Company Partners®
REGISTER.EMPOWER.GROW

DECEMBER ISSUE 2022

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MIND YOUR BUSINESS

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A LETTER FROM OUR MANAGING DIRECTOR TO YOU

That's it - 2022 done and dusted, and it probably could not have come any sooner! Now it's time to gather our thoughts and reflect on all the ups and downs during this rollercoaster ride disguised as a calendar year. While closing in on the end of this ride, we embrace the impact of the challenges, and are thankful for growth made possible by you entrusting Company Partners with your valued business. Although it was a scary ride at times, the journey is not over, and we strive to improve continuously.

During 2022, we started our rebranding - focussing on assisting SA entrepreneurs to become registered, empowered, and grow into sustainable businesses. Our Coaching Department evolved from Start-up Success to One-on-One Coaching with a strong practical approach.

We improved our Free Consultation and client experience for entrepreneurs to assess their business compliance needs, which gives you access to over 120 quick and easy compliance solutions by partnering up with new suppliers and opportunities, as with Solar Partners.

As our client's businesses grow to new heights, we offer access to business training and ongoing support to ensure your businesses remain compliant with CIPC, SARS, COID, Customs, CIDB and other compliance regulating bodies.
Company Partners was started by Entrepreneurs for Entrepreneurs. Our passion for entrepreneurs and understanding of the unique challenges entrepreneurs face, drives us to find innovative solutions to help any entrepreneur start and grow their own business towards their unique vison.

During 2023; our IT Team and Kaizen Development will excel on staying customer focused. We are ready to assist at any phase of the entrepreneurial journey to automate and streamline the process to enable you, the business owner, to focus on what you do best - running your business! Development of our Exclusive Service range for custom requirements looking into Legal assistance, Career and recruiting functions and Marketing Opportunities are well on track and we are excited to launch soon - watch this space for more updates - this is going to be a game changer of note!

We look forward to positively influencing our clients with increased business education - building a strong foundation for the long term. Understanding their style and developing services to build towards our client's goals and dreams.

Our leaders are committed to serve and develop our teams to live with purpose and in grace move forward as a Company. Let's work towards shared opportunity and growth for 2023!

As for now, we hope that you are getting ready for a well-deserved seasonal break and enjoy this valuable time with family and friends. If there is one thing that we learned during this past year or 2 - it is that life is more unpredictable than ever. Quoting Jonathan Huie, for this time we can truly "Celebrate the ending (of 2022) — for it precedes a new beginning"

Ilana Steyn
Managing Director

THE IMPACT OUR COUNTRY'S (AND THE WORLD'S) ECONOMY HAD ON OUR MARKET

2022 was set to be the year where everything economy wise was set to improve.... After two years of global covid lockdowns, it seemed like everything was returning to normal. Curfews, restrictions and so on was starting to ease with the continued vaccinations progress.
This is going to be the year we start making progress.

Well...que Putin madness, rising fuel and living costs, slower global economic recovery and extended out of control loadshedding more locally.

All within a matter of 3 months. There goes our year of growth. At least that is how we at Company Partners experienced it.

The realities are that this has been a challenging year for everyone irrespective of industry or background.
The far-reaching effect of a war so far away (add in some local politics to worsen things) has led to extreme pressures on the average South African's wallet - where the focus has shifted from trying to work smarter with their finances to purely making it to the end of the month.

Media seems to confirm this with continued stats of rising unemployment, no economic growth, rising credit, poor financial policies from government and continued corruption. It paints a bleak picture for anyone daring to open the business section of their local newspaper (or news app).

The influence of this is that people expect magic for every rand spent and are more likely to hold onto their cash before spending it if they are not 100% certain they will get exactly what they pay for. Ultimately, it has resulted in our market retracting by almost 30%. Doing business has become more challenging in a lot of aspects.

But (and there is always a but), it's not all doom and gloom! The two years of Covid, and the current year of economic struggles, have forced us to truly focus on our strengths.

