

EMPOWERGENIX

Volume 1, Issue 1

Living the

FUTURE



SERVICE
REPAIR

EMPOWERGENIX

PUBLISHED BY

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TRY THE NEW

NACHO CHEESE

CRUNCH BURGER MEAL



39.90

* With small chips and drink





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GOODBYE 2019

HELLO 2020

It's time to say goodbye to another prosperous year. Year-by-year we have the same new year's resolution and same habits, but 2019 gave us a chance to step out of those "Our goal is..." resolutions and showed us some excellent growth opportunities.

By taking a significant step into new opportunities, we set the tone for the upcoming year 2020. Established since 2003, Tusanang has taken a new 360 turn and transformed into a Group with prestige products and service. From B-BBEE to Marketing, we now provide each client with a service by using an innovative approach to ensure we offer the right solutions every time. After 16 years in the industry, Tusanang expanded towards a Group with a passionate team and a mission for success.

The most significant change for Tusanang Group is the reform of our company's look and feel. We moved away from the arrows that showed our way to a symbol that represents taking hands and help one another. Compassion and innovation are rooted in our veins and what we are taking with us for years to come.

2020 is the year we are moving into the science fiction reality, and we believe the changes we set in 2019, will be the new trend set for the 4th industrial revolution that's around the corner. With a few days left of 2019, we say goodbye to a year of remembrance and walk into 2020 with a new strategy, new team and new innovative futuristic ideas for our clients.

The Tusanang team leaves you with this iconic Millennial tagline #watchthisspace

Sonia Rheeder
CEO - Tusanang Group



Sonia Rheeder

THE CEO

Sonia Rheeder started her career in 1986 as a Museum Assistant at the National Cultural History Museum. During that time, she was awarded a one-year paper Restoration course by Old Mutual, to preserve paper and paintings by capturing the history of South Africa.

She has always been ambitious with pursuing a profession in the corporate world and began her solo career as an aspiring entrepreneur in 1990, ranging across a diverse field of industries. With no formal business training, Sonia Rheeder established Tusanang in 2003 in the Skills Development Industry.

Leading the industry in Skills Development innovation she received the 2015/2016 Good Practice Award recognition as a SETA Liaison Officer, within the Wholesale and Retail Sector who has gone above and beyond the call of duty to support stakeholders. Sonia Rheeder delivers a service of the highest standard in the most efficient, resourceful and cost-effective manner, always meeting the needs and interest of Tusanang and the companies she represents, by successfully managing the processes implemented to ensure that the project meets objectives.

*“pursuing a profession in the **corporate world** and began her solo career as an **aspiring entrepreneur**”*

2017 marks the transformation of Tusanang, now Tusanang Group, where Sonia Rheeder aims to strengthen its already existing diversified group with self-managed divisions and become a strong competitor within the Skills Development environment. Outside of her responsibilities as CEO of Tusanang Group, Sonia Rheeder has created a culture focused on mentoring and giving back to the community through a partnership with Rotary International and received the Paul Harris Award for her contribution to its humanitarian and educational programs.

With the support of her family and dedicated team, Sonia Rheeder is excited to see how we can help one another in building the skills revolution with the future in mind.

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Rethink the use

of a **Trust** as a

B-BBEE OWNERSHIP VEHICLE

CONSIDERING A TRUST?

The following must be kept in mind when considering a trust:

The beneficiaries must exercise voting rights, receive the same economic benefits as other shareholders and ultimately become unencumbered owners of the shares in which they are invested - (Shareholding and Dividends must go to Trust Beneficiaries). Beneficiaries must have vested rights to receive distribution of income and benefit from the trust - (Trust must pay out income to Beneficiaries).

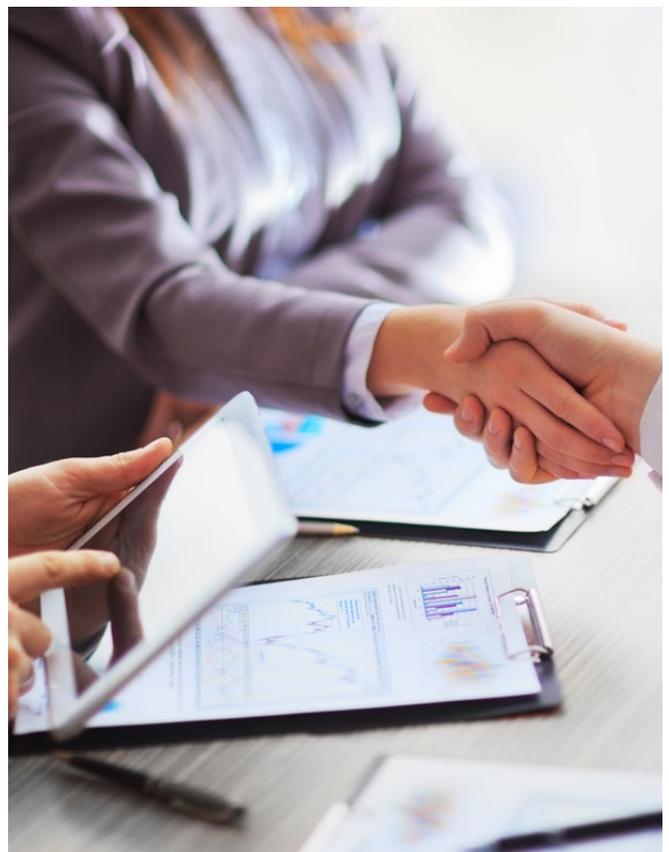
The Codes explicitly require that on winding up or termination of the trust, all “accumulated Economic Interest” must be transferred to the beneficiaries or an entity with similar objectives - (If you terminate Trust based Ownership Vehicle, ownership must pass to Beneficiaries). Compliance with the requirements for Trusts in terms of the Income Tax Act also became more difficult, if not impossible - (Severe Administrative load placed on Entity to ensure Trust Compliance). Due to the above points, a Trust Ownership Vehicle is mostly seen as a method of Fronting.

Penalties for Fronting.

A natural or juristic person convicted of fronting practice(s) in terms of the B-BBEE Act may be liable to a fine of up to 10% annual turnover or a maximum prison of ten (10) years.

Further, any natural or juristic person convicted of an offence in terms of the B-BBEE Act may not for a period of 10 years from date of conviction, conducting business with any organ of the state or public entity and will be registered in a register of the tender defaulters with the National Treasury – (This will effectively CLOSE YOUR BUSINESS).

*“Information obtained from **B-BBEE Codes of Good Practice** as well as various other professional Opinions and articles.”*



Established in 2003, Tusanang Group is a renowned business solution and training company in South Africa which allows individuals and organisations to move forward and grow. Through profitable, uninterrupted growth, we have established a unique business solutions portfolio.

*“In the **garage** during the **year 2003** of Sonia and Andre Rheeder, **Tusanang was born.**”*

The African origin word, Tusanang, captures the vision of helping one another. With this vision in mind, it reinforces our belief in providing opportunities for every individual in South Africa to move forward in their career, grow with the organisation, and most importantly, in their personal development.

“Building something successful requires trial and error, learning from the event and moving forward in managing expectations and effective leadership with humility.”; Sonia Rheeder.

