

SMBA Mobile Administration Systems (Pty) Ltd.
Branding Department
Business Proposal (BP)
For:
Taxi Rear Window

Contra vision Transit Advertisement ©™
CCBA-Group: POLOKWANE



Business slogan: “Using technology for our taxi business growth”
TLANYATLANYA

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- 1. INTRODUCTION:** The following question of, Solicit (requested) or Un-solicit Business Proposal was raised at the forefront of our minds.

Our BP was never requested by Coca Cola but if **the gap** has been identified in **our vicinity**. Should be left unattended or attended to?

✚ What is **the gap** identified here:

- 2. Executive Summary [Our Company]:** We're having a huge number of taxis throughout the province (Limpopo) in our (SMBA Mobile Administration System (Pty) Ltd.) database which travels everywhere every day.

✚ In our **vicinity [Our Vision]:**

- 3. Company Background:** We are working together with taxi bodies; taxi operators and queue marshals, through our **EXPENSES TRACKING SYSTEM (Ets.)©** That is helping Taxi Operators with Taxi Bookkeeping System (TBS) for Income Tax Returns.

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3.1. Our Target Market: Irrespective of any form of media like radios; television; internet; social media and newspapers, versus:

Where taxis *manoeuvre*, we're proudly saying taxis are also seen; used and experienced by everybody whom has the devices for media above and those whom doesn't have access of, including the homeless people. Interestingly taxi's (advertising space) is now **our new official innovation** or new media if we would like them to be, too. Like other countries in the world, as such that business space nowadays is treated special and formal. At *SMBA Mobile Administration Systems (Pty) Ltd*, we'll never look back on such an **innovation** from South Africa, that's the way we're intending to play this game with other complying; qualifying corporate/entities ever existed including cross border ©

4. Your Needs: Therefore, if an advertisement is **well designed** at the taxi rear window (Transit Advertisement) it stands the chance to serve the purpose.

 Why we're saying **well designed**:

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4.1. Quality (QMS – ISO 9001:2015)quality assurance department lingua

We mean something we're not intending to compromise in order for all of us, WE; YOU (Coca Cola); and OUR VEHICLE to

Stand' amongst others (competitors), though **certain boundaries** we've created just for **QUALITY!**

4.1.1. We can't compromise the **QAULITY** we know in this case.

✚ What are **certain boundaries** for **quality**?

5. Coca Cola needs to maintain its quality standards always. So, that has been taken care of in ***our Three (3) company Principles*** below:

- (i) Through applying some requirement for taking part (**e.g. QMS Certification or process**);
- (ii) Through using a common way or design for all qualifying clients; in a form of six (6) [™] elements: ***style; *font; *watermark; *colours; *borders; & *number of characters(60)** and

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- (iii) **Our Uniform Secret Design System** (Patent Design;
Copyright©; & Trade Mark ™)
T's and C's apply.

6. Assumption:

The main assumption of Coca-Cola Beverages Africa are based on four (4) aspects as researched, they're (social responsibility, compliance with customer demands, cooperation with customers, excellence in cost management)

The principles are discussed in details below:

6.1. Social responsibility Public trust

The relationship with customers, employees, public organisations and business partners are based on trust, which can only be gained through responsible and sustainable business practices.

6.2. Meeting consumer needs Offering the right product for the right occasions

For Coca-Cola Beverages Africa, alignment is defined by anticipating expectations, offering the right product in the right packaging and the right

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Channels for the right occasion, like our (www.smba.co.za) *Transit Advertising innovation*

6.3. Collaboration with customers

Delivering products and services that meet customer expectations, also with our *Transit Advertising*

Employees must keep customer needs and satisfaction at the forefront of their minds.

Striving to exceed customer expectations in service quality and being the best supplier and partner

Today, Cola have a strong global position in all category clusters in non-alcoholic ready-to-drink (NARTD) beverages. Of which we appreciate as SMBA in a partnership proposal with Coca-Cola Beverages Africa in our new innovation programme and project.

6.4. Excellence in cost management

Excellence in cost management

Concentration on efficiency

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Optimisation of production and logistics bases, operating costs and cash handling, that's other major business principles we're looking forward to excel partnering with Coca-Cola Beverages Africa in this *beautiful loading project program-Transit Advertisement*.

What does Coca-Cola Beverages Africa believe in?

Our vision is to craft the brands and choice of drinks that people love, to refresh them in body & spirit and done in ways that create a more sustainable business and better shared future that makes a difference in people's lives, communities and our planet. We truly support; and

Appreciate as SMBA Mobile Administration Systems (Pty) Ltd and requesting the company (Coca-Cola Beverages Africa) to support us.

7. The opportunity

SMBA Mobile Administration Systems (Pty) Ltd with its project employed/hired plus minus twenty (20) contractual commissions based employees soon to be turned into permanent employees with a basic salary and new other staff employees under payroll system, if this BP becomes a success.

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8. Objectives ©®

Our objective is to see Coca-Cola Beverages Africa reaching its revenues higher through our marketing initiative and innovation in the marketing sphere and we too, wining in creating income for taxi operators by using their vehicles advertisement (Quality Contra vision design) space in a formal way. ©®

9. Why Choose Coca-Cola Beverages Africa

Coca-Cola Beverages Africa has proven itself globally that it has an obligation to support whatever opportunity that may have a positive, effective to both sides and efficiently like its CSR; the growth of upcoming SMME's; and the society at large to improve the economy of the country; GDP and closing the gap of unemployment.

10. Competitive Advantage

Our competitors are available, but their challenge it's our advantage since they're branding informally and not complying with

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Out of Home Media South Africa (OHMSA); with THE TAXI STRUCTURES and etc., then lastly they're also not *quality driven* like US.

Our **QUALITY DRIVEN** model, we're branding only for selected customers, those that have the relevant quality certification according to the client's related regulations of its quality board (e.g. ISO9001:2015 Quality Management System; ISO14001:2015 Environmental Management System; ISO45001:2018 *Occupational Health and Safety*; ISO22000:2018 Food Safety Management Systems; ISO27001:2013; Information Security Management System; ISO20000-1:2018 Information Technology Service Management system Standards and etc.)

11. Conclusion

Rear window CONTRA VISION branding is very beautiful and worth its value, also every taxi operator loves it compare to branding the whole body because it damages the quality of the vehicle original painting.

We've prove, from the horse's mouth!