

# **Fezekile Holdings (Pty) Ltd**

## **Introduction**

Fezekile Holdings (Pty) Ltd is a Pretoria-based company with regional offices in Mpumalanga and KwaZulu-Natal. It is an affirmable, 100% women- owned and managed company dealing in innovative South Africa manufactured eco-friendly products geared towards improved quality of life especially in previously marginalised communities.

## **Legal Status and Ownership of Fezekile**

Fezekile is incorporated under the companies Act, 1973 of the Republic of South Africa.

## **Vision**

Fezekile has a vision to be a significant player in the manufacturing, and distribution of environmentally friendly and development orientated bulk infrastructural products serving previously under-serviced areas in South Africa.

## **Mission**

Fezekile is driven by a sense of responsibility to contribute to the national agenda to eradicate all forms of poverty in South African society, by acquiring significant shares in progressive companies with innovative development products or services; by publicising them to all arms of government concerned with basic service delivery; by building competitive advantages in those sectors where we operate; by ensuring technological and managerial skills transfers to previously disadvantaged groups, by ensuring the provision of substantial job creation and employment opportunities in the application methods of these products and ultimately by building bridges of goodwill among all entrepreneurs in South Africans, regardless of sex colour or creed.

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## **Values and Objectives**

Fezekile subscribes to the following values:

Integrity and high ethical standards

Non-sexism, non-racism and non-discrimination against the physically challenged.

Effective and honest business practices

Profitability, economic growth and the spread of wealth

## **Previous Projects of Fezekile**

In the few years of its existence, Fezekile has registered a number of successes, chief amongst which are the following:

- Gauteng Department of Sports Recreation Arts and Culture (2000): Contract to perform Forensic Audit
- Eskom Foundation: Contract to undertake sanitation management for schools in Limpopo and Free State
- Total South Africa: Contract to undertake sanitation management for schools in KZN
- Networked and lobbied some of the most knowledgeable people and companies for consideration in the planned and future projects in the eco-friendly industry

## **Growth Strategy:**

Fezekile has progressively sought out, negotiated and works with companies in the manufacturing and service sectors that specialise in the production and distribution of identifiable social upliftment products that would facilitate socio-economic improvements in the previously disadvantaged communities. As a consequence of this philosophy, Fezekile pursues the following goals:

**Industry Breakthrough:** Fezekile has identified companies that understand, accept and encourage participation at both ownership and management levels and intends to

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acquire stakes in these companies. They are involved in the following:

- Rectification of sewerage problems through a bio-augmentation process.
- Low cost housing projects, kit housing for disaster relief, and building of water reservoirs in rural areas using pre-manufactured reinforced steel mesh panels that are light and compact
- Hard top road products and sealants for maintenance
- Training of local labour in the application of all these technologies.

### **Market Share:**

Using current policies and principles for the promotion of black and women entrepreneurship, Fezekile has set in motion an aggressive campaign to lobby both government and financial institutions to access contracts and funds respectively in order to expedite advantageous participation in the market.

### **Research and Development:**

Fezekile is always alert to new needs and new opportunities and therefore intends to be well invested in research and development and explore the possibilities for Add-ons to products and diversification

### **Finance:**

Fezekile is well positioned to take advantage of the currently available opportunities to access funding that will ensure capital growth and the realisation of attractive rates of return

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### **Career path:**

Fezekile's Directors' intend to be active participants in joint ventures and to this end, are set to acquire skills by attending formal sessions, by self training and by working in tandem with experienced entrepreneurs to acquire expert knowledge in the manufacturing industry.

### **Executive / Management Team**

Fezekile strongly believes in strategic alliances for purposes of accessing unique skills, capabilities and delivery sophistication. To this end, Fezekile nurtures national and/or international strategic partnerships, alliances and joint ventures that would add meaningful value to current and future business undertakings. However, the nucleus and the driving force behind Fezekile are:

#### **Managing Director: T R Moeti**

Rhoda is the founder and the MD of the company; she has over 15 years of financial services experience. She has a Diploma in Bank Credit Management, Capital Markets Certificate and Business Management Certificate, Professional Management Certificate. She has been an Administrator at Investec Bank for five years, an Area Administration Manager for Metropolitan Unit Trust for three years covering Mpumalanga, The Free State, North West, Gauteng, Limpopo and the Kingdom of Lesotho.

**Project experience:** Setting up IT and Telecommunications Consultancy which was awarded SABRE2 Tender by SATRA with an American Consultancy; setting first unit trust Management Company for Standard Bank in the Kingdom of Lesotho; and setting a unit trust marketing division for STANLIB in the Kingdom of Swaziland. In addition to her responsibilities to Fezekile, she deals with the management and administrative issues.

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**Nthato Craig** is Administrative Director. Craig brings to Fezekile a sound knowledge and experience acquired as administration manager at a New York based Marketing and Promotions Company.

### **Combined Skills and Competencies of Fezekile Directorship**

The combined skills and competencies possessed by the Directors of Fezekile Holdings include:

- Financial management skills
- Administrative and supervisory capacities
- Ability required to increase market penetration with regard to products
- Understanding of broader development and job creation imperatives
- Academic and practical understanding of rural and urban dichotomies and their impact on economic growth opportunities
- Overall Management Skills

### **Shareholding Structure**

Current shareholding structure:

Shareholder	Percentage holding
Blacks	100%

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## **Strategic Heartbeat of Fezekile**

### **To our Customers**

- We will establish and will be a leader in providing value to our customers by producing products and services efficiently and effectively.
- We will always ensure that our business remains viable and capable of constant growth
- We will always strive to satisfy the needs and requirements of our customers to the best of our ability.

### **To our Employees**

- We view employees and allies as constituting the most important asset to Fezekile, and hence their success will be the most critical factor in achieving our mission
- We will unreservedly adhere to the principle of the equal employment and personal development for all our employees.
- We undertake to maintain an environment that will motivate our employees to be productive, creative and loyal
- Guided by the quest for superior results, we will offer attractive compensation for good performance.

### **To our shareholders**

- Fezekile will maintain the highest ethical standards in conducting its business and will discharge its moral as well as legal responsibilities.
- We will always strive to undertake business opportunities only when they add value to our business and build upon our strengths.

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- Fezekile will always endeavor to achieve superior performance in return on Investment and growth in Earnings per share through effective business controls.
- We will endeavor to play a significant role in the relevant industries, development of positions on regulatory, legislative and environmental issues that are important to the achievement of our objectives.

### **To Society**

Fezekile undertakes to always recognize and execute its responsibility as a corporate citizen by becoming involved in those social issues and concerns where it can make a meaningful contribution. We also undertake to provide enabling environment and culture of voluntarism to the company's employees with regard to participation on community building projects