*“Tusanang Group always **stays flexible** and adapt new opportunities **never seen before.**”*

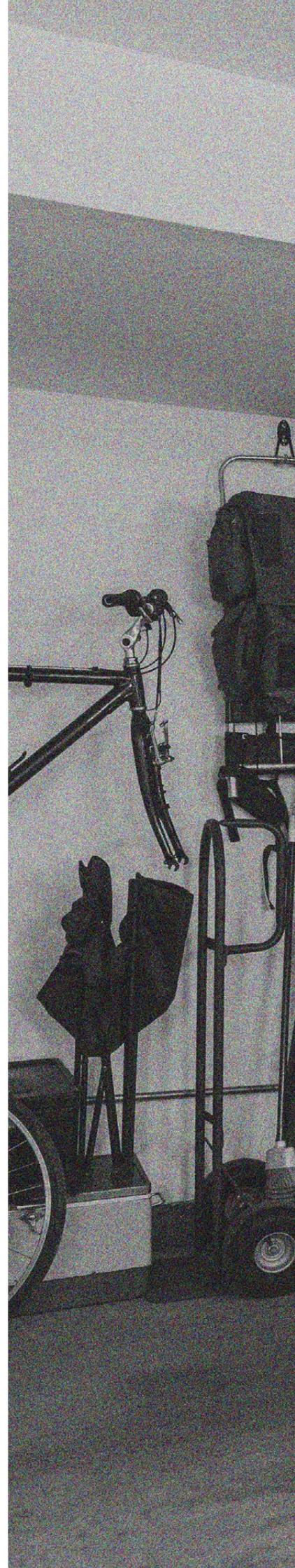
Tusanang Group has now established itself as a sizeable accredited training provider in the Wholesale and Retail Industry, with several ongoing projects in all industries which will contribute to Tusanang’s growth for the future.

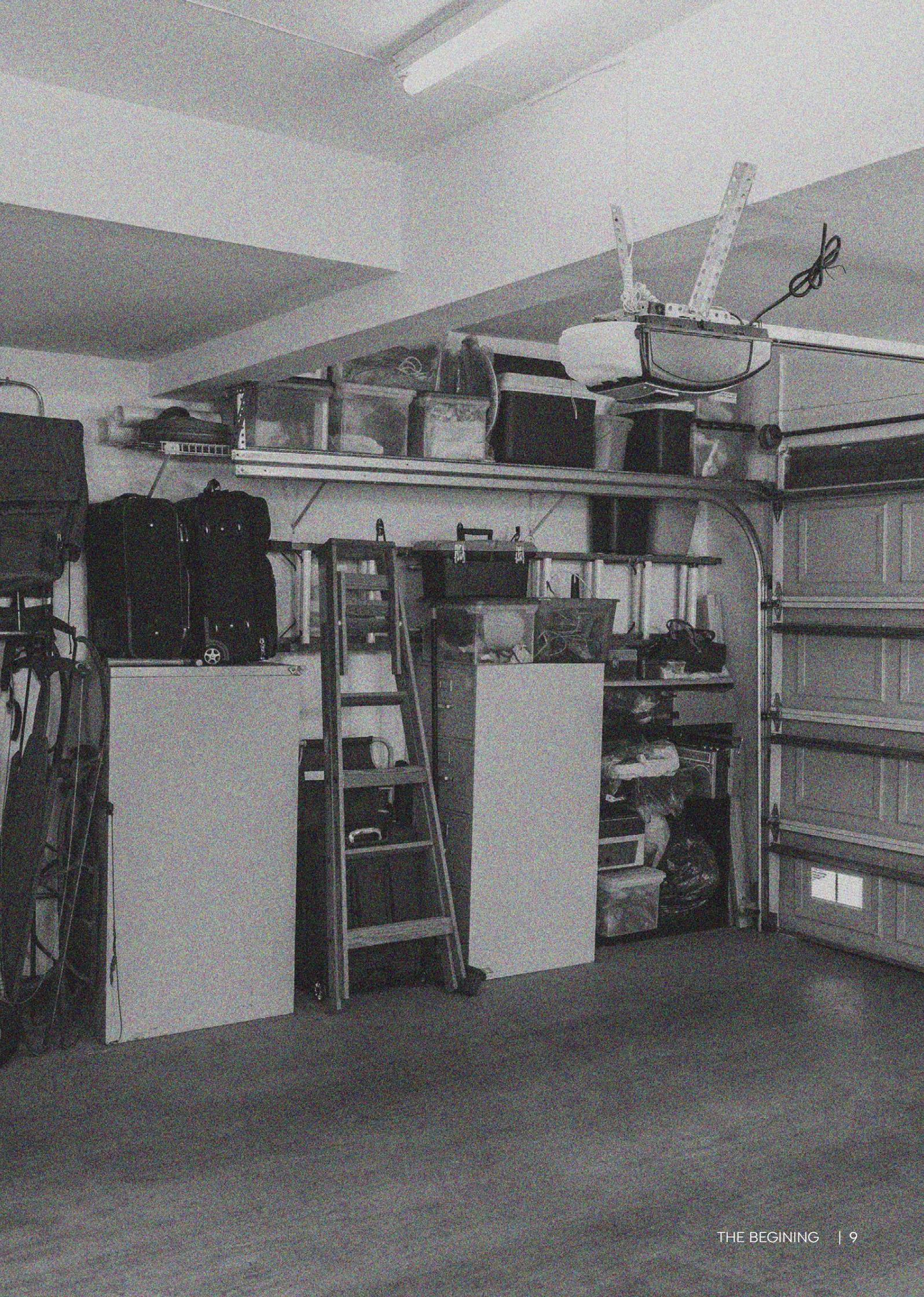
We believe in excellent service and creating a loyal relationship, giving our clients the complete 360-degree service from the training session to mentoring engagement. We continue to build a strong partnership with our companies and bring our team’s commitment and dedication to the ultimate goal of your business success.

We are looking forward to becoming your next provider

Keeping in mind the sole mission of enhancing your organisation’s performance.

THE B E G I N N I N G





HISTORY OF TUSANANG

2003

TUSANANG WAS ESTABLISHED

WSP Agent appointed by CETA for the South African Council for the Landscape Architectural Profession.

2005

2008

During August 2008 to November 2008 Tusanang was **appointed by Service Seta** as WSP/ATR Auditor for Star 1 Audits.

Training of approximately **537 learners in the Wholesale & Retail SMME Non-Levy Paying Project** in Mpumalanga.

2011

2012

Introduced training of HIV&AIDS Awareness and Prevention programme in the Mining and Minerals sector

28 June 2016 received the 2015/2016 **Good Practice Award recognition as a SETA Liaison Officer** within the Wholesale and Retail Sector.