It has allowed us to identify what our real main priorities are. It has forced us to look internally again to streamline our processes to allow an efficient company that has cut down on a lot of waste. We have learned how to work smarter and how to help our clients to the best of our abilities and according to their actual needs. We have learnt how to be flexible and adjust to our market changes.

All of this places us in a very strong market position compared to our competitors and ensures that we will be the first to make the most of any economic recovery!

Talking about the economy, don't always believe everything you read either. We are not in such a bad state as what the newspaper people would want you to believe. Our expected GDP (Gross Domestic Product - short for economic health) is back to the levels it was prior to Covid.

The overall outlook is positive that South Africa will see real growth again in the last quarter of the financial year.

So let us not get too despondent about our current situation, there is a lot to be hopeful for! We just need to be patient and continue riding this wave to the best of our abilities.

Stephanus Lombard
Finance Executive

OUR NEW BRAND STRATEGY & WHY IT'S IMPORTANT

Our core focus for 2022 was to really dive deep into the Company Partners Brand and what our clients experience when interacting with our brand.

Ensuring our Brand Message aligns with our actual Business Purpose and Values is so important, as it sums up why Company Partners exists beyond just making money.

VISION

SA's 1-Stop Shop For Entrepreneurs

To become the Nr. 1 Compliance Partner for all South African Entrepreneurs.

MISSION

Register - Empower - Grow

We assist South Africa's Entrepreneurs to become Registered, Empowered and Grow into sustainable businesses. Firstly, you get quick and easy compliance solutions. As you grow, you can also get access to free business training and ongoing support.

By sharing why we exist, what we stand for, and what inspires us to keep going - we want to create an open environment where our clients can get to know Company Partners on a deeper level, and create unique, meaningful connections with our customers.

VALUES

By Entrepreneurs For Entrepreneurs

A Passion for Entrepreneurs: Our understanding of the challenges that SA's entrepreneurs are facing, drives us to find innovative solutions to help you start and grow your own business.

Customer Focusses: Whichever phase of the Entrepreneurial journey you're in, we start the relationship with a free consultation to discuss where you're at; and then walk the road with you as you build your business.

Value Driven: We offer Premium Compliance Services at affordable prices. To help you grow your business, you also get free start-up training, free marketing services and ongoing support.

With our Brand strategy reviewed and aligned with our company Vision, Mission, and Values, it was time to redevelop some core areas in our business, starting with our website.

Our new COMPANY PARTNERS WEBSITE, launched just last week, is built super user friendly - giving you immediate access to important information and quick solutions to help your business become and stay compliant!

THE USE OF PAY-PER-CLICK (PPC) FOR YOUR START-UP'S GROWTH

Never heard of PPC? In simple terms it refers to internet advertising where you drive traffic to websites, where you pay for the advertisement once a potential client **"clicks"** on your Advertisement. We all have seen it, those annoying images that pop up on a website while you're scrolling. Well, that is PPC.

Looking at some statistics one can quickly see why the internet is prime real estate to get your Start-Up name out there in South Africa:

Now ask yourself, which other advertising model can give you access to these types of numbers? Correct, none. Hence the need to understand or at the very least appreciate the usage case for PPC.

Should you be a start up who is looking to build your brand without relying on Tenders / Contracts, it is time to start planning your PPC strategy.

Some basic starting points before you even start spending money:

01. **Go watch Youtube videos on PPC, what it is, how it works, what it can do for your business.**
02. **Jump on Google and simply google what you're offering and see what is out there. You never know you might have a niche.**
03. **Go read PPC blogs. You will be surprised how much free information is out there!**
04. **Complete a Udemy Course on PPC for beginners to gain the basic understanding of the ins and outs of digital advertising.**
05. **Look at your current resources – do you have a website? Youtube Channel? Are you able to create beautiful digital banners? Do you have the resources to outsource this function or run it yourself?**

PPC is not for the faint hearted, and it is a function which never ends. It will cost you time, money and energy to get started, but the pay off is worth it.

