

Business Profile

OF



Visual & Plasma Displays

Version	Date	Author / Updater	Description
V1.0	January 2007	Shana Kassiem (Maxxor Business Solutions)	Business profile for Visual Plasma and Displays compiled by Shana Kassiem with input from Casandra and Terry.

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Business Profile – Visual Plasma and Displays

1. Introduction

Visual Plasma and Displays is a 100% Women Owned retail / rental company specializing in exhibitions and rentals of various types of equipment, mainly Plasma Screens and other displays.

Even with the strongest of visions the partners were not financially able to fund the company and starting the company was no easy task. With financial assistance from family and friends, they were able to make their vision of starting Visual and Plasma Displays a reality.

The company has two main divisions namely a sales and rentals. It operates mainly in Retail Sector due to the Sales Division and has been in operation since February 2006.

2. Value Added Service

Visual Plasma and Displays provides sales of Tedalex, Pioneer & Toshiba audio visual equipment as well as the supply of all audio visual equipment to the conferencing, film, advertising and promotional industries as well as government, corporate companies and private individuals.

In terms of Rentals the company offers a broader spectrum of equipment through partner companies at no added cost. This means that clients are receiving specialized service direct without compromising on quality or asking inflated rates.

(Convenience in having to deal with one person is another value add the company provides).

The team at Visual and Plasma Displays aim to educate their clients' about their purchase and not be seen a volume driven company. When a client walks in, they can rest assured that the qualified sales staff will help them weigh up their options according to their specific needs.

The company is made up of people that have been with the industry since 2000. This allows them to have firsthand experience of most events happening in Western and Eastern Cape. The company itself has done jobs in Plettenberg Bay and George to name a few.

The owners and employers in their personal capacities have also done jobs for:

- the Cape Town International Jazz Festival
- 46664 Concert, Homemakers Fair Cape
- Decorex, J&B Met, Go See Film Expo
- Markex Cape Town, Sithengi Film Festival
- Cape Town International Fashion Week

The company has successfully completed the following contracts:

- Supply of all plasma screens for the Imbizo 2006, George and Plettenberg Bay

- Supply of plasma screens for the Youth Day Concert 2006
- Social Capital Traveling Exhibition 2006 for Department of Health
- Supply of AV equipment and décor for the African Air show 2006
- Supply of AV equipment for Auto Africa 2006

The company team members are proud to have the following advantages within the market place:

- Experience staff which have successfully completed large jobs under pressure.
- Fewer overheads which result in bigger savings for Visual Plasma customers.
- A huge network, which allows the company to offer clients the complete package directly from the specialists at no additional costs.
- Available staff 24/7 all year round.
- Personal commitment from all staff to personal service delivery (a definite competitive edge in the industry they are in).
- Price determined by the customers' specific needs.

3. Values and mission

“Our value is shown in our loyalty we portray towards our clients in fulfilling their needs and requirements. Our clients are the core of our business and keeping them happy at all times is what we strive for 100% of the time, thus one of our values being you also make a plan no matter what, there is no job to big or complicated to fulfill.”

“Our mission is to share our passion by providing the industry with quality equipment and to educate our clients by sharing our knowledge, advice and experience, thereby providing exceptional service and most of all to create a vision, and help turn shows into artistic expressions. “

To help relieve the unemployment rate in our country as well as giving hope to young females like ourselves by equipping them with the necessary life skills and tools to become successful individuals.

4. Structure of the company

Visual and Plasma Displays is a Close Corporation, founded in February 2006 and equally owned by Cassandra Valentine and Terry-Anne Dissel.

Cassandra Valentine fills the Sales & Marketing role as well as does many of the actual installations herself.

Terry-Anne Dissel is the Operations Manager as well as takes care of all debtor & creditor accounts.

5. The area of focus of the business

5.1. What are the Company's service(s) / product(s)?

SALES: Tedelex, Pioneer and Toshiba audio visual equipment i.e Plasma Screens, LCD Screens, DVD Players, DVD Recorders, Home Theatre Systems, Lifestyle Systems.

RENTALS: Plasma Screens, LCD Screens, Projectors, Laptops, DVD Players, DJ Equipment, PA Systems, Staging & Lighting and Multi Media Equipment

5.2. What quality does the company adhere to in the production of these products / services?

The one and only quality which a company such as ours can possess and be a great asset, is understanding the value of TIME and PATIENCE.

6. Systems and skills

6.1. What type of Management systems are in place in the business? (This section may not apply, so please feel free to omit).

6.2. How is technology used in the development of these systems?
(This section may not apply, so please feel free to omit).

6.3. What skills does the company possess with regards to its particular Industry?
Over the last 7 years our owners have learned the skill of personal service delivery as if it was a way of life. We've done so many installations, rolled out so many cables, spent so many days and endless nights completing jobs it's no wonder we've become specialist at what we do.

7. Employment Policy

7.1. What is the employment policy of the company?

As our company is 100% black female owned and operate we would like to stick to our policy of employing young vibrant black youth from disadvantaged backgrounds yet with a passion and the necessary skills required to survive within our industry.

8. Values and Philosophy

8.1. List the values that guide the company?

Our company is guided by a few simple words "SMALL IN SIZE YET BIG IN STATUE". You are who you choose to be and not where or how you were raised. We've been into townships to do gigs where others fear to enter, simply because we believe that everyone should be treated as you would like to be, and that we shouldn't judge a person by a place.

9. Social Responsibility

9.1. What is the Company's Social Responsibility policy?

As one of our owner's worked for Child Line, understanding peoples needs that are more complex than ours is something learnt and experience in a heartfelt manner. We have a responsibility towards our fellow youth, inspiring them, giving them hope, filling them with the kind of determination that gets us going.

9.2. What are you doing w.r.t Social Responsibility?

As our company is still in the start-up stages we have not been able to do half the things we would've liked by now. Our aim towards the future is devoting our time and a portion of our profits towards abused women and girls. As well as offering bursaries to well deserving girls with an outlook on life similar to our.

10. Authorised Dealers/Suppliers

We are an authorized Tedalex Trading supplier.

11. Affiliations

None at this moment.

12. Contact Info

Contact Method	
Physical Address	24 Client Centre Building Propnet Industrial Park Modderdam Road Bellville South
Postal Address	Same as above
Tel	+2721 940 2888
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