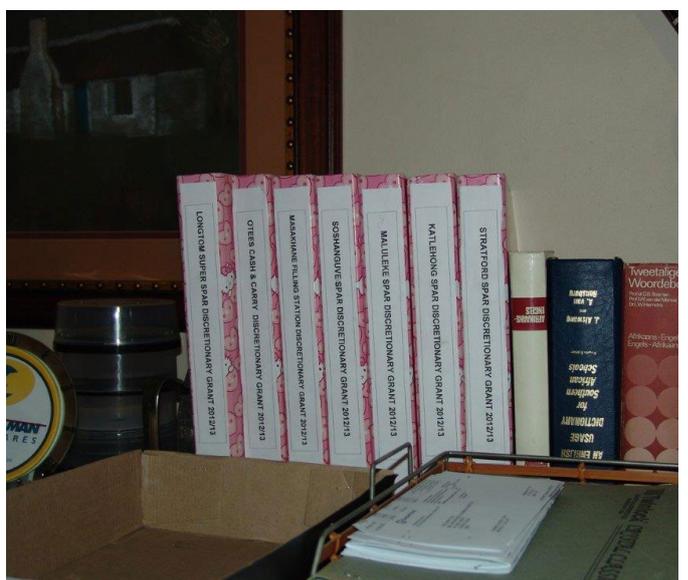
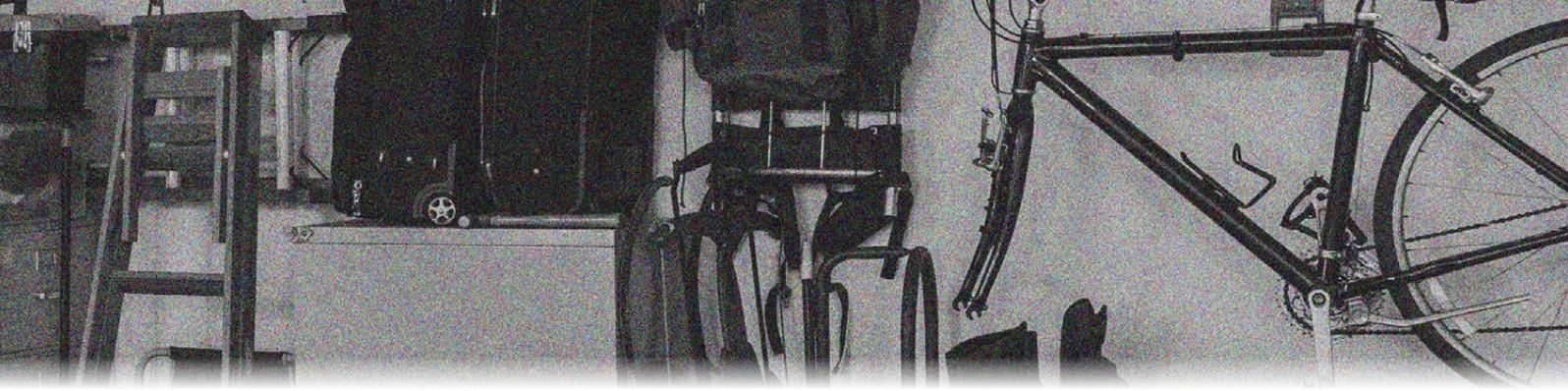
2016

2017

Transformation of Tusanang, now known as Tusanang Group

Tusanang expanded the service and products offered.

2019





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“ because **GOOD**
marketing spreads
like a **sneeze** ”

VIRTUAL vs. AUGMENTED.

The last few years, **Virtual and Augmented Reality** has been the latest news across the world, but what is it and how can companies use this new technology to their advantage?

Virtual reality is a completely immersive experience that shuts out the physical world. The famous virtual glasses set you in a place that does not exist. Your brand can strategically be placed in the game, or 360-degree video, or just the virtual space of the platforms' interfaces, giving you a new futuristic platform to make your clients aware of your products or brand.

Augmented reality is the latest technology platform that all marketers are in awe. Virtual reality replaces your vision, Augmented reality adds to it; in other words, taking the actual world and adding visuals to it, like the Pokemon Go game. Companies such as Dulux are using this technology by allowing the consumer to see how a paint colour will look like in your home space. Even IKEA is jumping on this trend. SnapChat also made it possible for companies and users to make their unique filters, creating a new way of using your brand effectively.

Marketing trends will move at the speed of light in 2020. They will determine if you are relevant or not for your client in the future. We are moving into the 4th Industrial Revolution, but

the big question that companies should be asking is "What's our next marketing move?"

The rapid speed of change means new goals and strategies should be in place to keep unforeseen circumstances or trends from breaking down the growth of your business. Or, should your business rather be the trendsetter? We've decided to give you a breakdown by categorising the major marketing trends in 2020 and onwards. For your marketing strategy to be effective, we suggest using at least 2 of the trends in each marketing strategy developed for your business. This will future-proof your business for the time coming, and make you stand out from the crowd.



Above: A Virtual Reality headset



CONTENT MARKETING



CONTENT IS (STILL) KING &
this trend will grow in 2020

Companies should start creating interactive, high-quality content and use more videos. Clients want to see the brand they follow as storytellers and create live content that will keep the client interested. They want to relate; therefore, a video gives three times more engagement than a picture. Instagram made it possible for small companies and even the average user to create video content on the new function introduced in 2019, called IGTV.

The change in Traditional Marketing

*in a digital world, **new-age forms of conventional marketing** have emerged*

Traditional marketing, such as billboards and street pole ads, will always be used as marketing platforms. But in a digital world, new-age forms of conventional marketing have emerged. But there has been an exciting development in technology. Sci-fi movies begin to start looking a lot more

like reality. This innovation is called Hologram Projection. Hologram projection is the next generation of marketing techniques and is seen as revolutionary.

A **Hologram is a 3D** image projecting itself from a device or surface and is completely free-standing. One of these days we will have our Tony Stark, Iron Man moment and marketers will have a hovering advert emerging from a street pole.

Are you social enough?

*Just think if clients could rate your company **according to your social-economical contribution***

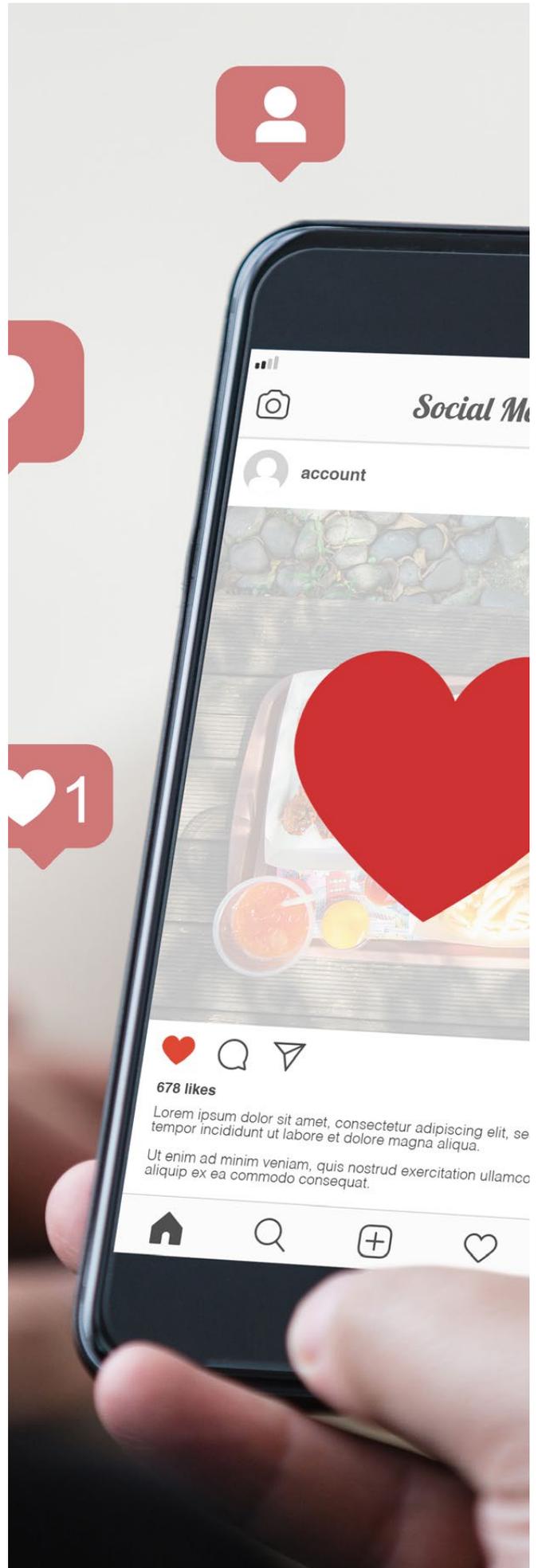
A popular series on Netflix, called Black Mirror, gave us an idea of how the future might look. Whether or not we will be moving into such reality, we don't know, and even trend forecasters are unsure of what the new future holds.

