

INFORMATION BROCHURE

Brain Jar Skills Development (Pty) Ltd



BRAIN-JAR

SKILLS DEVELOPMENT

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1. Company Details:

Company Registration Number: 2021 / 489895 / 07

Directors: Wynand Visser
Willem Jacobus Beneke

Address:	Admin Office	Training Venue
	35 Stanley Street	Hoërskool Die Wilgers
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2. Executive Summary:

Brain Jar Skills Development (Pty) Ltd operates as a Private Company registered in **March 2021**. The registration number is **2021 / 489895 / 07**. The Directors are Wynand Visser and Willem Jacobus Beneke.

We aim to provide high quality training that is cost effective and excellent quality service.

Formed primarily to provide Skills Development and Training interventions, our business plan is designed to provide management with a systematic and strategic approach to achieve these primary objectives.

We specialize in addressing the skills gap hereby maximizing growth of all its employees.

The company intends to provide structured and profiled training interventions to contracted clients by providing credit and non-credit bearing Skills Programmes and possible Learnerships in the future.

These interventions are based on improved skills and work performance relevant to business needs. It is strategically necessary for companies to invest in the education, training and skills development of its employees.

Training and skills development are core to the upliftment and growth of the individual as well as the organization as a whole.

Developing a learning culture empowers companies to achieve dramatically improved results. Training is key element in the business strategy of an organization dedicated to continuous learning.

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3. Mission, Vision and Value Statements:

We have clearly defined mission, vision and value statements to guide the actions of our company, outline our overall goal, provide a path, and guide decision-making. The mission, vision and value statements provide the framework or context within which our company's strategies are formulated.

➤ Our Mission

- Is to empower our unqualified teachers in the field with the skills and resources they deserve. Our program is set on building the foundation for our teachers to become highly skilled practitioners

➤ Our Vision

- Empowering our Teachers of today to teach our children of tomorrow

➤ Our Values

- We celebrate differences and we want to help with transformation.

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4. General Company Description

We intend to provide business learning interventions to employees in order to empower the individual and improve quality service delivery within a company.

The purpose of training is to ensure employees are adequately equipped to meet the requirements of their current positions, grow professionally and maximise growth of all its employees.

It is our company's intention is to develop a skilled, competent and confident workforce through training interventions that would equip and enhance the growth of the learner, their employer and society.

We aim to achieve this through:

- Nationally recognised and accredited learning programmes;
- Needs Analysis and Relevance to business needs and;
- Improved skills and work performance.

Company Goals and Objectives:

We want to increase the quality and skills of our teachers.

We are committed to becoming the leading Skills Development Provider of Business Learning Interventions by:

- Demonstrating Experience and expertise.
- Expressing commitment to quality and customer satisfaction at all times.
- Creating an increasing customer base.
- Endeavouring to achieve growth and profit in line with industry and company standards.
- Priding ourselves on delivering excellence training interventions.

Business Philosophy:

Skills Development is the changing face of Education and Training.

As a new democracy, SA is looking for better ways of educating their people, in the hope of creating a competitive economic global environment.

It is strategically necessary for companies to invest in the education, training and skills development of its employees.

All education, training and development interventions should be aligned to business needs and strategies, comply with relevant legislation and meet the highest possible quality standards.

By contributing to the development of a pool of skilled South African workers, companies are supporting the National Skills Development Strategy and the principles of the National Qualifications Framework (NQF).

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Company Strengths and core competencies:

We pride ourselves on delivering credit and non-credit bearing learning programmes:

- Credit bearing learning programmes are SAQA aligned and therefore contribute to the career development of each learner.
- We are committed to delivering high quality products at low costs and constantly improving training programmes.
- We are compliant with Skills Development legislation.
- We pride ourselves on building a long-lasting relationship with our clients.

Directors Profile:

Wynand Visser and Willem Jacobus Beneke bring a wealth of experience, skills and strengths into this company.

About Wynand Visser:

Wynand Visser is a self-starter who thrives on any challenge presented. He has strong morals, sets high standards for himself and thrives in a group or team context. Wynand is very outgoing and easily interacts with all, regardless of race or gender. His skill as a counsellor has given him an advantage in relations with clients and co-workers. He is in possession of a Sport Science diploma and a 3-year City Changes Program BTh Theology.

About Willem Jacobus Beneke:

Jaco believes that it is not only accomplishments, but also character and objective that makes a person successful. He sees Himself as a well-motivated and organized person who is focused and goal-orientated in his workmanship. Jaco can handle pressure, is ambitious and a dedicated person. Jaco is an outdoors person and likes spending some quality time watching, supporting or participating in sports and hunting. He is in possession of a Bachelor of Accounting Science.

Company Profile:

We are motivated to assist our children to achieve something with their lives and not get lost in the system because they are uninformed. We want RSA to be a country where we can raise the bar and raise the number of educated and successful youth.

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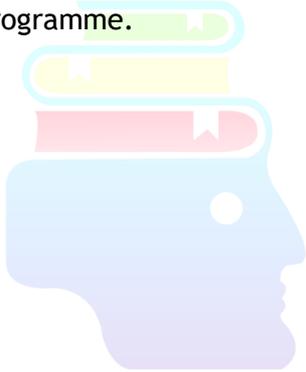
5. Products and Services:

Our company's products and services include the following:

- Training (Credit bearing) Learnerships, Skills Programmes
- Non - credit based training - according to the needs of the company
- Assessing
- Moderating
- Induction
- Mentoring
- Coaching
- Alignment with SAQA, NQF and Skills Development Legislation
- Annual reports with Recommendations

We will actively engage with industry to recognize the type of training required and will customize courses to meet those needs

Fee Structure will depend on number of candidates as well as duration of training programme.



