



**NATIONAL
PROPERTY
FORUM**

BUSINESS PROFILE

BUSINESS BACKGROUND

1	Business Name	National Property Forum
2	Company Registration No.	138- 116 NPO
3	Tax Number	
4	Trading As	National Property Forum
5	Business Description	Real estate Chamber
6	Locality	Pretoria Central, Gauteng
7	Physical Address Postal Code	171 Church Street, Old Poyntons Bldg, Pretoria Central 0001
8	Postal Address Postal Code	171 Church Street, Old Poyntons Bldg, Pretoria Central 0001
9	Contact Person 1 Tel Email Contact Person 11 Tel	Rev Gauta Mogomane 076 618 7459 /012-751 7052 gautam@vodamail.co.za , secretary@nationalpropertyforum Mr May Ntuli 072 325 6504
10	Financial Year End	February
11	Name of Accountant Profession Contact Person Telephone Number Email	Nameng MT (SAICA IRBA No. 903751 Chartered Accountant(SA) Nameng MT 012-751 7199; 071-911 6646 namengmt@vodamail.co.za
12	Attorneys Contact Person	Jackie Watts Jackie Watts
13	Attorneys	Sakhile Sibeko Attorneys
14	Bankers Name Branch Account Number	FNB Pretoria 62498106915
15	Customers	Local 100%

Table 1 : Business Particulars

VISION

The NATIONAL PROPERTY FORUM is be the largest acceptable and recognised real estate organisation of choice within the property sector in South Africa, representing small and medium size business enterprises through a single collective voice.

STRATEGIC PRIORITIES

The NATIONAL PROPERTY FORUM will focus on the following strategic priorities in order to secure an organisation with a sustainable value and service delivery to its members:-

- To position itself as a major representative of business in the Services Sector, particularly in respect of skills development and related matters on a national basis.
- To associate with other appropriate organisations and/or institutions in order to further the business interests of the Services Sector.
- To address matters and involving itself in initiatives pertaining to job creation, poverty alleviation and other social responsibilities.
- To promote transformation within business by advancing broad-based black economic empowerment.
- To engage in lobbying with government, labour, business, communities and other stakeholders on all matters affecting the wellbeing of its members.
- To commission research on relevant issues.
- To arrange representation on behalf of member organisations in other forums, commissions, committees and the like.
- To communicate and consult with employer members on all appropriate affairs and to obtain the mandates required.
- To establish a comprehensive member and vendor database for supply and procurement.
- To create and implement an information technology strategy for effective communication, marketing, education and support.

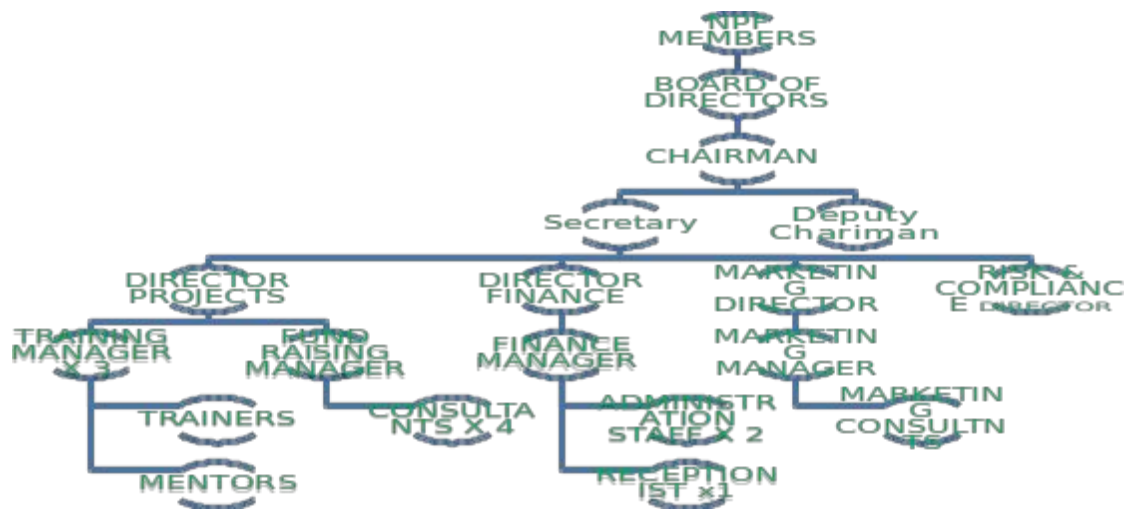
OBJECTS

The objects of the National Property Forum shall be:

- Facilitation and support of access to land and use of land for housing and Infrastructure development in order to promote land reform and land distribution programmes.
- Facilitates training and support for emerging micro enterprises in real estate sector to improve their capacity to develop, manage their businesses and growth in the sector.
- Provide free training to unemployed previously disadvantaged persons and place them in jobs within the real estate sector with an intend to increase skills and increasing of previously disadvantaged persons in the sector.
- To provide accommodation and transport for learners during their training period and their in-service training period.
- To regulate relations between real estate agents and principal estate agents and promotion of the interests of members.
- to represent members in all institutions engaged in the sector including all spheres of government and participate in the affairs of any international property practitioners organisation
- to establish and administer funds for the benefit of its members.
- to do such lawful things as may appear to be in the interest of the organisation and its members and which are not inconsistent with the objects or any matter specifically provided for in this Constitution;
- to establish a business entity that will borrow, invest, lend, subscribe or donate money for the furtherance of the objects of the organisation; and

MEMBERSHIP

Any Real Estate and property practitioner in the Republic of South Africa shall be eligible for membership of the organisation as long as they subscribe to the values and objectives of this organisation with respect to the genuine transformation of the industry, provided that such members may not be affiliated with any other similar organisation.



