

South Africa School of Millionaires (Pty) LTD

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Course: Multicultural Practice in Business / Workplace



Are you able to effectively handle your multicultural workplace?

Are your staff struggling to function together as a team because of cultural differences?

Lack of knowledge in the subject of multiculturalism is obvious in our South African workplaces. Misunderstandings lead to negative attitudes and diminished productivity.

South African School of Millionaires can improve the efficiency and profitability of your business by helping your employees better understand each other and provide them with practical skills for working in a multicultural workplace environment.

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1. Executive Summary

Business Concept

Training on understanding the benefits of multiculturalism at the workplace and beyond.

Service to be provided

Cultural synergy through change of mind-sets.

Vision and Mission

To develop a community with a new mind set, multicultural knowledge and appreciation of human similarities and diversities.

Market

Staff members in a business that provide leadership, goods and/or services to people of different cultural backgrounds such as front managers, supervisors, receptionists, waiters, sales personnel, etc.

Competitive Edge

Services provided are different from other service providers in that *South Africa School of Millionaires* focuses on **multiculturalism**.

Other service providers, only focus on **cultural diversity**, which ultimately lead to the discussion of the wrong subject of **multiracialism**.

Current Business Position

Private Company

Personnel in the Company

Highly qualified presenters in the subject.

Hire extra staff as and when required.

Major Achievements

The company has already conducted business with reputable companies and educational institutions (the list is herein attached), which later brought more business.

Sustainability

Achieved by securing long term contracts

2. Introduction

The majority, if not all South Africans - business, sports, neighbourhood and all three spheres of government - should be exposed to the fact that most of our problems are caused by lack of knowledge and understanding of each other's culture.

Workers need to be exposed to the fact that all of us are not only different, but are also the same. That we are similar because all of us have the **same basic human needs**, such as food, shelter, communication, relationship, etc. The human differences are only vivid when it comes to **how** we have been conditioned by our different socio-cultural environments to meet these same specific basic human needs.

Lack of knowledge in the subject of multiculturalism becomes obvious in our South African workplaces when workers from different cultural backgrounds struggle to function effectively together to advance business purposes. Their misunderstanding leads to negative attitudes and suspicion towards one another, and sometimes to physical fighting. The end result is often serious tension, which is so easily perceived and branded as racism. This is soon followed by strikes and vandalism of property. The negative aftermath of this goes beyond workplaces to most spheres in our country, and finds its climax in the political arena. Politicians then politicise what simply started as lack of understanding of other people's different cultures, into a racial issue. These expose the volatility of our economy by bringing business production to almost standstill.

South Africa School of Millionaires would be a viable partner in improving efficiency and profitability of your business. We will achieve these by providing better understanding and practical skills to your employees on how to handle a **multicultural workplace environment**. This will lead to the emergence of a positive work environment and a community where every single worker feels valued and appreciated. It's because we, at *South Africa School of Millionaires*, know that the issue at stake is not 'racial' but a lack of understanding and appreciation of each other's different cultures. *South Africa School of Millionaires* would offer top class Multicultural workshops, with the **main objective of helping your workforce to understand and not seek to change others**, at an affordable rate with added benefits.

South Africa School of Millionaires would offer its clients the service of impact assessment by conducting Monitoring and Evaluation supplemented by small groups or individual contextualized practical coaching for the success and sustainability of the program.

We have staff members who are highly qualified (PhD in cultural studies) to facilitate this course using the material we have produced over a long period of time. Our staff members don't only have academic qualifications, but are full of life experience, appreciation, passion and deep affection for different cultures, all of which help them to fulfil this assignment with excellence. They have personally applied the principles we teach in this course in real life situations with people of cultures in different countries around the world.

3. Vision and Mission

Vision Statement

To develop a community with improved multicultural knowledge, a new mind set and appreciation of human similarities and diversities

Mission Statement

To partner with our clients in providing their workers with multicultural understanding and practical skills, thus allowing our clients (the management and administrators) to focus on, and to facilitate creation of the culture of growing a competitive strong business in a most conducive environment

a. Form of Business (Services)

Educating, training and coaching are the major functions of the *South Africa School of Millionaires*.