In Season 3, Episode 1, called Nosedive, is set in a world where people can rate each other from one to five stars for every interaction they have, which can impact their socioeconomic status. The rates in the episode determine the house you can live in, the car you can drive, and the clothes you can buy. So



even though you are rich now, if you are rude to someone and they give you a 1 star, your status will drop. Just think if clients rate your company according to your social-economical contribution or interaction, how many “stars” will your company have?

Your **marketing strategy** should be developed in such a way that you uplift the community or show your concern for environmental issues. Keeping your marketing strategy personal, increases engaging clients. Optimising your website by using a CRM software will create an active growth in sales.



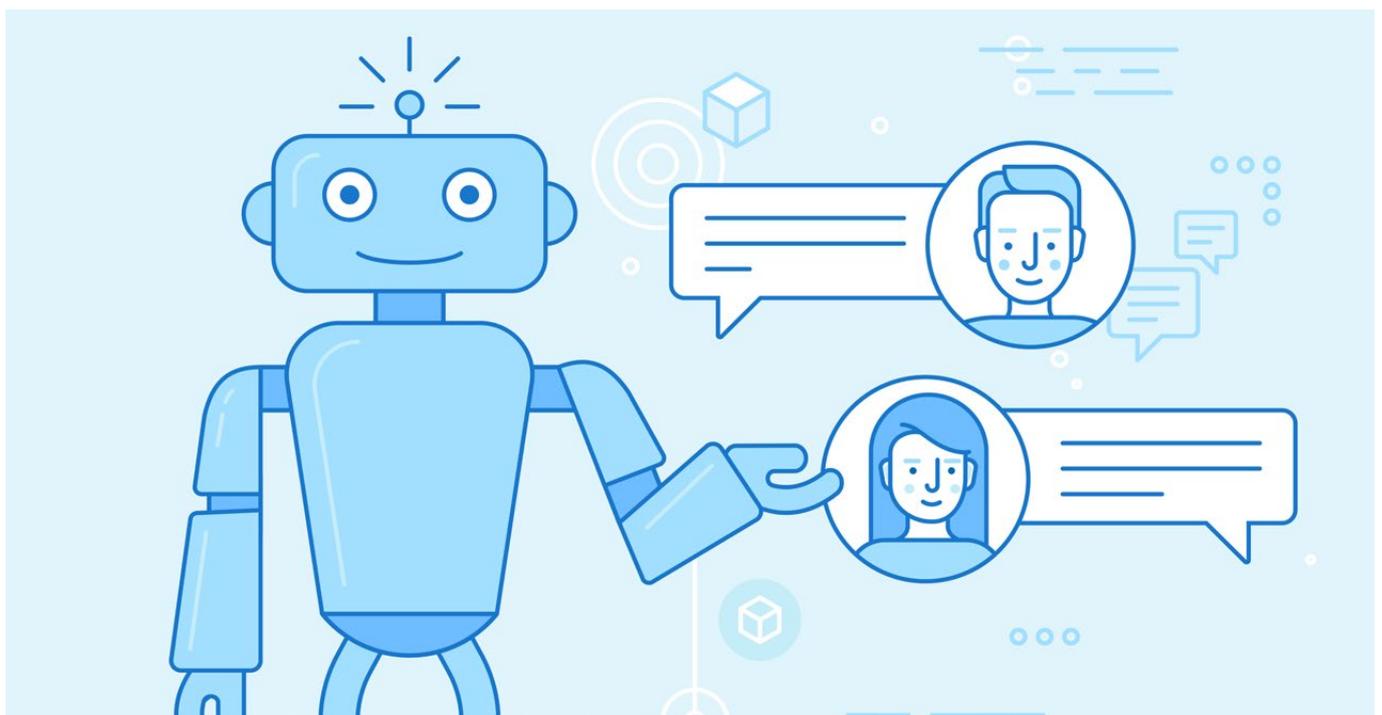
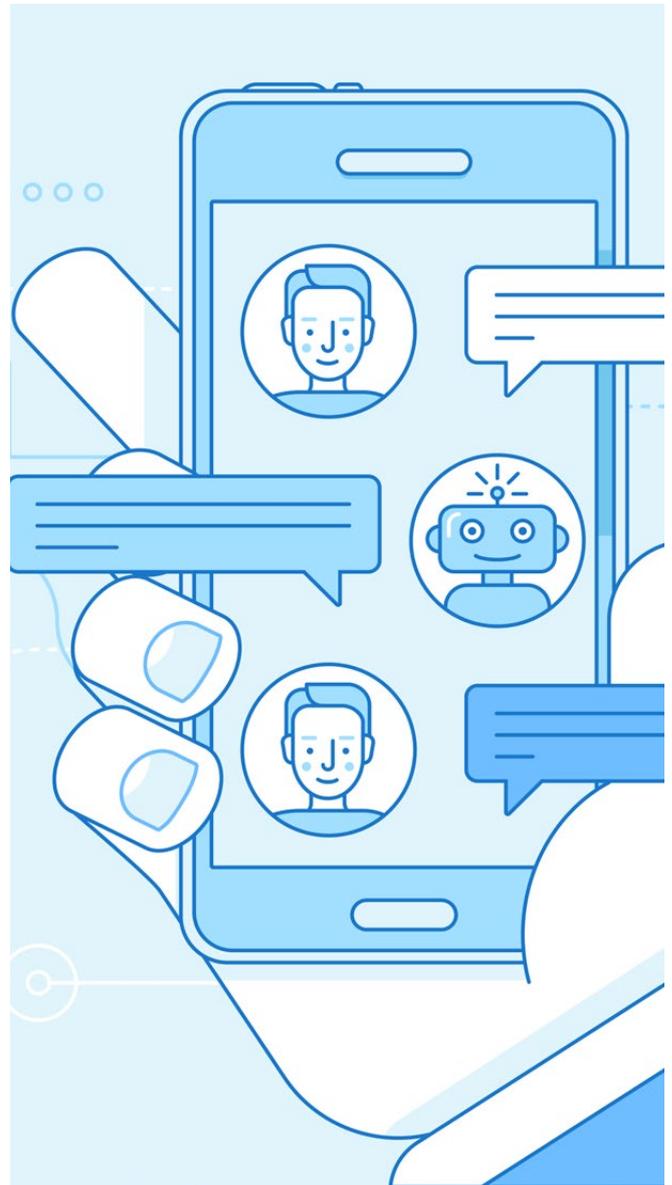
CHATBOTS & AI

A new movement in technology has created another marketing platform called **Chatbots or Artificial Intelligence**.

