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## ABOUT US

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**THAMA Business Solutions** was established in 2019 and is 100% black-owned. It is managed by an Account Director/Community Manager with an advertising background (Mr. Bongani Mbatha) and a former Human Resources practitioner/Learning and Development Coordinator (Miss Nonhlanhla Maphikela).

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### **THAMA Business Solutions offers the following range of services:**

- Promotional items - Corporate gifts and clothing (uniforms, golf shirts, T-shirts, jackets, Caps/hats, banners etc.)
- Event management and Promotions – We plan a function from the beginning to the end,
- i.e.; launches, exhibitions, gala dinner activations and stand building (shell scheme stands)
- Web Design and Development
- Creative – graphic design and copy writing
- Corporate Identity and Company Branding

**Our customers are companies who demand value for money in keeping with their fixed budgets. Our company's strength lies in the quality and depth of our service and staff. We Promote a high standard of good and Ethical business practices in our industry.**

### **WE BELIEVE THE KEYS TO SUCCESS ARE:**

- Knowledgeable, friendly staff that can empathize with our client's needs and circumstances.
- Service that meets or exceed the expectations of our clients.
- Services that are affordable, available and understandable.
- Quotations and endorsements delivered on time with minimal errors.
- We believe that a phone call is more than any direct mass marketer offers and that personal contact and service is the cornerstone of success.

## OUR VISION

We strive to be the preferred supplier of the customer's needs. Always be distinctively superior in delivering the solutions and products that clients want and need.

## COMPANY PROFILE

With the changes in the market today, we are investigating ways to put our name in front of the public and have set out several criteria for our marketing campaign that include;

**\* Emphasizing variation point than price:**

We believe that competition is healthy and we treat the competition with respect.

**\* Selling the company, not the product:**

The well-known business principle that one happy customer will tell five people about your good product or service but will tell ten people if your service is rotten, forms the basis to our after-sales service.

**\* Going the extra mile with a smile:**

Consulting clients extensively to gain an understanding of clients' objectives, personalities, culture, brand and budget.

## OUR SERVICES

**THAMA Business Solutions** is committed to providing professional sales and service for its customers. We provide professional services and endeavor to provide service that suits our clients needs and expectations.

In the event of a query, our clients should know that we are there to resolve the query speedily. We stress the importance of good communication between ourselves and our clients so clients can get the most value for their money.

We have found that clients prefer to deal with a person who is aware of their particular needs.

## MISSION

- Providing quality service with value pricing.
- Establishing a successful partnership with our clients that respect the interests and goals of each party.
- Establishing good working relationships with clients and plotting a mutual plan for success.

## STRATEGY & IMPLEMENTATION SUMMARY

- Emphasizing service and ongoing support by concentrating on building a long-term relationship with our clients.
- Building lasting relationships with clients because we have realized that clients do not want to shop around every year for a new supplier.
- Focusing on target markets and business clients that we identify.
- Continually evolving and ensuring the company's foothold and growth in the customer base.

## EVENTS

**THAMA Business Solutions** aims to excel in bringing brands to life through spectacular events. We strive to ensure that each event is a sensational success, whether staged in a convention center or on a stretch of sand.

We believe that events are extremely effective tools to leverage brand values and demonstrate consumer benefits by creating an environment that is both relevant to the target market and to the brand message. We maximize promotional opportunities and ensure at all times that the event is positively associated with the client.

Event management requires detailed research, careful strategic planning, and constant liaison. We are hoping to build a strong network of coordinators so we can be able to stage multiple events simultaneously on a national basis, as is often required with large social responsibility projects. We love a challenge and will create campaigns that will dazzle consumers' senses, touch their hearts and stimulate their minds. We are in the business of providing management and creative resources where we conceptualize ideas for clients.

We are confident in our ability to handle projects, assess the individual needs of our clients and deliver the highest quality of professional service. We aim to create innovative experiences that will induce results for our client's products. We aim to coordinate exceptional events by having an eye for detail, sporting unbelievable energy, and above all else, a great sense of humor!

## PRICING STRATEGY:

Clients are especially sensitive to value. We ensure that our price and service are perceived to be good value to our clients.

## OUR CLIENTS



## PROMOTIONS

The 21st-century consumer takes notice only of that which stands out and engages them face-to-face. Consumers want an experience that not only allows them to see the product but feel it.

As budgets get tighter, more brand managers and entrepreneurs are realizing that face-to-face promotions are giving them maximum marketing mileage and brand exposure. Some of the most effective of these include: in-store; sporting events; beaches and public places; schools and hotspots - we take the message directly to a captive target market in their favorite hot spots. We engage them directly with outrageous and attention-grabbing promotions designed to capture the imagination.

## CONCLUSION

**THAMA Business Solutions** is confident in its chosen area of expertise and can truly offer an outstanding level of service and creativity. Our goal is to be in a position to work on campaigns that carry a meaningful message to communities within South Africa. We believe that as South African business people, it is our responsibility to make a difference wherever we possibly can. It is in this regard that we look forward to being commissioned in the conceptualizing and implementing of marketing campaigns that tackle social responsibility. This initiative will form part of our contribution to job creation and the growth and development of our people.

**Events done:**

- Shell 5 BMW in 5 Weeks giveaway 2016 - 2018: event branding
- Shell BPC 2018 - 2019: Event branding & Stand design
- Shell BPC 2019: Event branding & Deli By Shell Stand building
- Shell Eco-Marathon: 2018 Event branding
- Shell Helix CUP



Events done: |







