



Ponontle
Business Solutions

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Business Presentation

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CYRIL RAMAPHOSA

–President of South Africa

Our economy must grow substantially to create well paid permanent jobs that will lift people out of unemployment and poverty. The stimulus is providing some relief but we have a long way to go to address chronic unemployment. We need a social security system, which includes basic income, so that no adult is left behind with zero income.

ABOUT US



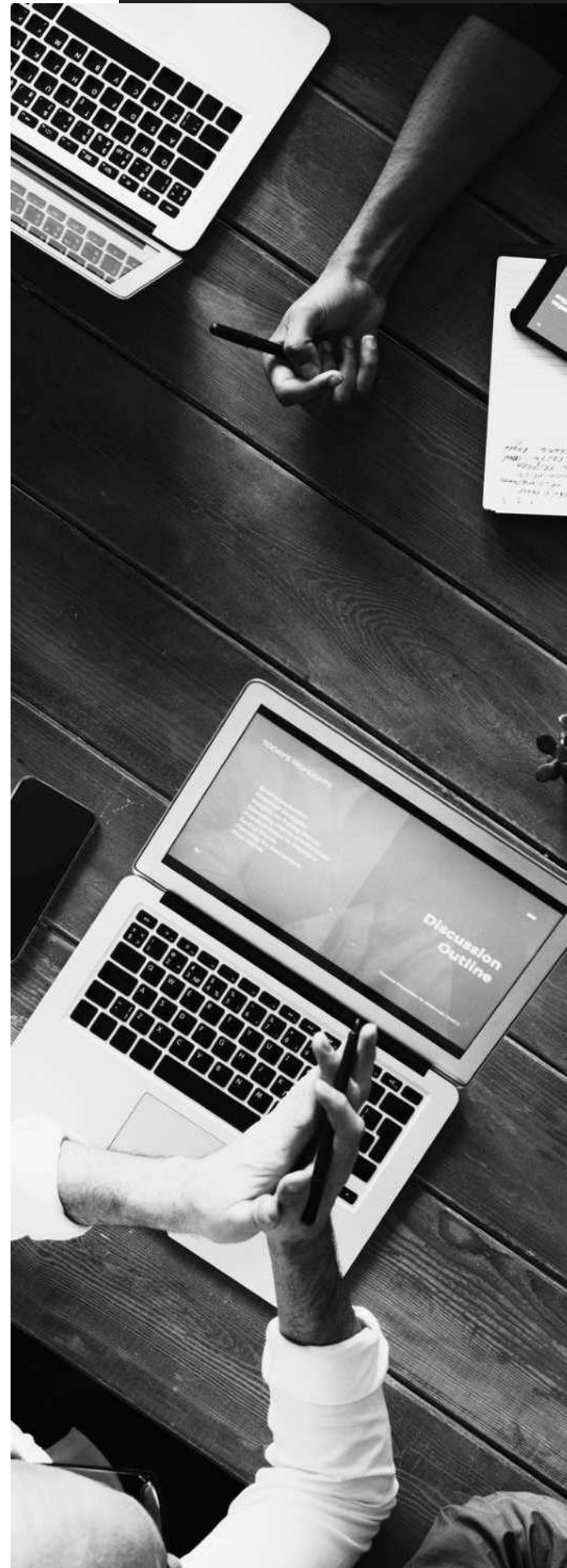
We are a professional services firm established over 15 years ago with the objective of contributing to sustainable and measurable results for our clients.

Our footprint covers project management and ICT development.



OUR INSTITUTIONAL CAPABILITIES

- Business Development for various companies
- Compliance with various, relevant regulatory bodies
- Supporting businesses to ensure efficiencies
- Creation of bespoke processes and systems
- Development of training materials





IN-TRANSIT ADVERTISING INSIDE MINI BUS TAXIS

ABOUT SANTACO

- The national umbrella taxi body officially founded in 2001
- Principal representative of the taxi industry in South Africa
- According the National Household Travel Survey Minibus taxis hold 80% market share of transport industry

PARTNERSHIP BETWEEN PBS & SANTACO

- Creation of in transit advertising inside minibus taxis.
- Creation of skills of the future for 4th Industrial Revolution
- From this Project More than 1500 formal jobs will be created and formalise most jobs in the minibus industry
- Facilitation of the relationship between the Dept of Employment and Labour
- Facilitation of UIF contributions of all taxi drivers under SANTACO
- Facilitation of all compensation fund contributions of all employers under SANTACO (including taxi owners)

FACTS ABOUT THE TAXI INDUSTRY

- R120 BILLION REVENUE IN TERMS OF FARES COLLECTED PER ANNUM.
- R39 BILLION EXPENDITURE ON FUEL PER ANNUM
- R7 BILLION: VALUE OF NEW VEHICLES PURCHASED PER ANNUM (ABOUT 1400 VEHICLES SOLD PER MONTH)
- R6,3 BILLION: VALUE OF VEHICLE FINANCE/LOANS PER ANNUM · R2,4 BILLION SPENT ON INSURANCE PER ANNUM
- OVER 700 000 HAWKERS
- OVER 1 050 000 FAMILIES SUPPORTED BY THE TAXI INDUSTRY

(CONT.) FACTS ABOUT THE TAXI INDUSTRY

PROVINCE	NUMBER OF RANKS	TAXIS	OWNERS	COMMUTERS
Free State	90	9253	4 657	555 420
Limpopo	1212	20 142	9 981	1 211 520
Northwest	403	16 057	9 017	963 420
Gauteng	581	92 115	30 150	6 908 625
Kwazulu Natal	480	47 570	16 363	3 533 625
Eastern Cape	100	19 926	10 135	1 195 560
Mpumalanga	180	19 142	12 246	1 148 520
Norhtern Cape	25	3 703	1 653	222 180
Western Cape	85	22 201	12 580	1 332 060
	1702	250 109	106 782	17 070 930

Data source: SANTACO &
Department of Transport



BENEFIT OF PARTNERING WITH US

Example:



One taxi
association with an
average of 2000
taxis, doing local
trips of average 45
minutes



Each taxi making 12
round trips per day
on set route



Each taxi has a full
load of 15
commuters per trip
engaging with
content on our LCD
screens

**IN JUST ONE TAXI ASSOCIATION, THERE IS A
POTENTIAL CAPTIVE AUDIENCE
OF OVER 360 000 PEOPLE PER DAY**

VALUE TO CLIENT

- Travelling to fill in survey in order to access our free wifi. This survey will be designed for data collection purposes. Surveys will assist businesses to measure the effectiveness of marketing campaigns and identify gaps.
- Commuters will be required to download your APP in order to access our free WIFI. (The app will be zero rated - at no cost to the commuter)
- You will be able to promote their new products. You will have a captive audience of individuals in a setting for an average of 45 minutes.



- All commuters will be required to scan a QR code in order to access our free taxi wifi.
- Purpose of scanning is to measure the number of commuters who have downloaded the client app through our platforms therefore an accurate measurement of the ROI

THANK YOU

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