We will start seeing more people using smartphones with voice assistants like Siri, to search for products, locations or descriptions and much more. Voice search has become popular in the last few months that even web developers are optimising the websites and SEOs according to this new search function.

Plugged into your website, customers can now interact with the Chatbot without talking to a person. Having a human element by using algorithms, the Chatbot has an answer for any question asked.

Artificial Intelligence, such as Alexa or Jetson.ai, is becoming an entertaining new toy for marketers and way to create innovative campaigns. The AI can search for you, order a meal and even proceed with payment when confirmed.



SOCIAL MEDIA MOVEMENT

Social media created a revolutionary movement and basically forced **businesses to interact online with their customers.**

Below are four of some of the most significant changes coming soon to social media platforms.

1. PRIVATE MESSAGES

Instead of using emails, companies will start shifting their focus on how to better utilise private-messaging apps, such as Facebook Messenger or Whatsapp.

2. CHANGE OF THE “LIKE” ON INSTAGRAM

Instagram is moving back towards a social platform. Still, in testing-phase, Instagram is hiding the total “likes” on their software, making engagement more important for bloggers and influencers.

3. NEW PLATFORMS ARISING

Next-generation social media platforms, such as SnapChat and Tik Tok, is making their round. Therefore, influencers are a significant role in your marketing campaigns

4. INFLUENCE MARKETING

Businesses’ competitive edge and visibility are starting to decrease. It’s time to reposition your company and start **BRANDING**, which will increase your competitive advantage.

A name or logo can be a strong selling point. **Take Nike for example**, the brand stands for power and quality, but not all businesses are there in the market to use their brand as a selling tool. It’s here where using influencing marketing as a strategy to position your brand.

In conclusion, I leave you with the last ultimate question;
Is this how your business’ marketing future looks?



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STARTING A

People are living and striving for luxury, expensive cars, mansions and exotic holidays. Meanwhile, you have a 9 to 5 job, and you want the same freedom too.

Perception is highly unique and is perceived differently by every person. Your first thought may be to start a business. So, before you make assumptions, first ask what they sacrificed to get there. If you still think that the answer is to start a business, here are five things you need to know before you start your own business.

DON'T START A BUSINESS UNTIL...

1. YOU UNDERSTAND THE AMOUNT OF TIME AND EFFORT THAT GOES INTO A BUSINESS

If you're thinking of starting a business, the chances are that you're probably starting on your own. You won't have a source of income yet to pay employees, so you need to be self-sustainable. Ensuring that you put all your energy into starting a business is crucial, even if that means being the first person in the office, and the last person to leave.

Once you start seeing a steady cash flow within your business, only then should you consider hiring employees to ease the workload, giving you more time to focus on expanding and improving your company. This cycle never stops. It takes at least 3 to 5 years before you can say your company is sustainable. According to the Harvard Business School, a company with a high sustainability rating usually has a lower cost of debt and equity, and carrying out sustainability initiatives can help improve financial performance and garner public support.



2. YOU UNDERSTAND YOUR RESOURCES SKILLS

There is a difference between managing your own business and selling your skills to make money. Managing your own business is to understand how to improve cash flow, to increase turnover and decrease lead time. Selling your skills is more associated with consulting; therefore, you work for yourself. Selling your skills for business comes with its challenges, as you are the one to manage any overhead expenses and finances in the beginning. At this point, many people assume that once they've started a business, they are now the self-appointed CEO. This is a common misconception and could create an unstructured work environment. One needs to understand that there is a difference between an owner and a CEO. When you start and run a business, you begin as the owner and proprietor. Once your business starts to expand, you may decide to appoint a CEO to manage the team, make decisions and grow the vision of the company. Claiming to

BUSINESS?

be a CEO of a company, once you've started a business, has given business hopefuls the wrong impression of what it means to be a CEO or Director. These are prestigious and respected titles, that may take years of experience to reach. Remember, these titles take time to earn, so build your skills within your respective environment, and you will see results.

3. YOU KNOW HOW TO CLOSE A DEAL OR SELL YOUR PRODUCTS OR SERVICES

No business can start if you don't have clients or customers. If you're not willing to go out there, talk to people or market yourself, how do you expect to sell your product or close a deal? It's crucial to have confidence in yourself and your products. You can increase your confidence by learning as much as you can about your business, as well as the customer you're trying to do business with. You need to know that it can take up to 5 attempts to close a client or a deal. If you don't have confidence in yourself, you won't be able to close the deal. The client can sense that you don't believe in the product or service you're trying to sell and can lose you a deal.

4. YOU UNDERSTAND YOUR INDUSTRY

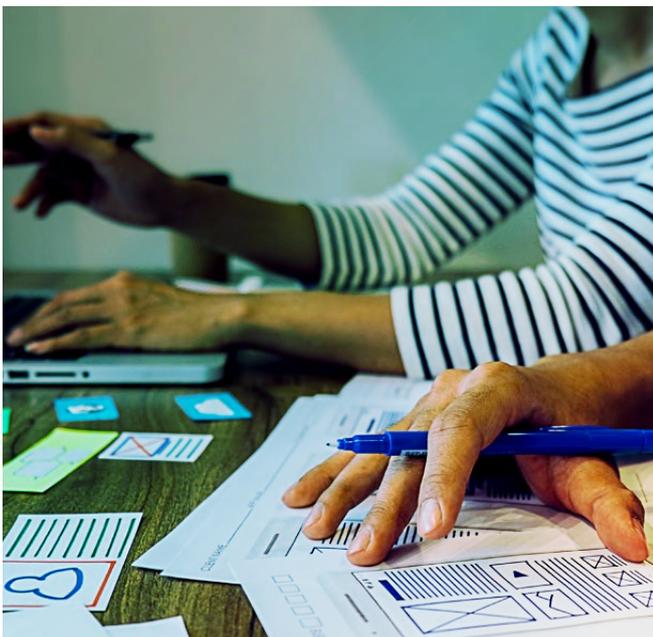
You can't start a business if you don't understand what type of equipment, employees, suppliers, or the price you're going to ask. You need to know all of this and more before you can start to ensure success. You need to know the details on the types of products or services you are going to take to market as well as what your competitors are currently. This research will show you how you differ from them. Keep in mind, in some industries; you need to know the laws of the country as well before selling your products. Doing your homework about your industry will show the world that you believe in your business.

5. YOU SEE THE VIABILITY AND FUTURE OF YOUR BUSINESS

Finally, a business is not an afterthought. Rome wasn't built in a day, and neither should your business. You need to be able to cope with the pressure and emotions that are involved with running a business. While also understanding the sacrifices that come with it. Sacrifices such as free time and weekends will have to take a back seat until your business is functioning efficiently. But life is about balance, and if you can balance your business and personal life, you will succeed even further. If you are not willing to make sacrifices, then you should reconsider starting a business. You need to put in the hours if you want to make your business succeed. In the beginning, not everyone may support you in your decision and might lonely at times, but you need to be mentally prepared if you want a future for the business.

"To be successful, you have to have your heart in your business and your business in your heart." - Unknown

REMEMBER, STARTING A BUSINESS TAKES TIME, EFFORT AND PLANNING. IF YOU'RE NOT WILLING TO INVEST IN YOUR OWN BUSINESS, THERE WILL BE NO GROWTH OR A FUTURE FOR YOUR BUSINESS.

