

Business model

Our PURPOSE

TO SUPPORT, SOLVE, SIMPLIFY

Our VALUES

PUT PEOPLE FIRST

MAKE A PLAN

STAY DRIVEN

STAY HUMBLE

INPUTS/CAPITALS



Human capital

- Skills of our workforce: whose skills and efforts enable us to meet customer needs
- Trading ability of our traders
- Ongoing training and skills transfer
- Initiatives to “make a plan” and assist a customer
- Attracting, retaining engaged employees



Intellectual capital

- Product Knowledge: customer value add
- Sourcing knowledge: best product at fair price
- Standards and specification knowledge
- Brands and brand awareness



Social capital

- Relationships with customers
- Relationships with suppliers
- Relationships with communities
- Relationships with funders



Finance capital

- Investments in assets required to deliver against our objectives
 - Right stock range to meet customer requirements
 - At locations convenient to where customer needs it
 - Provide credit to customers to fund projects

STRATEGIC PLANNING MODEL

BUSINESS ACTIVITIES/ VALUE ADDS

Sourcing

- Procurement advantage
- Procurement automation
- Supplier knowledge/ support
- Skilled central procurement staff

Range

- One-stop shop
 - Wide range for target customers
- Cables Overhead line*
Low voltage Lighting
Renewables

Customer knowledge

- Needs and requirements
- Focus on service
- Make a plan to solve a problem
- Technical assistance

Location

- Close and convenient
- Simple picking solutions
- Web store alternative

Logistics

- Collection and delivery
- Own delivery fleet
- Central DC branches
- “Connect Stores” close to customers

Credit funding

- Thorough customer knowledge
- Backed by credit insurance
- Any store – one account
- Central control, local relationship

OUTPUTS

OUTCOMES

Customer satisfaction

- Repeat business
- Problems solved
- Stronger brands
- Long-term relationships

Challenged and engaged staff

- Trained and developed
- Happy work environment
- Share in wealth generation

Low impact on the environment

- Low carbon footprint
- Solution for disposal of problem products
- Low water use and contamination
- Electrifying the country

Payment of taxes

- Contribute to country development
- Improved social and economic wellbeing
- Good corporate citizen

Upliftment of communities

- Financial support
- Time support
- Product support

Returns to funders

- Secure return on investments