

# **BUSINESS PROFILE**

## **ABVAHO PHANDA GROUP (PTY) LTD**



☎ 086 199 5062  
086 555 7644  
✉ [Imaemu@nrbc.co.za](mailto:Imaemu@nrbc.co.za)

🌐 [www.abvahophanda.co.za](http://www.abvahophanda.co.za)  
🏠 Office 5, Thabile House  
65 Van Riebeeck Avenue  
Edenvale, City of Ekurhuleni, 1609

2007/030864/07

**Embracing peoples' empowerment through training for  
Africa's Development**

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## **1. ABOUT US**

### **1.1. ESTABLISHMENT**

ABVAHO PHANDA GROUP was established by Lucelle Maemu in 2007 and later became a Financial Accountant. Lucelle Maemu has a rich history within skills development and has served in different senior management capacities. The company is a 100% Black Women Owned (BWO) entity.

### **1.2. BACKGROUND**

ABVAHO PHANDA GROUP possesses considerable number of years' experience in the facilitation, training and development of technical and non-technical services, where the organisation has carved a niche as one of the preferred industry leaders in South Africa. It is because of this legacy and record of accomplishment for excellence that Abvaho Phanda Group has the honour of being a driver of growth in the space of facilitation, training and development of technical and non-technical services environment.

ABVAHO PHANDA GROUP specialises in developing consistent and effective holistic good client services to the private sector, state-owned, parastatals and government department. We firmly believe that we are able to add significant value to our client's businesses at an operational, tactical and strategic enterprise level and contributes in the management hands on approach.

ABVAHO PHANDA GROUP products and offerings in the area of facilitation, training and development are developed in a collaborative manner with established accredited entities which leads to us simultaneously acquiring the capacity to independently acquire the status of an accredited training and skills provider.

### **1.3. MISSION**

- Create a culture of consistent service delivery, innovative thinking resulting in fully accountable, collaborative, motivated and commercially driven employees
- Ensure consistently exceptional client experiences and create sustainable mutually beneficial relationships – balancing value with cost
- Provider of consistent service excellence driven by innovation
- Grow our facilitation, training and development of technical and non-technical services revenue stream by actively marketing our technical skills, competence and capability.

### **1.4. CORE VALUES**

We subscribe to the following Core Values

- Customer-Centricity
- Team Work
- Innovation
- Transparency
- RITCH (Respect, Integrity, Trust, Commitment, Honesty)

## **2. BUSINESS OBJECTIVES**

Central to the objectives of ABVAHO PHANDA GROUP seeks to improve the labour and personnel skills development to support government's goal for urban and rural development, through the

