

**BUSINESS PLAN**

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* **Executive Summary.**

Ahisanang Sechaba is a non for profit community based organization, located in Katlehong, primarily focusing on building education awareness for young children.

The primary aim of the organization is to provide a platform on which youth can engage, learn and expound on the skills, whilst developing inter-personal skills that aim at molding future leaders equipped with self-drive and zeal, in effect deterring them from vices such as drugs and crime.

Within a period of six years of its existence, the organization has achieved a measurable amount of success by inculcating six divisions, each comprising a minimum of 24 children, gathered from within the community. This has created a spirit of teamwork and togetherness, particularly amongst the parents of these kids, as well as bonding the community through education.

* **Company Description.**

Ahisanang Sechaba was founded in June 2011 by Sonti Mofokeng and Rachel Motaung. They along with other non-working mothers, sought to help the working mothers by looking after their kids, after school. It was during that time Sonti saw a vision for these kids, a way to keep them busy after school and during school holidays.

This football was a means to educate in practical skills, to not only offer the kids a platform to enhance their skills, but to deter them from vices they would have otherwise turned to when idle, such as crime and drug abuse. Seeing that the kids quickly took to the sport with passion and finesse, Sonti decided to turn this into a non for profit organization. It is then that she gathered other mothers from within the community, through which the company was registered. It is these mothers who form the committee, guided by the Department of Social Development requirements.

1. **Services**

The organization primarily offers football training to youth within the community, from age 10-21. Not only do these youth get to receive free training in football, but they also compete in tournaments, and are grouped in leagues. There are local tournaments, Play-offs, Provincial and JOMO SONO tournaments.

Aid is also offered to youth who cannot afford to go to tertiary institutions, byenabling them to attend other workshops such as woodwork, cooking skills and sewing.

The organization also encourages after school education by encouraging the senior football players to tutor the younger ones in school work, particularly taking them to the local library and engaging in life discussions, in so doing producing all round students.

Life skills are also provided to these youth after football practice. This is done by bringing in external mentors and guest speakers over the weekends, we discuss issues with these youth on how to be better individuals, how to engage with others in society and to fight the stigma of drug abuse and crime

• Market Strategies.

1 The organization has previously marketed its services through local radio stations and newspapers.

2 The organization also has an active social media presence, by putting across its mission and vision through platforms like Instagram, Facebook, facilitated by its own website, www.ahisanangsechaba.com

3 Going forward, the organization hope to partner with sponsors, and promote these sponsors through putting their company logos on the football jerseys and banners.

4 Similarly, the organization will also feature these company logos on their website and social media pages.

**4.1 Sources of income.**

The primary source of income for the organization is derived from the pensions of the mothers in the committee. These are the core funders of the organization. Few local tuck shop owners also donate money, which goes to the transport costs and affiliation fees.

**4.2 Other sources of income.**

The organization was fortunate enough to receive funding, in form of grant for an HIV/AIDS awareness event, which was hosted in 2013, from the Gauteng Province Sport and Recreation Department. This funding lasted duration of three years coming to an end in 2015.

In January 2017, we received a granting aid from the National Lottery Commission, to buy soccer equipment, including soccer kits and football boots.

. **Operational Plan.**

The organization is located at 72 Hlahatsi Section, Katlehong, 1431. We use a live-in office, constituting basic furniture, one computer and one laptop

**. Management and Staff**

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| **NAME** | **JOB TITLE** | **JOB DESCRIPTION** |
| Sonti Mofokeng | Chairperson | Oversees day to day running of the organization.  Calls and chairs board meetings. |
| Emily Mashilwane | Deputy Chairperson | Assists the chairperson in day to day activities, and assumes the role of chairperson in chairperson’s absenture. |
| Refilwe | Secretary | Records all minutes during meetings.  Assists the administrator. |
| Mamokete Selepe | Deputy Secretary | Makes all correspondence to the people.  Makes sure that the coaches get all relevant information from the chairperson |
| Rachael Motaung | Treasurer | Oversees all finances of the organization |
| Mapule Mofokeng | Administrator | Handles all administrative work. |
| Mpho Mofokeng | Marketing Manager | Markets the organization. |
| Masopha M | Coach | Coaches the Under 10- Under 17 division. |
| Matloka Setate | Team Manager and Coach | Manages all the teams, and coaches the super league. |