R 32,000.00	R 4,480.00	R 36,480.00
TOTAL:		R 310,450.00		R 310,450.00	R 43,463.00	R 353,913.00

PROJECT PARTNER

CAPEX/ PROJECT PAYMENT SUMMARY						
FUND: New		COST CODE:				
SITE NAME: Pavillion Germiston		Sqm: 150		ADDRESS: c/o Refinery and Power Road		
Building work						
Item payment for	Contractor Name	Budgeted for	Invoice Nr	Amount	VAT	Amount payable
Making good existing premises	Simunye / Mashaba	R 5,000.00		R 5,000.00	R 700.00	R 5,700.00
Building plans drawings	Three way	R 500.00		R 500.00	R 70.00	R 570.00
Professional fees	Not applicable	R 0.00		R 0.00	R 0.00	R 0.00
Travelling & accomodation	Not applicable	R 0.00		R 0.00	R 0.00	R 0.00
Material	Simunye / Mashaba	R 30,000.00		R 30,000.00	R 4,200.00	R 34,200.00
Subsistence & travel	Not applicable	R 0.00		R 0.00	R 0.00	R 0.00
Furniture	Geo Cloud	R 8,400.00		R 8,400.00	R 1,176.00	R 9,576.00
Chairs and benches	Geo Cloud	R 5,390.00		R 5,390.00	R 754.60	R 6,144.60
Signage	Claude Neon	R 2,000.00		R 2,000.00	R 280.00	R 2,280.00
Security system	Chubb	R 1,400.00		R 1,400.00	R 196.00	R 1,596.00
Carpets	Sulimans Carpets	R 3,000.00		R 3,000.00	R 420.00	R 3,420.00
	Sub- Total's	R 55,690.00		R 55,690.00	R 7,796.60	R 63,486.60

Cont. of table:

IT Equipment						
Cabling & power poles	Di Data	R 1,600.00		R 1,600.00	R 224.00	R 1,824.00
PABX	Hymax	R 2,400.00		R 2,400.00	R 336.00	R 2,736.00
PC's	Mecer	R 2,400.00		R 2,400.00	R 336.00	R 2,736.00
	Sub- Total's	R 6,400.00		R 6,400.00	R 896.00	R 7,296.00
TOTAL:		R 62,090.00		R 62,090.00	R 8,692.60	R 70,782.60

Growth project 1.

Project Length	Team members	Earnings Each	Profit %	Rand Value
30 days	6	3000	30%	100000
60 days	6	3000	30%	200000
90 days	6	3000	30%	300000

Growth project 2.

Project Length	Team members	Earnings Each	Profit %	Rand Value
30 days	10	3000	30%	100000
60 days	10	3000	30%	200000
90 days	10	3000	30%	300000

OUTCOMES

- The growth of a diversified and sustainable chain of training centres within the greater Gauteng region.
- The creation of an environment within which previously disadvantaged individuals have received access to skills which have created a self-sufficient income stream.
- Training with regards to the managing and running of the new entrepreneurial businesses that have been generated through the centres.
- The provision of a network of sales and marketing opportunities through the private and more specifically public sectors within the South African marketplace