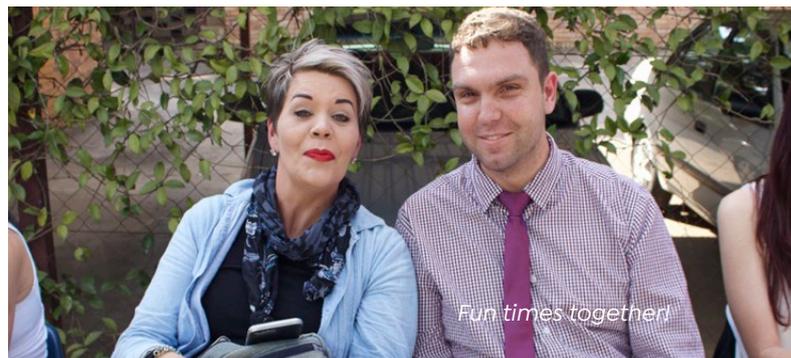




LOOKING BACK AT 2019



Donating supplies to Abba House



Fun times together!



Showing support for the Springboks!



Standing Together!



Our wonderful CEO with her mother



Awarding KFC for the most Learners Trained in 2019!



Showing love and respect to our elders



Creating gift bags for the local Old-Age home



Donations to the Children's home



Donations to the Children's home



Refurbishing the Children's Home



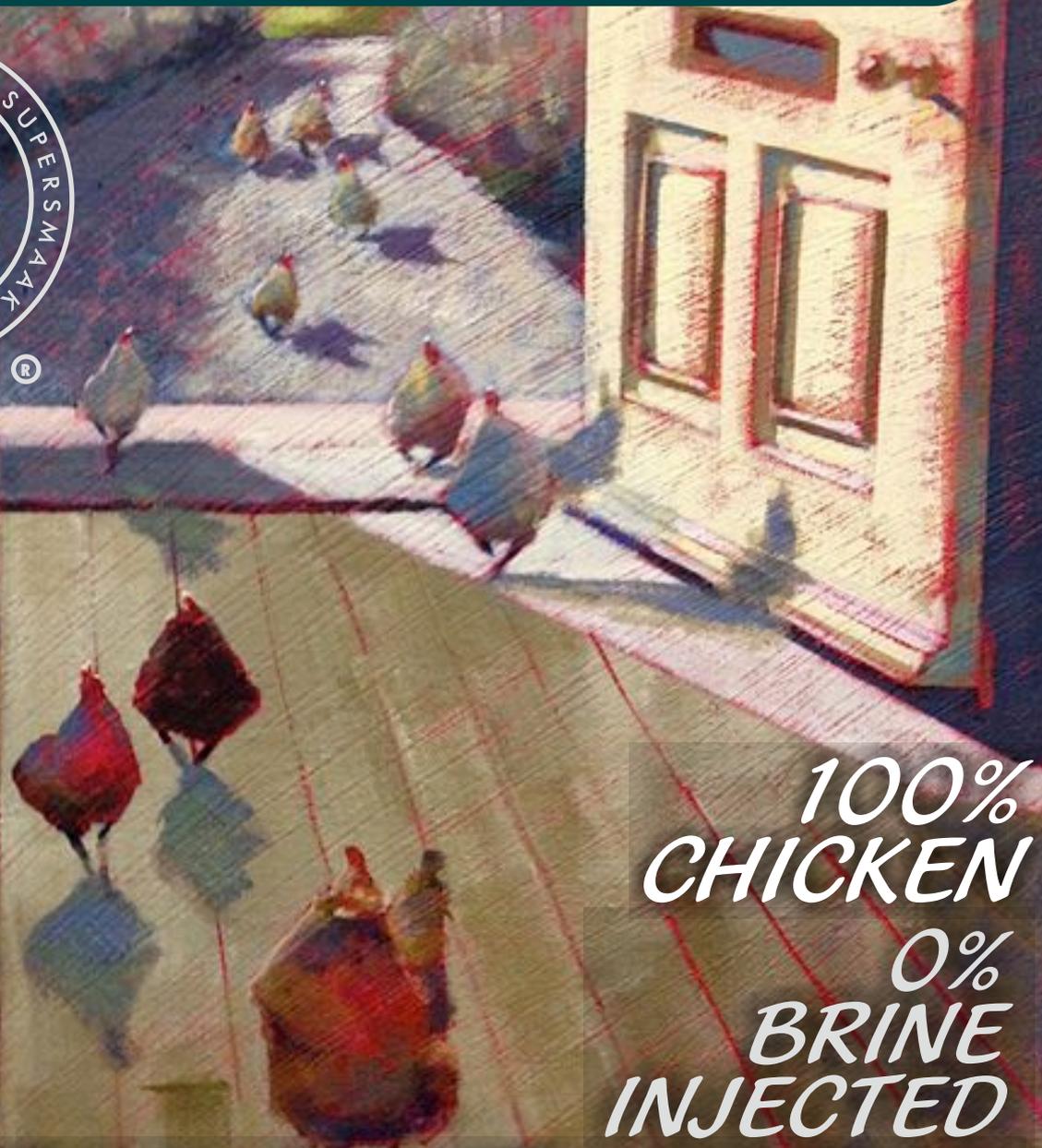
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SERNICK EMERGING FARMERS

Programme Partners With Future Farmers Foundation

On the 1st of August 2019, the Sernick Group welcomed the opening of the **Future Farmers office on its premises in Kroonstad, Free State.**

The Future Farmers Foundation has offices in Kwazulu-Natal, the Western Cape and now the Free State. This new partnership between Sernick's Emerging Farmers Programme and the Future Farmers Foundation marks the beginning of new opportunities for the youth that are interested in agriculture and the agricultural sector in the Free State.

The Sernick Emerging Farmers Programme is supported by the Jobs Fund at National Treasury and is currently assisting 660 emerging farmers to become established commercial farmers. Up until now the model to assist emerging farmers has not been focused on youth development. With this partnership, the company hopes to include more young people from the Free State in its programme and give more people the opportunity to successfully enter the agricultural job market with the necessary knowledge and experience.

"The Sernick Emerging Farmers Programme creates jobs, but more importantly it creates hope," said Nick Serfontein, chairperson of the Sernick Group. As a vocal supporter of

helping emerging farmers he went on to say, "All commercial farmers want to make a difference, but they don't know how. This is possibly our last chance to get it right. We must believe we can, and we must push on because we can make a difference in agriculture."

The Future **Farmers Foundation was founded in 2006** by Judy Stuart a farmer from Howick in Kwazulu-Natal. The organisation is aimed at providing meaningful employment for Future Farmers and develop them to their full potential. The company uses an apprenticeship-model to qualify farm managers who are capable of running commercial operations. If a candidate shows passion, commitment and potential after the 2-year apprenticeship he/she is sent overseas for practical experience.

Future Farmers currently has 40 programme participants gaining invaluable experience at commercial farms in the United States and Australia. Judy believes this is a vital part of the programme as it gives participants the opportunity to expand their world vision and understand how South Africa fits into the agricultural puzzle. "Ultimately our goal is to give young people from impoverished backgrounds, that have the passion and drive, the opportunity to be commercial farmers," she says.