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6. Marketing:

Success of any business depends on effective marketing of the product. This therefore begins with careful, systematic research.

Market research is important as to who are the market and industry players.

Our company conducts research by making use of trade journals, SETA and AQP websites and industry associations.

We also approach companies in industry on a one-to-one consultation basis.

The training programs and facilitators are of a high quality and experience. The training provided will enable learners to gain insight into various roles within a work context, and thus providing them with the skills and knowledge to add value to their job.

Important features of the training would include:

- Customised training interventions to meet the needs of clients.
- SAQA Aligned training material.
- Experienced subject matter experts in delivering the training material.

The benefits would include:

- For SAQA Aligned programmes the learner will receive a Certificate of Competence.
- For Non-credit bearing programmes the learners will receive a Certificate of Attendance
- Positive self-image of oneself.
- Improved skills and knowledge in the Workplace.
- Chance for promotion.
- Senior management positions.
- Improved skills make the learner more marketable.

After sales service to the clients would include:

- Support of learners throughout learning programme.
- Follow up of learners in assigned tasks.
- Supporting and assisting learners with shortfalls.
- Assisting with competency.

Customers:

We will be targeting SMME customers who have been paying their Skills Levy but have not derived any benefit there from.

The demographic factors for business customers would consist of the following:

- Location: Gauteng initially, but we plan to branch out nationwide
- Size of Firms: SMMEs, uneducated youth and teachers in practice

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Competition:

Our major competitors would include other accredited Skills Development Providers that would offer the same Qualifications/Skills Programmes:

Our products will compare with the competition in the following way:

- Have our reputation to go on in providing a quality service.
- Will therefore provide names of references.
- Our Directors are subject matter experts
- We customise our group work to the learner’s environment
- We ensure our training is interactive
- We will attend all capacity building information sessions presented by any accreditation industry expert in order to capacity build our knowledge to run and exit learners successfully from the system

Niche:

Our niche therefore would be to provide Accredited training interventions by utilizing experienced facilitators and assessors. Training needs will be customized to suit the needs of the clients.

Our company will portray a professional image and appearance when delivering these training interventions.

Strategy:

Our marketing strategy will be based on on-on-one consultation with clients.

Promotion:

Customers will be approached on a consultant basis. A power-point presentation will be conducted.

We would like customers to see us in a professional and positive light as an efficient and effective Skills Development Provider.

Pricing:

Pricing will depend on duration of learning programme conducted as well as number of learners that will be trained. It will also depend on whether learners are trained in-house or at our premises. Refreshments will have to also be taken into account.

Pricing is important as you do not want to price yourself out of the market. It therefore has to be market related to other providers within the industry.

Distribution Channels:

We will be selling our service through our own sales force as well as bidding on contracts.

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7. Operational Plan:

Our Company's Operational Plan begins with consultation with potential clients to determine needs analysis within the organization. The service delivery is guaranteed by us presenting our accreditation certificate / report to our clients.

Our target market is host sites in where we facilitate and train learners to fulfil their potential.

We strive to meet and exceed our training targets by producing a competency rate of over 80%.

Production:

Our training material will be sourced from reputable material developers and we will ensure we follow the Learning Development, Delivery and Evaluation Policy we have in place for this. There will also be inventory control over all stock within the company.

Location:

Training of clients can take place at our client's premises or our premises or at an outsourced conference venue. We will ensure that wherever the training is conducted that we complete the OHS Training Venue Checklist found in our QMS. This will be signed by the venue and our facilitator and attached to our Training Register for the day.

It has easy walk-in access and caters for people with disabilities as it is ground floor with easy wheelchair access. It has adequate parking and is close to shopping centres.

Costs incurred will be rent, water and lights, start-up expenses.

Business hours will be from **08h00 - 15h00, Monday to Friday.**

Legal Environment:

We will ensure that our admin and training centre will be OHS Compliant and display this Certificate in our reception area.

It has safety measures in place e.g. First Aid Kit, Fire Hydrants, Escape/Exit Doors.

Personnel:

Number of employees will be **2** at the onset and thereafter our company aims to expand and increase the number of employees.

Skills Development requires skilled labour in delivering learning interventions.

The right employees will be sourced through advertising and recruitment agencies.

The pay structure will work according to the persons experience and qualifications.

Tasks and job descriptions will be allocated to the employee so that productivity is adhered to within the company.

We will also utilize contract workers as and when required.

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Inventory:

An inventory will be kept of all supplies.

An average value of stock will be kept.

8. SWOT Analysis:

We have completed a SWOT analysis to assist management to better understand everything that could potentially impact the success of a new project. SWOT analysis presents external opportunities and threats which may help us position ourselves accordingly. This exercise provides a platform for proper business planning; hence the business's action plan is drawn considering the findings from the following SWOT analysis exercise:

➤ STRENGTHS

- *Highly motivated to make a difference in the education sector of RSA*
- *Team of passionate experts in our respective fields*

➤ WEAKNESSES

- *Fear of the unknown*
- *Basic resources*

➤ OPPORTUNITIES

- *We know the shortage of skills development especially for those that do not qualify to go to university after school. We want to assist these students*

➤ THREATS

- *We are not currently an established company and fear that we will not be able to help all our youth in the areas most needed.*