

**BUSINESS
PROFILE**



**MAVORO
ENTERPRISE
(PTY) LTD**

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OUR COMPANY HISTORY

Mavoro Enterprise Pty (Ltd) trading as Royal Biltong Company is a 100% youth owned entity that is mainly a beef biltong producer and has been in operations since 2014. We produce, package, and distribute our own biltong. It all started by stocking from other suppliers and the demand grew because we were the only business selling in the township still that time.

We started selling at taxi ranks, local taverns, traffic lights and parks. We then created new markets at stadiums, music concerts and festivals and organizational gatherings. This was our industry break through as growth was seen in the business. We have a unique selling strategy of having uniformed sales people with their biltong carriers moving around the crowd. In this way people don't have to stand in a queue to buy their favorite snack. We simple go and convince people to buy other than the old way of putting the biltong in shelve and wait for people to buy. This direct selling system really works for us because we able to make good sales other than a shelved biltong.

Our sales people engage with a lot of different people and that makes to be highly visible. We have a trading permit with Stadium Management South Africa to sell at stadiums such as FNB Stadium, Orlando Stadium and Rand Stadium etc. We have done a lot of sporting events and concerts at these venues. We did big concerts like Global Citizen Concert, Justin Bierber SA Tour, Ed Sheeran SA Tour, Guns and Roses as well as other big sporting events such as Soweto derby, rugby tournaments and different cup finals.

We also managed to to create a good relationship with event's organizers and radio stations as well venues owners. We have done a number of big and medium festivals such as Back to the city Festival, Spring Fiesta, H20 Decade to decade, Rock Da Shades Social Festival to mention a few. We also did events outside Gauteng in Durban (Fact Durban Rocks Festival), Bloamfontein (Macufe). We did some of Casper Nyovest's Fill up the stadium concerts.

OUR GOALS AND OBJECTIVES

Short term

- Come up with new and effective business models to increase revenue and grow the business
- Get a bigger operational space to increase our production cycle
- Propose for a contract to promote OUTSURANCE brand in order to increase their sales
- Apply for a growth funding
- Employ more young people and empower them with good entrepreneurial skills
- Open exhibition stations at shopping malls
- Book at least 5 events in a month

Long-term

- Get big industrial production machinery in order to produce large amounts of biltong
- Develop new sub-products such as dry wors, bacon biltong, peanuts etc.
- Book more events around South Africa (Minimum of 10 events a month)
- We are looking to expand to franchising in order to be found across South Africa

OUR MISSION

- We aim to keep producing the best quality, original traditional South African dry meat product so that the next generations could still enjoy.

OUR VISION

- We want to be on the national foot-print of biltong supply.

OUR VALUES

- Our biltong is quality, healthy and high in proteins
- Our biltong is a simple non highly processed snack with preservative
- It could be consumed by young and old
- It could be also consumed at any time of the day whether in the morning or evening
- It is a ready to eat snack
- It is recommended to those who want to lose weight and gym goers
- Creating employment and bringing hope for youth in the township and promote entrepreneurial mindset

OUR GROWTH STRATEGY

We aim to book as many events as we can across the country and look to expand make more exhibitions at shopping malls around the township and around the province.

OUR PRODUCTS

Beef biltong is our main product. It comes in different flavors such as chili and non-chili sticks, sliced traditional and safari flavor. We have got different sizes of packaging and prices. Our packets come between 80 grams and 100 grams. Our prices also differ from event to event for example we charge between R30 and R40 per packet at soccer stadiums and at big concerts we charge between R40 and R65.

Our Sub-products

We look to have game biltong as it has a demand and could increase our revenue. As we grow we also aim to add dry wors as our product. One of objectives is to open exhibitions at shopping malls and will able to introduce ice cream, sweets and chocolates, natural spices and other snacks. We have also seen a gap in selling easy meals at booked musical events such as wors rolls, prego, potato fried chips, ribs and wings.

OUR COMPETITION

Biltong could be found everywhere which makes the industry more competitive. We have big guys in the industry such as J&M Biltong, Tekkis Biltong as well as small players like Butcheries and other small producers. People have seen that we have potential and they are now copying our selling model.

WHY CHOOSE US?

Royal Biltong Company is mostly exposed to a large number of people in traffic lights, Festivals and concerts, stadiums and local pubs and restaurants. We are more of moving billboards because we are able to reach out to many people whether young and old, rich and middle class. We have a team of more than 10 trained and energetic sales young people whom could easily promote the Outsurance brand especially in organized events, stadiums and at shopping malls. Our sales people as they move around the crowd with their designed biltong carriers they easily catch attention.

We are in line with the vision and mission of OUTSURANCE to make people to Chenchaideng. We have chosen to partner with Outsurance because it is South Africa's leading FSP especially in the motor vehicle insurance and other packages such as contents and building, life insurance, funerals plans, business, pet, motor warranty, cell phone, laptop, jewellery, camera, glasses and other portable items.

We will be in line with Outsurance's annualized goals of new business increase of between 25% and 35%. Assist in increasing the 2019 new business premiums of 27, 5% to 30%. We understand that the motor and property are the biggest products selling at this moment but optimistic that with our approach a lot could be achieved in other products like Outvest, business insurance, life and funeral insurances and a growth could be seen.

HOW ARE WE GOING TO BE VISIBLE?

Uniform branding

With fully branded uniforms with Outsurance logo would be highly visible in festivals, stadiums, concerts, pub and restaurants etc. Our uniform such as t-shirts, caps, jerseys, jackets etc would be fully branded. We will make sure that the uniform is printed from back to front. Reflecting branding would be much considered especially because we work at night at Festivals and concerts.

