

BUSINESS PROFILE



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*CONTACT NUMBER  
MR. SP HAMESE*

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## 1. BACKGROUND:

**Shuhams Outdoor** is an outdoor advertising company which manages commercial street poles advertisement in Limpopo. The company developed a street lights advertising model, which proposes that advertising media visibility should be improved with respect to its efficacy. The outdoor concept has put many towns and cities on the map, enhancing business retention and expansion as well as unlocking potential for new business opportunities.

The proposed advertising model reflects both local and international best practised pole advertisement standards, as a contribution towards improving Local Economic Development (LED) of towns and cities worldwide. The company is presently co-managing street pole advertisements for Polokwane Municipality in partnership with ADreach Group for the past 5 years to date, confirming its vast experience in managing similar contracts.

We are presently also managing the same contract on behalf of Thulamela Municipality.

Shuhams Outdoor is fully black empowered. The company is owned by two previously disadvantaged individuals namely, Messrs. S. P. Hamese and M.D Mogale.

Its physical address is :           24 Landdros Mare Street  
  Polokwane  
  0700



## **2. VISION**

Shuhams Outdoor aspires to be among the best advertising and Signage Company in Limpopo and indeed in the rest of Africa.

## **3. MISSION**

The mission of Shuhams Outdoor is to achieve its vision through among others, forming strategic partnerships with well-established advertising and signage companies countrywide.

## **4. CORE VALUES**

The core values and qualities inherent in the uniqueness of this company can be summed as:

- Cost efficiency
- Versatility
- Target specific
- Captive markets
- Optimum visibility



## **5. STRATEGIC OBJECTIVES**

The strategic objectives of Shuhams Outdoor are among others:

- To enhance local economic development imperatives
- To create jobs through advancing business retention and expansion
- To actively contribute in economic growth

## **6. SERVICE OFFERINGS**

- Outdoor advertisements
- Signage design and installation
- Advice on outdoor advertisements regulations and standards

## **7. SERVICE DELIVERY STRUCTURE**

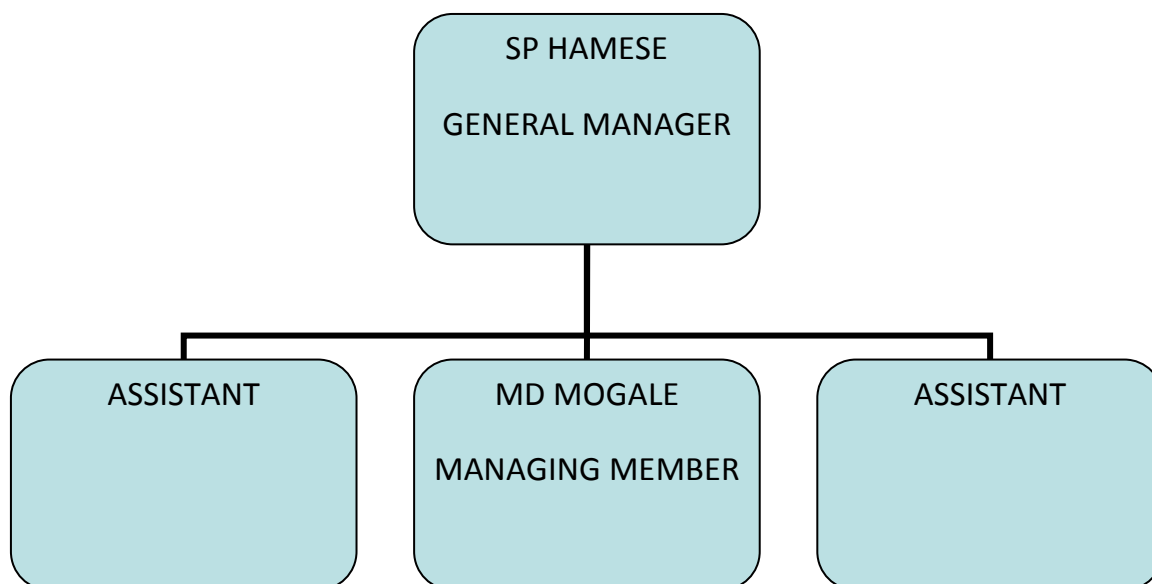
### **7.1. LEADERSHIP**

Mr. Pat Hamese, the General Manager will oversee the practical implementation of the business. Mr. Hamese is well vested with business management and project management and has more than 20 years' experience with the implementation of various projects and programmes.

Mr David Mogale is a self- motivated entrepreneur and academic who is managing diverse and unique companies successfully for over 25 years. He has indeed been in the center of the advertisement and overall marketing of more than nine, (9) companies that he oversees.



## 7.2. OPERATIONAL TEAM



Although the service delivery structure indicates three additional human resources, the business will from time to time engage the services of ad hoc assistants commensurate to business demand.



## **8. CLIENTS SERVICE CHARTER**

Shuhams Outdoor is a client-centric, yet learning organization that is committed to meet the aspirations and needs of the clients in an impeccable yet best affordable price and service level that matches the best practices.