



Driving School



CODE 8, 10 & 14



Company Profile

Managing Director

Edward Morifi

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Mobile +27 83 990 0867
+27 76 510 7041
Email: info@esmdrivingschool.co.za
Website: www.esmdrivingschool.co.za

Executive Summary

Despite being categorized as a small business, we believe that all giants began as infants. We assist our clients with valuable and much more affordable to every individual, through taking them from learner's license to driver's license at a low cost.

ESM DRIVING SCHOOL was founded in 2009 and registered as the close corporation with the registrar of companies (CIPC). Although the business operates in Gauteng province, we intend opening branches nationally as our strategic priority and concrete plans are on the table for opening more branches.

The business acknowledges the fact that it has an obligation to play a key role in job creation and poverty alleviation. The focus of the business has always been to maximize the competitive advantage of our clients by delivering cost effective and value adding services.

Mission Statement

To be value adding institution that is measured in safety, Financial, Products people process performance, skill transfer, human development and to all our important clients and their respective stakeholders.

Management Profile

The business has one Director Mr. Edward Morifi. He is fully involved, committed and devoted in the daily operation of the business; therefore there is no doubt about her technical qualities, expertise and experience to make this business a success.



Company Details

Trade Name: ESM Driving School
Registration No: 2009/187005/23

Physical Address: Olivenhoutbosh Ext 23
(next to Police Station
0187

Physical Address: Alexandra
(next to pan Mall)
Secor & Elbon

Cell Number: 083 990 0867
076 510 7041

Landline Number: 011 036 6341

Website: www.esmdrivingschool.co.za

Email Address: info@esmdrivingschool.co.za

Members Details:

Mr. Edward

Bank Details:

ESM driving school

& general trading

FNB Bank

Cheque

Account No 62355138902

Income Tax Number:

9703670159

CK Registration No:

2009/187005/23

Our Mission

To facilitate meaningful development and opportunities to previously disadvantaged individuals especially youth by making driving possible to every person in South Africa.

Our Values

Our close corporation maintain the following values as being of paramount important to achieve our mission:

- Honesty and accountability
- Responsibility and transparent
- Integrity
- Respect and sincerity

Human Resource Policy

In order to serve our clients, achieve our vision and to uphold our mission statement, the company will continue to employ highly competent staff with appropriate and relevant experience. The company carefully incorporates a blend of experience and youth for development, nurturity and of the vision.

Stuff Profile

The business has highly experienced and competent workforce. It should be noted that our company comply with all legal requirements.

Stuff Profile

Our business maintains the following business objectives:

- To create sustainable jobs for the unemployed people in the areas of its Operation.

target group

- Youth and Elderly people, (All age group and gender)
- Private sector
- Public sector
- Underprivileged people

Principles

1. Productivity (Profit and client satisfaction)
 - We enforce productivity improvement under various factors i.e. ;
 - The quality of labour force
 - Management responsibilities
 - The socio-political circumstances;
 - The productivity incentive scheme;
 - Labour market flexibility, safe production ; and
 - Management Union corporation.
2. Transparency (Integrity, Honesty and trust)
 - We are committed ethical people who do what we say we will do.

Success

Accomplishing our intended purpose or objectives by increasing the rates of the following factors;

- Business Acumen
- Client service
- Teamwork
- Managerial skills
- Communication
- Drive and flexibility
- Productivity
- And safety

Overview of operations

The company will offer specific services to specific client at a specific site on specific time. Our aim is to service both the SMME and corporate companies. Listed below is a brief summary of the services.

Overview

After careful considerations, founder member of the company came to a realization that driving school business in South Africa was growing rapidly. This is mainly caused firstly by government's initiative to provide affordable and decent driving for every South African.

Our Services

Code 8
Code 10
Code 14

Our Commitment

The company has committed itself to providing essential networks that will encompass the different provinces of the country. By equipping ourselves with latest machinery and tools as well as implementation of international standards, we intended to offer our clients a service next to none.

Our Plans

In its policies the company has outlined valuable and implemental strategies that are transparent and in line with standard project management measures. This will be reached through availing relevant and comprehensive information to clients.

Marketing Strategy

- Online and Oral company presentations
- Submitting company profile
- Business cards, Flyers (and other print media)
- Networking (Internet marketing, e.g. website and other social networking media)
- Referrals & word of mouth



REFERENCES TO KEY personnel

Operations Manager

Edward is the founder member of the company. He comes in to the company with wealth of experience gained over many years in industry.

Costing

ESM DRIVING SCHOOL have put up guidelines as to how outsourcing can be conducted to achieve efficiency, quality and to reduce costs. Through professional advisors we hope to develop a well designed and all cost effective measures. This way we can offer to our clients, affordable service and products.

Long term Goals

The company through its service accompanied by its mission statement has set in policy and measures to facilitate expansion and growth. This can only be achieved by its marketing policy that is ready in place and really for implementation. By channeling more resources to this policy (Marketing) the company is geared to emerge as one of the

Conclusion

ESM DRIVING SCHOOL doing business with you, gives us a sense of pride because your satisfaction is guaranteed.