

Company Profile

Of

Case v (Pty) Ltd



Main company contact:

**Contact details: 19 odinburg gardens
Mabopane
0190
Contact no : 0767821713**

1. Business, Administrative & Contact Information

- a. Business name:** case v
- b. Business type:** company (Pty) Ltd
- c. Company registration number:** 2016/259808/07
- d. E-mail:** casevmedia@gmail.com
- e. Cell:** 0767821713
- f. Physical address:** 19 odinburg gardens
Mabopane
0190
- g. Banking details:**
 - Bank:** Nedbank
 - Branch:** Pretoria
 - Account number:** 1136799818
 - Branch code:** 16044500
 - Account manager:** Moremi Lethabo
 - Account managers contacts:** 0767821713

2. Introduction

a. What the company does

Case v is registered media based promotions and marketing entity. The company was founded July 2016 by CEO and found moremi lethabo the company is based in Pretoria and currently serves clients around Gauteng.

The company provides services for entertainment, production, services and social based companies. We also work with schools to host youth based functions on behalf of the schools. The company also provides design services for branding and Trademarking

3. Strategy

a. Vision statement

To be a leading fully integrated service provider of marketing & promotions solutions.

b. Mission statement

Spreading ideas

c. Values

Be adventurous, open minded and creative.

d. Business goals & objectives

Goal 1- provide quality service to our clients

Objective - 1.1 to assist them by providing promotional and sales service.

Objective – 1.2 to assist companies on how to effectively reach and dominate their target markets for their products and services.

Objective – 1.3 to assist in growing and developing small, up and coming businesses on how to evaluate changes and cope with their business environments, development and promotion of the products.

Goals 2 – to effectively use media mix as a major factor in promoting services and products.

Objective – 2.1 to recruit a group of industry experts, to assist in service delivery

Objective – 2.2 provide employment, training program for those who are interested in the fields of publishing and entertainment.

Objective – 2.3 creating a proper working environment, for the staff to operate effectively in the fields of expertise.

Objective – 2.4 compare the type of service delivery that takes place in and around our fields and competitors.

- e. **Business strategy**
Growth through vertical integration.
- f. **Economic intent**
Investment

4. **Business concept**

- a. **Business concept**
We offer specialized expertise for every aspect of promotions and marketing. Industry.
- b. **Products**
Headwear
- c. **Services**
Brand/service promotion
Photography
Design services
Branding
- d. **Business competitiveness**
We offer choice and flexibility to our clients.
- e. **Service pledge**
To provide sustainable relationships with our clients through quality and effective service delivery.
- f. **Business model**
The company uses a centralized business model,
In a centralized business information can be gathered more quickly and efficiently. It makes the company communication and decision making process much more effective.
- g. **Value chain**
We oversee the production creative process from beginning to the final stage where product/service is delivered to its customer/client.

5. Management & Ownership

a. Ownership Structure

The company has a total of 100 shares which are owned by founder and CEO Moremi lethabo.

The company is currently ran and directed by a single individual

b. BEE & BEEE

The current BEE & BEEE status is at level 1

6. Current customers & projects

customer	Projects	Contact details
Jester clothing	Product promotion	0846551795
Conner Royal Media	Brand development	0714428406
MWCB entertainment	Event promotion	0710280092
Juss fezz	Endorsement	0844454134

7. Completed projects

Customer	Completed project	Contact details
Jessica motaung	Photo shoot	0782877474
Jester clothing	Product shoot	0846551795
4ever young clothing	Product shoot	0818890072
Le,Kasi media solutions	Photo shoot	0712321056

8. Attachments and supporting Documentation (available on request)

- a. Copy of detailed curriculum vitae or resume of partners, owners & management.
- b. Copy of identity documents of directors and shareholders.
- c. Company/CC documents
- d. Tax clearance certificate from SARS. The P.A. Shop offers the service of applying for this for customers.
- e. Any other relevant substantiating documentation.

**Thank you for taking the time to go through this business profile.
If there are any questions or comments, please feel free to contact
US.**