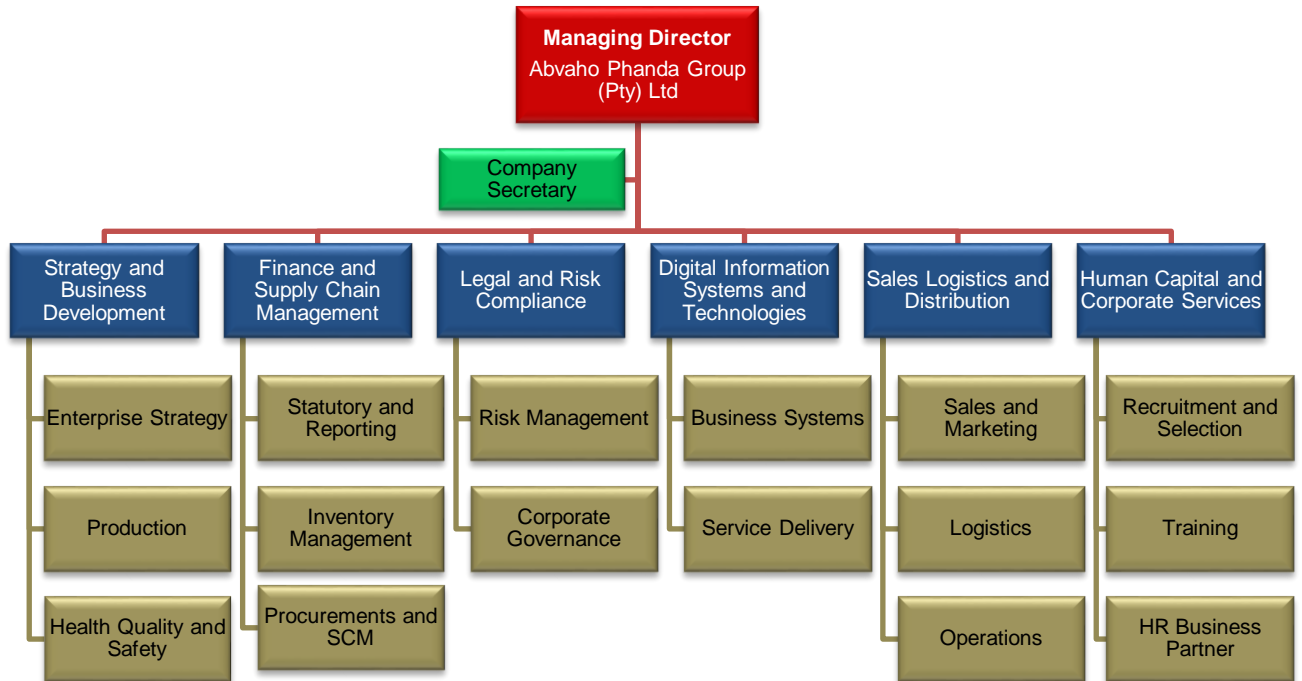
- Provision of an integrated learning and training system that will deliver a skills revolution required in this country
- Bridging the severe lack of skills which renders the economy constrained
- Drawing lessons from the Skills Development Strategy and ensure improved access to quality training programmes
- Building strong partnership between stakeholders and social partners
- Promoting skills development system which responds to the needs of the labour market and social equity
- Facilitating and creating innovative platforms for the labour workforce to participate in our economy

### 3. ENTERPRISE DEVELOPMENT AND SUSTAINABILITY

ABVAHO PHANDA GROUP footprint span to local and international borders, whilst it operates in all South African landscape and recently, the company in collaboration with PH Marketing expands beyond our borders to invest in sustainable opportunities and building strategic partnerships with foreign stakeholders. Our competitive advantage in delivering quality deliverables to our clients, expand our footprints to the African continent, and beyond by the following:

- **Enterprise Development** It is through combination of our strategic partnerships business partners, ABVAHO PHANDA GROUP ensures that we provide the facilitation, training and development of technical and non-technical programmes and deliver solutions of tomorrow using proven training methods and tools, utilizing combined experience and skills virtually to all sectors.
- **Sustainability** We try to improve their facilitation, training and development of technical and non-technical programmes products by offering sustainable job related skills and experience to all the people that are being training to ensure that they are market ready once they have completed our programmes.
- **Market Expectation** We share prospects of their view in the future on the facilitation, training and development of technical and non-technical programmes by delivering to the various private and public sector institutions solutions through innovation that are full-proof.
- **Black Empowerment Management** of the company adheres to a strict policy of BBBEE practices targeted from recruitment, training of previously disadvantaged individuals with the objective to redress the imbalances caused by past discrimination. Management believes that existing talent, coupled with training and development programs enable us to achieve and maintain high standards throughout the transformation process.

#### 4. ABVAHO PHANDA GROUP ORGANISATIONAL STRUCTURE



#### 5. ACCREDITATION AND MEMBERSHIP

Our home SETA is Agri SETA with the following Qualifications: **Farming, Plant Production, Horticulture, Poultry Production and Processing and Animal Farming**. We further extended our extension of scope on the following SETA 's:

##### ETDP SETA: ACCREDITATION NO – ETDPS011297

Qualification ID	Level	Credits	Title
50333	05	240	OEDTDP
50334	05	120	OEDTDP

**SERVICES SETA : ACCREDITATION NO- 12852**

Qualification ID	Level	Credits	Title
50080	04	136	Project Management
49129	04	140	Management and Administration
57937	01	120	Hygiene and Cleaning
59201	05	162	Generic Management
66249	04	149	New Venture Creation

**CATHSSETA: ACCREDITATION NO- Your Reference: 613/P/000050/2019**

Qualification ID	Level	Credits	Title
14113	04	144	Food and Beverage Services
60309	05	166	Sport Management

We are further awaiting extension of scope on a number of qualifications that we have submitted to be approved by the applicable body, this however, will not hinder the level of service excellence that is required in order to meet requirements of UIF.

