AMANDLA SIGNS

A Business with no Sign is a Sign of no Business

PHEZULU SIGNS CC
T/A
AMANDLA SIGNS
& MARKETING







BUSINESS
PROFILE

HISTORY OF THE BUSINESS

The business Amandla Signs has been trading since 2002. Phezulu Signs CC purchased the signage business in January 2006 and has grown from strength to strength.

BUSINESS CULTURE

MISSION STATEMENT

Market leader in Zululand of quality well priced manufactured signage, screen-printing works, engraving services and corporate promotional items and clothing.

MISSION POLICY

The business mission's operating policies are:

- Competitive pricing and manufactured options tailored to clients requirements
- Utilising quality input materials to ensure quality finish products
- Preventive maintenance of equipment to reduce down time
- Efficient job turn around times
- Ongoing client feedback to ensure customer satisfaction
- Training operators and advising clients of best options and market trends
- Embrace the ongoing upliftment of business skills
- Set quality control and manufacturing process standards to ensure best quality product produced at lowest cost

BROAD BASED BLACK ECONOMIC EMPOWERMENT

The business is an exempt micro enterprise with a level 1 contributor status and has 135% B-BBEE procurement recognition in terms of the DTI code of good practice.

By way of the business' ownership, management, compliance, HIV, training and development, community employment and upliftment policies it fully embraces the social benefits of B-BBEE.

MAIN PRODUCTS AND SERVICES

The business is focused primarily on signage manufacture, screen-printing and marketing of goods to client specifications.

The services the business offers are:

- Art work \ Graphic design
- Specialists in corporate and industrial signage
- Signage manufacture and installation
- Screen-printing and engraving
- Promotional and corporate gifts and clothing

SO WHY USE AMANDLA SIGNS?

We offer a wide range of services, we work with our client from conceptualising stages to production, delivery if applicable and installation of the final product. We have no doubt of ensuring you of our complete professionalism and reliability as well as cost effective signage. Our factory is the added advantage, which allows us to keep production costs to the client minimal.

We believe that our signage shop enables the client to get more value for their money.
Fewer middlemen are involved and therefore mistakes are less likely to happen. Why go to the middle man when you can deal direct?

COMPETITIVE ADVANTAGE

The business is established in the marketplace and is well known for high quality products, delivered to the clients specifications, it's motto is **"A Business with no Sign is a Sign of No Business".**

The premises are centrally situated with area to carry out large works.

The business also has a comprehensive mix of equipment and skills available to customers, taking the customers idea to a design through to the finished product installed on site or delivered.

Over the years the business has built up a vast library of designs and has an acute understanding of market requirements.

The operations team is aware of the need to get jobs completed the first time and that wastage is not an option.

Have established relations with suppliers and is able to negotiate favourable pricing and terms for large projects if need be.

BUSINESS TEAM

CEO - Anusha Naidoo - Member
Anusha Naidoo is the sole member of the corporation who is in the full time employ of the business. She has been the manager of the business from inception. She is responsible for liaising with clients, telephone and counter sales, quoting on jobs, administration, and operations.

OPERATIONS TEAM

Operations are carried out by a dedicated team with over sixty years experience.

The business is made up of a workforce covering the following operational areas

- Administration
- Procurement
- Graphic design and art work
- Manufacture of all types of signs (road traffic signs, lightboxes, vehicle signage, banners, stickers, full colour digital printing).

Phezulu signs cc t/a Amandla Signs & Marketing
P.O. Box 677 Richards Bay 3900 | 3 Brass Link, Unit 10 Macgra Park, Richards Bay
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Email: amandla@zulucom.net | Website: www.amandlasigns.co.za
CSD: MAAA0040031

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- All types of Signage (Road Traffic Signs, Lightboxes, Vehicle Signage, Banners, Stickers, Full Colour Digital Printing, etc)
- Heat Press
- Cap Press
- Screen Printing
- Pad Printing (On promotional items)
- Embroidery
- Business Cards and Flyers
- Hardware and Tools
- Office Stationery & Furniture
- Cleaning Material
- Supplier of Corporate Gifts & Safety Clothing & Equipment

REGISTRATION DETAILS

Company name	Phezulu Signs CC
Trading name	Amandla Signs & Marketing
Company registration	2004/000698/23
Income Tax registration	9006267174
Value Added Tax registration	4320223672
Employees Tax registration	7880757994
Compensation Commissioner registration	990000255228
Unemployment Insurance Fund registration	U880757994
CSD	**MAAA0040031**

BANK DETAILS

Bank	Standard Bank
Branch	Richards Bay
Branch Code	058030
Account number	062697331

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CONTACT DETAILS

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