The Board of Directors is structured to ensure that the interests of all members and stakeholders are represented on the Board. This representation will be from the following:

NAME,	BOARD POSITION	BEE PARTICIPATION IN BEEE
Gauta Mogomane Cell:0766187459	Secretary	100%
May Ntuli Cell: 072 325 6504	Treasure	100%
Leon Maart Cell: : 082 587 8022	Chairman	100%
Mncedi Sixiba Cell: 072 394 0426	Deputy Chairman	100%
Penny Mboyi	Member	100%
Isaac Banda Cell: 072 340 2667	Deputy Secretary	100%
Thule Masike Cell: 082 375 4329	Coordinator	100%
TOTAL BEE PARTICIPATION		100%

ANNUAL GENERAL MEETING

- Annual general meeting shall be held within four months after the financial year –end of the organization ,which shall be 28 February each year .At such a meeting the executive shall submit a report on the following items
- Chairperson's report
- Secretary's report
- Treasurer's report
- Amendments to the constitution and that members may want to make
- Elect new office bearers
- General
- Close meeting
- A person with a thorough knowledge of accountancy shall draw up the financial statement.
- The financial statements shall be available to its members two weeks before the intended annual general meeting for their perusal.

FUNDRAISING ACTIVITIES GOAL

The main goals of National Property Forum are explained in its key objectives particularly to:

- Raise plus R10 million capital towards training
- Raise capital investment for SMMEs (venture capital)
- Raise capital for infrastructure investment.
- Raise capital for IT Equipment's
- Raise capital for acquiring of land.
- Raise capital for acquiring of business premises
- Raise capital for acquiring of vehicles.

Strategic Objectives

- a. Create an enterprises that ensures broad based ownership and empowerment in South Africa
- b. Create enterprises development that is in line with local, regional and economic development plans.
- c. Explore and develop spin off business activities that will evolve from such huge business linkages and networking platforms in South Africa.
- d. Engage with relevant government departments, local corporates and multinationals to secure long term contracts/tenders.

Operational Objectives

- a. A key operational objective of the business is to train; develop and grow existing SMMEs, entrepreneurs, unemployed youth and women; cooperatives and such emerging businesses in South Africa and beyond both in the short, medium and long term.

KEYS TO SUCCESS

- A spirit of togetherness and unity
- New business linkages creation
- New markets creation in South Africa and beyond
- Stakeholder cooperation
- New business and investment avenues citations and creation
- Cross business networking
- Continuous Business Development Support
- Continuous Business Training Mentorship and Support
- Continuous Finance Support and Procurement Deals brokerages

POWERS OF THE ORGANIZATION

- The executive may take on the powers and authority that it believes it needs to be able to achieve the objectives that are stated in clause 3 of this constitution. Its activities must abide by the law.
- The executive has the power and authority to raise funds or to invite and receive contributions.
- the executive does, however has the power to buy, hire or exchange for any property that it needs to achieve its objectives and to develop policies and or by-laws to manage its properties.
- The executive has the right to make by-laws for proper management, including code discipline application, approval and termination of membership.
- The National Property Forum shall own movable and immovable properties.

PRODUCT AND SERVICES

- To provide business development support to existing and potential Smme.
- To offer real estate trainings and mentorships to existing and potential entrepreneurs.
- To provide facilities management opportunities to members in residential/office/shop/factory/industrial space.
- To offer real estate and property development to SMMEs in terms of own property acquisitions

MEMBERS BENEFITS

- Access to subsidised business development and structured finance
- Access to NPF promoted business development conferences and seminars
- Access to structured trainings with S SETA
- Access to new business linkages and markets
- Access to business development mentorships support from preferred business development service providers
- Free continued developmental training
- Free business workshops participation
- Free business seminars participation
- Subsidised training
- Free advice and information on real estate issues.
- Business updates and the use of NPF logo on advertising materials
- Subsidised business mentorship trainings and support
- Free networking sessions
- Business profile structuring
- Marketing plan structuring
- Growth strategies structuring
- Free entry into NPF database

TARGET MARKET S AND STAKEHOLDERS ANALYSIS

- NPF will target existing property practitioners, entrepreneurs and such emerging businesses, cooperatives; unemployed youth and women.
- NPF will target finance institutions in South Africa
- NPF will target local investors and international investors for new markets, investments, joint ventures and partnerships creations
- NPF will mobilize for business linkages and procurement with government departments/institutions, private sector corporates, multinational

COMPETITOR ANALYSIS

- Rebosa
- EIASA
- Sapoa
- Safre

OPERATIONAL ANALYSIS AND FUNDRAISING

- As an organisation with immense potential, NPF will seek to get new donations for finance and equipment by sending proposals to various local and international grant providers that include the government, local private sector corporates and multinationals, local and international multi-millionaires, Property owners, local and international funding foundations and other NPOs and PBOs who can support NPF vision, mission and objectives both in the short, medium and long term.