Our view is that UIF is quite broad in terms of their needs, therefore, to mitigate that, we have extended our scope to include other partners that can be able to compliment what we already have in our disposal. Through partnership with other relevant service providers, our training programmes are aligned with SAQA and are accredited with the relevant SETA's Quality Assurance departments as stated below.

- QCTO
- SABPP
- TETA
- LG SETA
- P SETA
- EW SETA
- FP&M SETA
- ETDPA SETA
- SAS SETA
- CETA
- HW SETA

## **6. SCOPE OF INDUSTRY-FOCUSED TRAINING**

Our training programs are designed to meet national skills standards and promote professionalism in the various trades.

### **6.1. Training Portfolio**

Our portfolio of training consists of:

- Training Certificates 1-Year Program
- Skills programmes                      2 Weeks to 6 Months
- Short courses                              1 Day to 2 Weeks
- E-Learning courses                      Run as a Blended Program or Short Course



## TYPES OF BUSINESS



TRAINING AND MANAGEMENT DEVELOPEMT



PROJECT & PROGRAMME MANAGEMENT



BUSINESS CONSULTING SERVICES

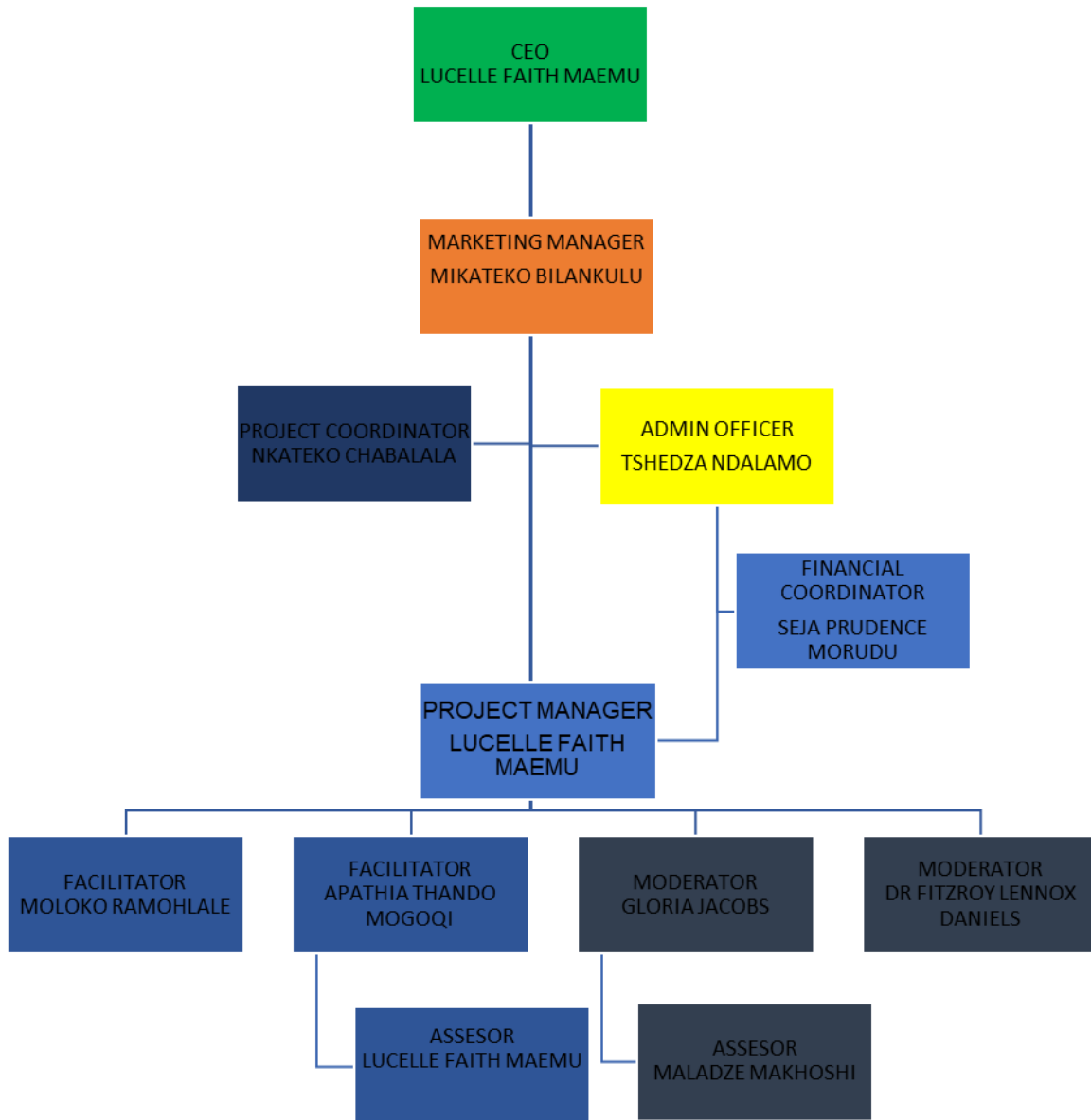


# Cone Of Learning



After 2 weeks we tend to remember		Nature of Involvement
90% of what we say and do	Doing the Real Thing	Active
	Simulating the Real Experience	
	Doing a Dramatic Presentation	
70% of what we say	Giving a Talk	
	Participating in a Discussion	
50% of what we hear and see	Seeing it Done on Location	Passive
	Watching a Demonstration	
	Looking at an Exhibit Watching a Demonstration	
	Watching a Movie	
30% of what we see	Looking at Pictures	
20% of what we hear	Hearing Words	
10% of what we read	Reading	

## Our Organogram



Director: L Maemu