4. The Market

a. Industry Trends

The market sector that we want to penetrate is an open market, as there is no one we know who applies the approach we employ to provide cultural synergy skills that leads to workers to a better understanding of each other without trying to convert others to be like them. The training companies that share in this market focus on cultural diversity, fall short on exploring human similarities. They focus on our differences (**diversity**) that continue to divide the workers. We train on understanding other's cultures (**multiculturalism**) which results in improved working relations, because it avoids exclusivity and encourages inclusivity by celebrating different cultural legacies.

b. Market Analysis

The dawn of democratic South Africa and the scrapping of the Group Areas Act have allowed people of different cultural backgrounds to look for opportunities in order to improve their livelihood in all directions. However, this doesn't come without challenges that demand our immediate attention. One of the biggest challenges is that of working in a multicultural context, and sharing facilities with people that have different set values. This task becomes almost impossible unless one is equipped with multicultural knowledge and the cultural synergy skills. *South Africa School of Millionaires'* intervention will bring the most needed knowledge and skills that will improve human relations for the purpose of productivity and profitability for your business.

c. Target Market

Our focused target market is all businesses - big or small that employs and supplies goods and/or services to clients representing different cultural backgrounds. This includes all employees of such companies who function at different levels and one way or another have to deal with people in fulfilling their duties to make the established business realize its goals. These would include:

- Senior Management Team – know how to make policies those are inclusive.
- Middle and Junior Management – develop the ability and skills to contextualize the implementation of the company's policies in order to motivate the workforce.
- Sales – know how to communicate the product and/or service the company offers in the most effective way to potential new clients of different cultures.
- Service/production staff – know how to effectively relate to fellow employees in order to fast-track production.

d. Competition

Services provided are different from other service providers, in that, *South Africa School of Millionaires* trains, educates and coaches on multiculturalism and provides cultural synergy

skills to bring about better understanding and appreciation of other people's cultures. Other service providers train only on cultural diversity, which emphasises our differences and continues to divide the people based on race.

e. Legal and Regulatory Environment

The company seeks to comply with all regulatory requirements, including SETA for accreditation and SARS for financial control.

f. SWOT Analysis

Strength

- Industry knowledge
- Very strong client base
- Minimal overhead costs
- Employee's strong desire for an increased understanding of why others (employees) behave and do certain things differently in order to improve the working environment

Weakness

- New player
- Multiculturalism and not cultural diversity approach
- No long term contracts
- Limited staff

Opportunities

- Open and unlimited market
- Supply shortage
- Globalization
- Strong desire to understand others
- High demand

Threats

- Lack of ability to differentiate between **multiculturalism** and **multiracialism**
- Politicisation of cultural issues
- Training is a soft skill

g. Strategy

i. Overall Strategy

A sales focus is of top priority followed by good service to insure we build partnership with clients and ongoing business for many years to come. Spending time and building strong relationships, ensuring that we build with the future in mind. We believe that we could brand and position ourselves in the minds of the potential clients as a necessity for their businesses.

ii. Pricing Policy

Pricing will be calculated on the basis of the number of delegates to attend the workshop/training. To make it affordable, in order to reach more people with this important and needed knowledge and skill, we shall adjust the training investment fee as per number of attendees. We will always ensure that the more the delegates per training the less the training investment fee.

iii. Service Delivery

By appointing correct and qualified people in the correct positions we will endeavour to deliver the best training workshops to all our clients and delegates. We also do our best to provide and use the best training materials.

5. Some of our serviced clients



- a. Sparta Beef (Marquard, Free State)
 - **Lithebe Setai** (HR Manager) – 078 577 63 49
- b. University of Free State (Bloemfontein, Free State)
 - **Dr. Arno van Niekerk** (Senior Lecturer) – 084 208 6211
- c. KZN Medical Congress (Pietermaritzburg)
 - **Rose Naicker** (Chairperson) - 076 914 6526
- d. Cosmo City Church (Cosmo City, Gauteng)
 - **Jack Tsoai** (Senior Pastor) – 082 952 1362
- e. Doxa Deo (Bloemfontein, Free State)
 - **Chris Gerber** (Senior Pastor) – 084 511 5117

6. Conclusion

The following categories will be the major beneficiaries of the multiculturalism intervention in your company:

- **Employees** will gain the knowledge that all human beings are similar and different at the same time. This specific kind of knowledge will help them to create a non-threatening workplace environment in which working and learning become a pleasure and not just something done for a salary.
- **Management Team and Administration** will be released to focus on their specific responsibilities – to provide vision and leadership to take the business forward and higher rather than dealing with employees' insecurities created by misunderstandings due to cultural ignorance.
- **Businesses** shall grow as productivity and profitability increase by having an empowered management team and employees who understand each other and their clientele, rather than trying to figure out the behaviour of others without someone qualified offering them a better explanation. Instead, they will focus on what they came to do at the business establishment: to work, increase production, deliver the goods/and or services and by so doing contribute in the building of a better life for all people in South Africa and the world at large.
- Finally, **South Africa** will be and continue to be a home of all who live in it, and have the benefit of celebrating their different legacies.

7. Appendices

- 7.1 Appendix 1 – Letters of recommendation from some of our clients
- 7.2 Appendix 2 – Certificate of Confirmation
- 7.3 Appendix 3 – Tax Clearance Certificate
- 7.4 Appendix 4 – BBBEE Certificate of Compliance