With the opening of the Free State Future Farmers office, it now also gives farmers in the province the opportunity to be actively involved with mentoring. This is a fundamental aspect of the success of the organisation explains Stuart, "How many people we are able to help is directly linked to how many farmers and sponsors that are willing to support our programme."

The requirements to apply and qualify for a Future Farmers apprenticeship:

- They should be between 18-26 years of age.
- They should be passionate about farming.
- They should have a responsible attitude towards work.
- They should not be married nor have children.
- They should not smoke, drink alcohol or use recreational drugs.
- They should not have a criminal record.

Applicants and possible mentors or sponsors can contact Isabel Boshoff for further information by calling 056 216 2620 or visit the Sernick Empowerhouse office, 50 Reitz street, Kroonstad.



The Team (left) from left to right: Wiseman Memela (Former Future Farmer apprentice), Judy Stuart (Head of Future Farmers), Isabel Boshoff (Manager Future Farmers Free State), Petro Naudé (Project Manager Sernick Emerging Farmers Programme) Nick Serfontein (Chairman Sernick Group)

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THE FUTURE OF LEARNING

The **rise of the internet** allowed institutions and companies to use less of one-dimensional practices and **utilise the flexibility of e-Learning**.

The way we receive an education and improving our skills is changing year after year. What is exciting about the change in education culture is that most eLearning platforms and courses are accessible to individuals. Individuals can now train themselves or improve their skills without attending a scheduled training, learn quicker and easier. Each have their learning method, and one of the benefits of eLearning is that you can use different types of media element.

Video content is a popular media element used in eLearning material and the most effective way to present training material. Whether it's to develop new skills or to expand your knowledge, the convenience and accessibility what eLearning offers are unconditional.

Understanding eLearning in an organisation, we categorised three *types* of eLearning Training.

1. Employee Training

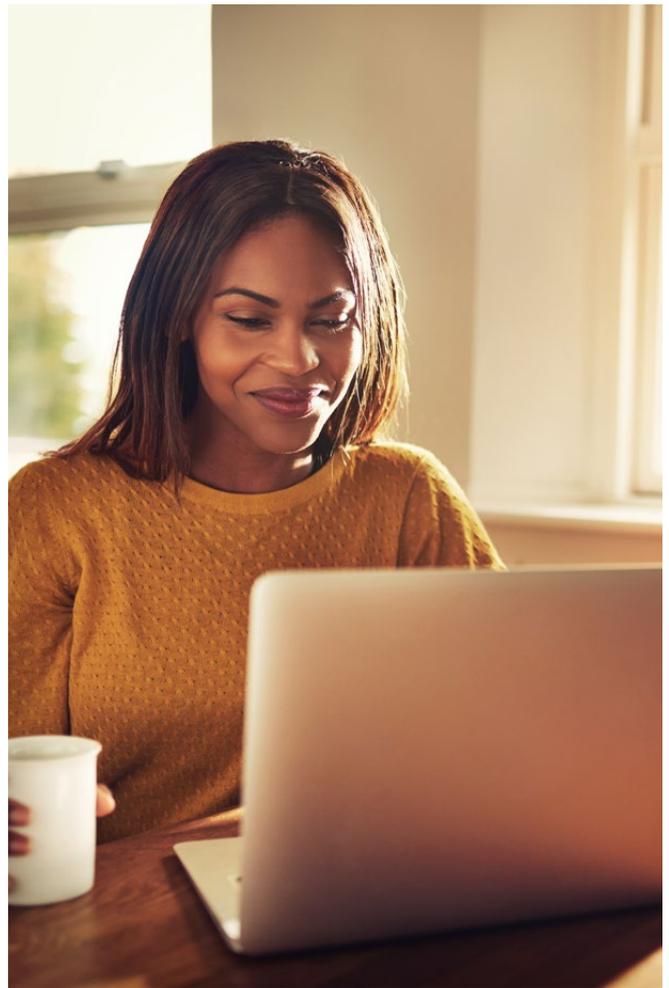
Employee training is the most frequent type of eLearning organisations use and also crucial for the company to implement. Organisations should implement employee training for numerous reasons, such as onboarding new hires, improving employee performance and skills, and increase productivity in the workplace.

Compared to traditional training, eLearning is more effective, encourages professional self-development by promoting knowledge through an eLearning culture. By creating exams, reports and online practical, organisations can continually assess and improve training performance.

2. In-House Training

Even though employees trained on how to sell or manage, it is important to also educate them on the service and products the organisation offers, but most importantly, the perception of the brand. Such training includes product information training, specific sales training, project management, marketing guidance, etc.

In-house training presents many benefits; reduces support costs, scale growth, and protect your brand.



3. Compliance Training

Compliance training is a necessity for most organisations. It informs your employees on the laws or regulations applicable to their role and industry. Compliance training is compulsory and involves topics such as health, safety, and morality in the workplace. Some examples of compliance training include:

- Basic Conditions in the Workplace
- Understanding Process and Procedures
- Anti-Harassment Training
- Health and Safety
- HIV and AIDS Awareness

Running a well-structured compliance training program helps to minimise the risk of non-compliance and maintains your reputation. Your employees will also benefit from a safer, more productive workplace. E-Learning is more cost-effective, saves time, improves performance and productivity and lowers the environmental impact by printing learning material. Grow your company by enhancing your employees' skills.



This **family run business** in Pretoria West focusses on their customers first.

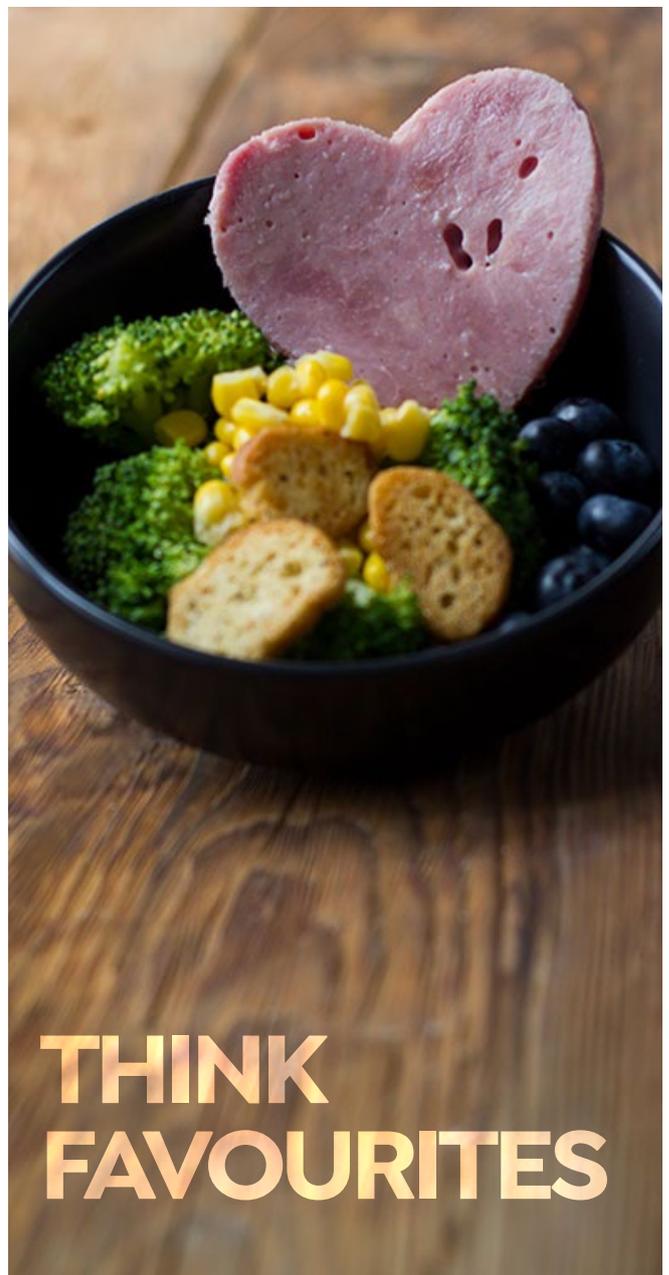
Everybody who has ever walked through the doors of Theron's Meat products, has an emotional connection to food, fun and family. This family run business in Pretoria West focusses on their patrons first. This is evident in the "cult like following" they enjoy amongst consumers of meat in the Gauteng region.