MANAGEMENT AND RESOURCES PLAN

At the top will be the members of National Property Forum who elect and nominate the Board of Directors. The Board of Directors also formulate policies and procedures for the forum. The Board will be assisted by the Chairman in carrying out its mandate. The Chairman shall also be assisted by senior management who would oversee the NPO's daily operations; the Finance Director (who will manage the organisation's finances); the HR and Administration Manager (who would oversee the organisation's training recruitment, human resources management and general administration) and the Marketing Manager who will manage the marketing function.

CHAIRMAN

The summary of responsibilities for National Property Forum Chairman is as given below:

JOB SUMMARY:

To implement the strategic goals and objectives of the organization

With the Deputy chair, enable the Board to fulfil its governance function

To give direction and leadership toward the achievement of the organization's philosophy, mission, strategy, and its annual goals and objectives

The Chairman Reports to the Board of Directors

MAJOR FUNCTIONS/ACCOUNTABILITIES:

Board Administration and Support -- Support operations and administration of Board by advising and informing Board members, interfacing between Board and staff.

Program, Product and Service Delivery -- Oversees design, marketing, promotion, delivery and quality of programs, products and services.

Financial, Tax, Risk and Facilities Management -- Recommends yearly budget for Board approval and prudently manages organization's resources within those budget guidelines according to current laws and regulations.

Human Resource Management -- Effectively manages the human resources of the organization according to authorized personnel policies and procedures that fully conform to current laws and regulations.

Community and Public Relations -- Assures the organization and its mission, programs, products and services are consistently presented in a strong, positive image to relevant stakeholders.

Fundraising (nonprofit-specific) -- Oversees fundraising planning and implementation, including identifying resource requirements, researching funding sources, establishing strategies to approach funders, submitting proposals and administrating fundraising records and documentation.

INTERNAL AND EXTERNAL RISK ANALYSIS

SWOT ANALYSIS

STRENGTHS	<ul style="list-style-type: none"> ● BBEE empowered SMMEs that can seize many procurement opportunities in the market ● Motivated members ● Niche marketing ● Huge Asset Base ● Expected contracts ● Has a ready Technical Partner and Project Mentor ● Low Capital layout ● Foundation of skills base already exists in the community.
WEAKNESSES	<ul style="list-style-type: none"> ● Limited financial resources ● Low level of technical skills and management capacity ● Limited product portfolio ● Limited Capacity ● Limited Contracts To Manoeuvre ● Inexperience in the industry ● Credibility- new entrants into a sophisticated and highly contested market
OPPORTUNITIES	<ul style="list-style-type: none"> ● Increasing GDP ● BBEE funding from government ● Subserviced Niche Markets ● Favourable economic prospects ● Existence International Donors ● Government investment in industry ● BBEE funding from government
THREATS	<ul style="list-style-type: none"> ● Limited Donors ● Crash of World Markets particularly the home of many Donor Organisations, that is, Europe and the USA

CRITICAL SUCCESS FACTOR (CSF)

- I. Availability Of Official Sponsors
- II. Adequate Logistics And Communications
- III. Business Linkages
- IV. Key Stakeholders Engagement
- V. Continuous Business Linkages, Procurement & Markets Creation Opportunities
- VI. Continuous Finance And Grants Brokerage
- VII. Setting Up Of Investment entity
- VIII. Continuous Recruitments
- IX. Continuous Lobbying
- X. On-Going Business Trainings And Mentorship Support
- XI. Regular Donor Support
- XII. Continuous Audits And Compliance
- XIII. Continuous New Business Development Creation And Support

SOCIO-ECONOMIC BENEFITS OF THE PROJECT

- Employment Creation
- Increased Income
- Poverty Alleviation
- Increased Participation Of Women
- Increased participation of Youth
- Skills Transfer
- Training Current And Future practitioners
- Growth Catalysts
- More Household To Benefit Indirectly

REFERENCES

- Department Of Services Seta.
- Department Of Human Settlement
- Department Of Social Development
- Estate Agency Affairs Board
- Services Seta
- Property Charter
- Absa Home loans
- FNB Home loans
- Nedbank
- Multinet
- Ooba
- National Housing Finance

NATIONAL PROPERTY FORUM



Primary Business Address
suite 601 Old Poyntons Building
171 Church street
Pretoria 0002
Mobile 07661787459
Phone: 0849755416
Fax: 086 544 6390

E-mail: secretary@nationalpropertyforum.co.za
www.nationalpropertyforum.co.za