Simply look at Company Partners we have one main form of advertising…PPC. Without which the chances of you reading this short article would be practically 0%. In closing, if you trying to consider whether PPC is worth it. Simply look at how you came to Company Partners. What are you waiting for? Speak to one of our Specialists to start with your digital footprint or get 1-on-1 coaching from our Business Coaches to get your brand going!

BUSINESS GROWTH COACHING

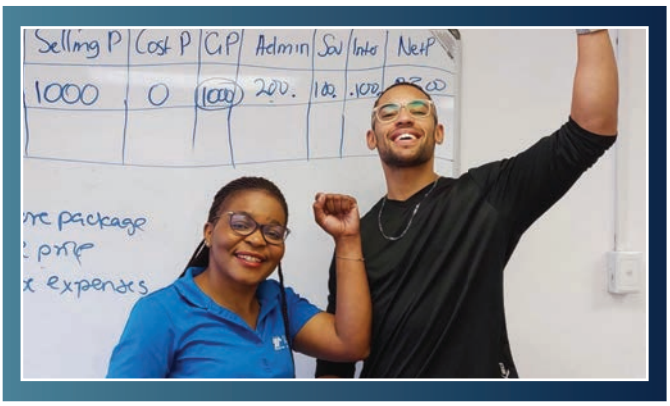
It is every entrepreneur's dream to build a sustainable business and as Company Partners we are there to equip our clients with the necessary tools and strategies for them to grow into successful businesses.

Many South Africans start their own businesses but fail or close down due to lack of knowledge, confidence, and tools to help their businesses grow.

Others have business ideas, but they do not know how to implement them as they do not understand what they need to do to get their business started.

This is where our coaching services come in. Whereby, we equip our clients with the necessary tools and strategies to start and grow their businesses.

The coaching sessions are tailored according to the clients' business needs.



The guidance provided in our coaching sessions increase clients' self-confidence, gives technical know-how and helps clients

Our one-on-one business coaching sessions are done by our IMCSA accredited coaches with the all the experience to help our clients be sustainable, successful businesses.

We start from the Business idea, Industry and Market research, Business strategies, Pricing Strategies, Marketing, Advertising and Sales, Systemized Management, only to mention a few.

Every business owner's dream is not only to make money but also to make profit in their business.

Our Business Coaching program provide our clients with the necessary tools and strategies to improve and be effective in their business and therefore making more money.

YOUR CLIENT JOURNEY AT COMPANY PARTNERS

In 2021 Company Partners embarked on our mission to provide a **"Premium Service"** to all our clients. This year we continued to strive towards this mission, looking at updating and bettering our social media presence, updating our websites to keep up with the trends and even embarked on a journey of an internal Brand Audit to ensure the message we send to our clients is the best it can be and uniformed throughout the company.

This was further advanced by our Premium Communication project to ensure the highest level of communication is maintained both internally and to our clients. This year, more than ever, we are striving towards becoming the number one compliance partner for all South African Entrepreneurs.

A client's journey at Company Partners begins with a simple signup on one of our websites or social media platforms, or by calling us on our toll-free number (0800 007 269).

From here, an expert Business Advisor will guide and assist clients with a free consultation to ensure the client's needs are met in the best way possible. A Business consultant makes contact the client following payment with an introduction call so that the client may familiarizes themselves with their very own designated consultant. We also assist with any questions you may have and provide guidance provided on the next step towards completing the required service(s).

Our Internal Marketing Department was hard at work this year to produce videos that can guide and answer any questions that clients might have. This has aided in creating an amazing and simpler user experience for clients.

The client journey does not end once a service is completed. Our consultants will contact clients within 48 hours following the completion of a service to confirm completion of the service and further consultant on additional compliance needs we are able to assist with.

This year we have been blessed to also grow our Exclusive Department; working further with many large Accounting and Attorney firms to also offer our services to their clients.