It is evident in the chitter-chatter you find amongst customers of all walks of life, when you enter the holy grail of Theron's Meat. At Theron's you do not simply go processed meat shopping, you prepare for the outing as if attending a sociable get-together.

Cost effective and wholesome products on continuous basis.

Notwithstanding the fact that this family run business is always on the forefront of processed meat developments. Team Theron pride themselves in developing more cost effective and wholesome products on continuous basis. This enable them to lead a new trendline of value for money products, demanded by the social and economical climate of late.

Theron's have a deeply rooted understanding that food companies should pay more attention to consumer's needs. They have known all along that consumers should





not be underestimated. They seek more open and honest information on food products. They make the choices and demand accountability over what they buy, and what they eat. Consumers expect food companies to be more responsible for their health and well-being, quite forcefully proven by the whole listeriosis debacle in 2018!

Dawie Theron has always been proactive when it comes to **food safety and hygiene**

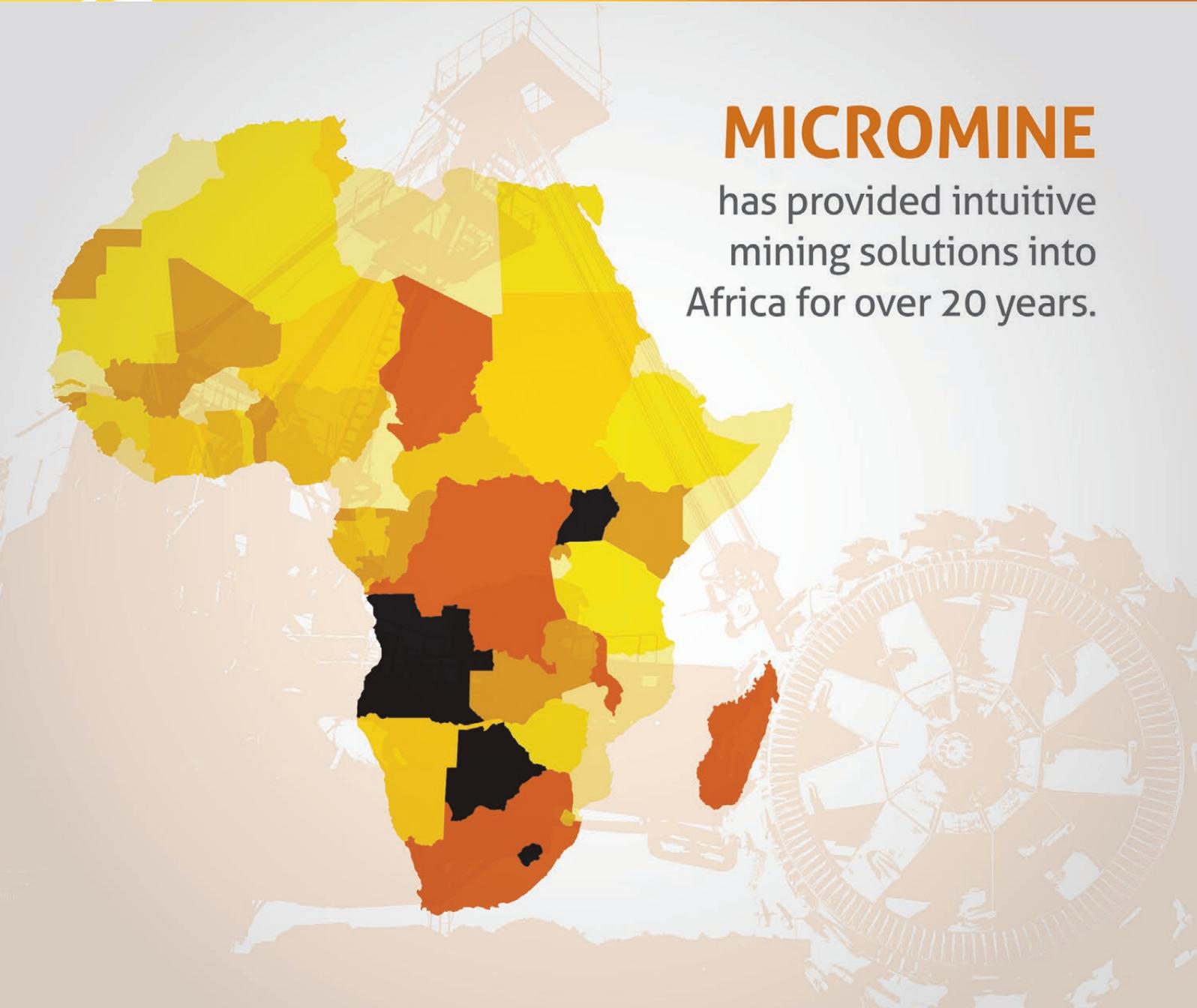
Theron's Meat as a company does not shy away from taking social responsibility and was the first to educate and keep consumers up to date on the listeriosis situation, when bigger companies chose to remain silent. In 2019 Theron's Meat invested millions in building a total separate plant for the processing of pork ribs. The CEO of the Company, Mr Dawie Theron has always been proactive when it comes to food safety and hygiene, proving that precaution is better than cure.

This attention to food safety and hygiene combined with educating consumers on best food preparation and preservation practices, meet the most basic needs of consumers. Consumers who now focus on Companies that help them to solve issues related to food and nutrition.

The fact that Theron's Meat extent true wholesale prices direct to the public through their well-known Factory Shop in Pretoria West, explains why consumers are willing to pay more for the top-line products like Theron's Famous Boerewors, their range of Russian sausages, Smoked Belly Ribs and the trusted Sandwich ham (of which the recipe remained unchanged the last 36 years!)

Improving human nutrition remains a top priority and is the main focus Theron's Meat Products as a Company takes into 2020!





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Thank You!

It has been a pleasure serving you in 2019, and we look forward to prosperous relationships in 2020 and the years to come. Our success comes from the continuous faith in the excellence of our products and services, something we are committed to and would never sacrifice.

Tusanang Group is excited to introduce new products launching in 2020 which will provide you as our client with the opportunity to move your company and employees forward. Tusanang Group takes pride in giving priority to their customers and looking after their needs. Quality and customer service are what distinguish us from others. We always strive to exceed our customers' expectations and meet their requirements.

Thank you for your ongoing business and wishing your business a prosperous 2020.

*Sonia Rheeder
CEO - Tusanang Group*





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(0)12 880 2620
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info@ttacademy.co.za
www.ttacademy.co.za



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