Shopping Malls

Our venture of doing exhibitions in shopping centres would be a great advantage for visibility. Shopping malls has a huge number of people doing their shopping every day. This could easily sell the Outsurance brand. We plan to design biltong exhibition stands that would attract people and would make us more visible.

Vehicle Branding

We travel a lot around the country selling at Festivals and stadiums. We currently using Toyota Quantum as we always travel as a team. Vehicle branding would be very important for visibility. Vehicle branding could include mini bus, bakkies and other private cars.

Franchising

There's a big gap for franchising because as we travelled around and we saw that we could create opportunities for other entrepreneurs across the country. This selling strategy hasn't been adopted by many, so we the only people doing that. There's a huge gap especially in big cities like for example in Durban in both Mosses Mabhida Stadium and Kings Park, in festivals like Durban July, Fact Durban Rocks, around the beach and their pub and restaurants in the townships. So we aim to have a franchise in each Metros and Municipalities across the country. This would give Outsurance more visibility.

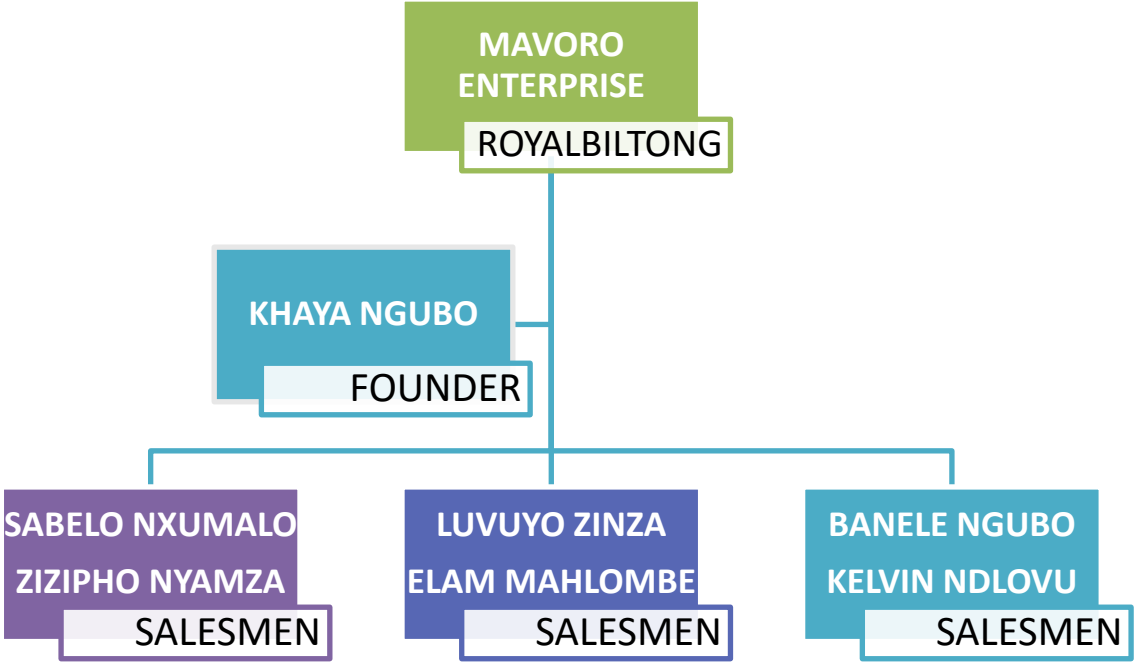
OUR QUALITY CONTROL

- We looking to have a liability insurance
- Our meat supplier is accredited by South African Meat Board
- We comply with the Department of Environmental Health
- We don't compromise on the quality of meat and ingredients we use
- There're certain measures in place to train our people before touching meat
- Health and safety is our priority

Management

The company is currently led by the founder and owner of Mavoro Enterprise Pty (Ltd) Khaya Ngubo. He's a very experienced individual having done an entrepreneurial development course at University of Johannesburg under the Raymond Ackerman Academy of Entrepreneurship. Under this academy he was selected as the Top Achiever Student and got a gift from Mr Raymond Ackerman the founder of Pick'n Pay. He has been in different business ventures including sales and marketing, logistics and franchising. He is quite an inspirational leader whom has inspired a lot of youth to be active in entrepreneurship.

ORGANISATIONAL CHART



THE EVENTS WE ATTENDED



Rock Da Shades Entertainment



OUR WORK



OUR TEAM



T-SHIRTS BRANDING



VEHICLE BRANDING



CASH FLOW STATEMENT PROJECTION FOR ONE MONTH

Projections for 8 sales people

	Week 1	Week 2	Week 3	Week 4
<u>Cost price</u>				
Meat	8 000	6000	6000	8000
Spices	500	350	350	500
Electricity	700	500	500	700
Other ingredients	150	100	100	150
Packaging	600	400	400	600
Total	9 950	7 350	7 350	9 950
Sales	28 000	19 600	19 600	28 000
Gross profit	18 050	12 250	12 250	18 050
Less expenses	9 775	5 845	5845	9 775
Cash purchases	400	300	300	400
Transport	1500	800	800	1500
Wages and salaries	5 600	3920	3920	5600
Phone and internet	200	200	200	200
Event booking fee	1500	100	100	2000
Rent	375	375	375	375
Other expenses	200	150	150	200
Net profit	8 275	6 405	6 405	8 275