## ACCREDITATION

### BROAD BASED BLACK ECONOMIC EMPOWERMENT (BBBEE)



Abvaho Phanda Group (Pty) Ltd is a proudly **BBBEE Level 01 Black Woman Owned (BWO) company**. Broad Based Black Economic Empowerment (BBBEE) is the cornerstone of the South African Government's efforts to educate and train the large sector of the population that was disadvantaged under apartheid rule. It aims to accelerate the participation of black people in the economy by encouraging change in the following key areas of business: ownership, management and control, employment equity, skills development, preferential procurement, enterprise development and socio-economic development. When implemented correctly, BBBEE supports job creation, global competitiveness and economic growth. It also has the potential to reduce the burden on entrepreneurs and help to create a more skilled workforce.

#### Company Registration and Compliance

<b>CIPC</b>	2007/030864/07
<b>SARS</b>	9545/952/15/3
<b>COIDA</b>	9900001226189
<b>CSD</b>	MAAA0826466
<b>UIF</b>	2548957/2

## OUR CLIENTS



**GAUTENG PROVINCE**  
TREASURY  
REPUBLIC OF SOUTH AFRICA



**health**

Department:  
Health  
REPUBLIC OF SOUTH AFRICA



**the doj & cd**

Department:  
Justice and Constitutional Development  
REPUBLIC OF SOUTH AFRICA



**RAND WEST CITY  
LOCAL MUNICIPALITY**

## **PHYSICAL BUSINESS CONTACTS**

### **Ms. Lucelle Maemu - Managing Director**

Tel                +27(0) 86 199 5062  
Mobile          +27 (0) 79 877 6388/ 068 1979 125  
Fax                +27(0) 86 555 7644  
E-mail          [лмаemu@abvahophanda.co.za](mailto:лмаemu@abvahophanda.co.za)

### **Head Office - Business Address:**

Shop No 5, Thabile House  
65 Van Riebeeck Avenue  
Edenvale  
City of Ekurhuleni, 1609  
Email: [info@abvahophanda.co.za](mailto:info@abvahophanda.co.za)

### **Satellite Office - Limpopo Province Business Address:**

Office B2  
Managa Complex  
Mphephu Road  
Thohoyandou, 0950  
Limpopo Province  
Email: [info@abvahophanda.co.za](mailto:info@abvahophanda.co.za)

### **Satellite Office - Eastern Cape Province Business Address:**

23 Latimer Street  
Berea  
East London,  
Eastern Cape Province