



Profile

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Khethiwe Marketing Consultancy
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KHETHIWE
MARKETING CONSULTANCY
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Business Profile

A. Contact Details

Name

Khethiwe Marketing Consultancy

Registration number

2003 / 089205 / 23

Registration date

2003-10-17

Income Tax Number

9236248168

VAT Registration

4040 23 0098

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PO Box 62271 Marshalltown 2107	PO Box 1638 East London 5200

Ownership and Age Percentage Ownership

Managing Member	Ownership	Race	Gender
Khethiwe Kubheka	100%	Black	Female



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B. Product or Service Description

Khethiwe Marketing Consultancy is a provider of integrative business strategies, and other business services focusing on the South African Corporate and, Government and the SMMEs sector. The company's strength lies in the provision of high quality, comprehensive and integrative strategies.

Services Offered

Strategies

- Integrative Business Strategy Plans
- Marketing Strategy and Plans
- Business Profile
- Marketing Research

Business Analysis

- Analysis of business plans
- Report writing
- Market Analysis

Planning Documentation

- Business Plans
- Marketing Plans
- Financial Plans
- Financial Forecasts
- Business Administration Plan
- Tender Proposals

Mentoring

- Basic Business Principles
- Business Strategy
- Marketing Strategy
- Sales



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C. Organisational Background

Khethiwe Marketing Consultancy is a dynamic and integrative marketing and business consultancy that offers one-stop shop business and marketing strategies to corporate and enterprising small and medium scale businesses. The business was born out of the realisation that business within South Africa need cost effective and integrative business strategies to remain effective in the increasingly competitive and dynamic business landscape. Fast paced economic growth opens up competition in the form of foreign as well as local businesses. New businesses within the economy also need effective strategies to survive.

Whilst the South African business landscape is conducive to the information of small and medium scale business, most of these businesses are unable to survive due to lack of lack of holistic, integrative and affordable business support structures. Khethiwe Marketing Consultancy intends to bridge these structural gaps.

Khethiwe Marketing has offices in Johannesburg and East London. Its services are focused towards two broad areas which are: **Business Strategies** and **Business Analysis**. Khethiwe Marketing has been involved in consultancy work for a number of public organisations including the following:

- Independent Communication Authority of South Africa (ICASA);
- The Department of Trade and Industries (DTI);
- Small Enterprise Development Agency (SEDA);
- Tourism Enterprise Programme (TEP) and
- 20 Priority Townships Programme (20PTP).
- Gauteng Enterprise Propeller (GEP)
- National Youth Development Agency (NYDA)

Vision

Khethiwe Marketing Consultancy's is to establish a viable and successful business empire that will revolutionalise the strategy and SME services sector, by tailor making appropriate integrative business strategies. The business intends to grow itself by being at the center of SME business services innovation and playing a tangential and penetrative role in the corporate business world through quality, cost effective and integrative service delivery.



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Mission

The mission of Khethiwe Marketing Consultancy is:-

- To develop and strengthen a position of leadership and authority in the business strategy community by delivering superior business and marketing strategies primarily to the SME industry
- To meet the needs and expectations of our clients
- To deliver services through fair pricing, timeous performance and quality workmanship by skilled consultants
- To provide meaningful, sustainable and gainful employment for individuals, and thereby contribute positively to the communities, and ultimately to the social and economic development creation
- To provide a positive return to shareholders, and stakeholders who have a vested interest in business

The organisation is committed to the highest standard of service skill, quality and customer care.

Major achievements to date

Khethiwe Marketing Consultancy is an accredited Service Provider and has ongoing contracts with:-

- National Youth Development Agency
- Gauteng Enterprise Propeller

Our biggest client to date is the *Independent Communication Authority of South Africa* where assisted the authority:-

- with the *Financial and Business Plan analysis for the Application of the Secondary Market Commercial Sound Broadcasting Licensing Process.*
- with the *Economic and Financial Analysis of the Applications for the Commercial Cable and Subscription Broadcasting Services.*
- conduct a *Comprehensive Market Analysis study on Ownership and Control of Individual Broadcasting and Electronic Communications Services companies listed on the Johannesburg Stock Exchange.*

Geographic parameters for our operations

Khethiwe Marketing Consultancy operates in *Gauteng* and the *Eastern Cape*.



D. Management Structure And Staffing

Khethiwe Kubheka is an entrepreneur who owns a group of businesses under Khethiwe Group PTY (Ltd) - Khethiwe Marketing Consultancy, Khethiwe Design House and Khethiwe Financial Services. She is also the Founder and Co-Director of Khethiwe Foundation.

Prior to starting her own businesses she worked as a Marketing Manager for Kaya FM and served as a member of the Executive Committee.

An entrepreneur, Khethiwe has over fifteen (15) years of working experience and is passionate about business development.

Current employees include:-

Name	Race	Citizenship	Gender
Khethiwe Kubheka	Black	South African	Female
Vuyo Hlathi	Black	South African	Female
Samu Manana	Black	South African	Female
Fiso Dlamini	Black	South African	Male
Molefi Rampai	Black	South African	Male
Raymond Shokane	Black	South African	Male
Matshepo Kubheka	Black	South African	Female
Bongani Skosana	Black	South African	Male
Luyolo Tshemese	Black	South African	Male
Akhona Mehlomakulu	Black	South African	Female



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E. Conclusion

Khethiwe Marketing Consultancy offers:-

- professionalism
- the resources of highly skilled and knowledgeable professionals
- attention to detail
- ability to deliver with accuracy even under pressure
- experience in similar projects with other government agencies
- reputation that is unparalleled within SMME space