2022 allowed us as a company to iron out any speed bumps that a client may have previously experienced; by providing the best client journey from start to finish and in turn ensuring that we are able to further dominate the industry in 2023 and reach our goal of 100 employees and 100 million in turnover by 2026.

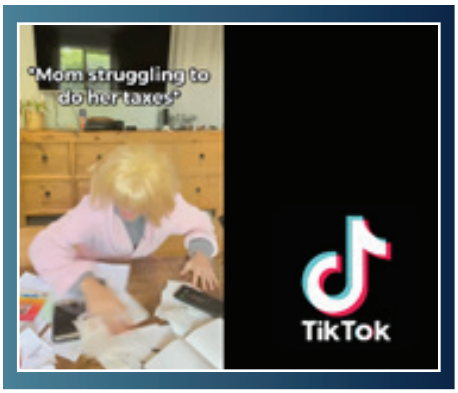
OUR NEW CONTENT DEPARTMENT

The digital world is evolving in front of our eyes and businesses are finding exciting and innovative ways to promote their products and services online.

Through our experience with our Start-up Workshop, we learned that our clients thoroughly enjoyed engaging and learning through our video content on the workshop. Providing practical skills through video format really opened a new world for Company Partners. That's when we decided to launch the Content Department.

We aim to provide interactive content to our clients. Whether it be through informative business growth training videos, Fun in-house team videos or Tik Tok. That's right, you can now find us on Tik Tok @companypartners.

We have already enjoyed collaborating with celebrity influencers.



We also did a professional studio video shoot where we explain the ins and outs of some of our top services.

These video recordings can be found on our YouTube Channel which is dedicated to Business Growth Training for Entrepreneurs.

Our aim is to provide quality content to our clients so that they have easy access to valuable information in video format and have a social space to engage with us as a community

We understand the services we offer are compliance heavy and deemed as "boring", but we aim to take the boring out of business and find creative ways to help our clients grow their business successfully. We also want to share some insights to our team "behind the scenes." We have a very vibrant and healthy team culture, and we want to show this off with our fun Instagram reels and Tik Tok videos.

You can look forward to more educational and fun videos to come on our social media channels, so make sure to check it out and please let us know what type of content you would love to see next. We look forward to hearing from you!

GROWING AND DEVELOPING OUR TEAM

I have been with the company since March 2016, almost 7 years, and enjoy every day. With all the challenges and ups and downs, I have grown within myself and my role in the Company.

With my experience in different department, I have gained knowledge and learned so much. From starting at front desk as support, to Finance Department, to Maintenance Department, to Consultant Team leader and most recently the Team Developer.

Now many will ask, what exactly is a Team Developer?

Understanding our client's needs and expectations, and also our internal system and how the teams work. I can review the current situations, give solutions, and assist in problem solving.

I enjoy working with all the teams, understanding them better and try to make the workflow as easy as possible.

This is still a growing department with a lot to learn and figure out. But with the teamwork of all the leaders and Exco, the internal process is much easier. Though combining the Quality Department with the Team Development Department, we can improve the quality of service and create a premium client experience.

Our goal at Company Partners is to get our clients Compliant from the start, Easy and fast.

Working hand in hand with our Business Development Executive, Cerika Henning, we manage to better our client experience and streamline as many processes as possible in the client journey. Because we have a passion for what we do, we strive to find innovative solutions to help any Entrepreneur start and grow their own businesses.

My goal for myself and Company Partners, as a Team Developer, is to be the No1 Compliance Company for all South African Entrepreneurs.

Thank you to all our clients, giving us constructive feedback, as we take all this into consideration to build and grow. May 2023 be the best year for all Entrepreneurs with Company Partners to guide and assist you in your entrepreneurial journey.

Susan Esterhuizen
Team Developer

THANK YOU

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Thank you for taking the time to go through our Company magazine and hope this shows the capabilities of our Company and the integrity we have towards our Quality of work and to our clients and consumers. Don't hesitate to give us a call!

Get in touch

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