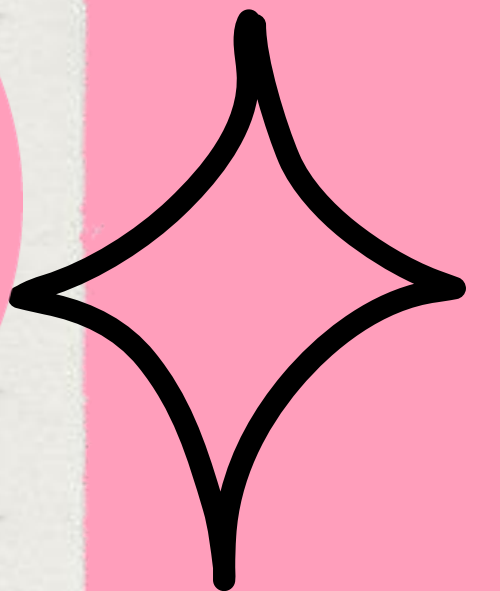




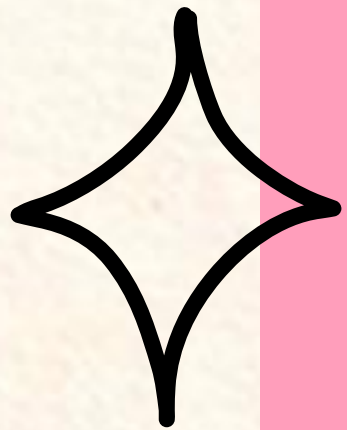
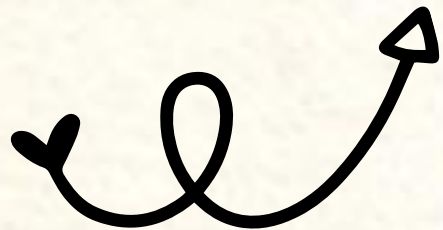
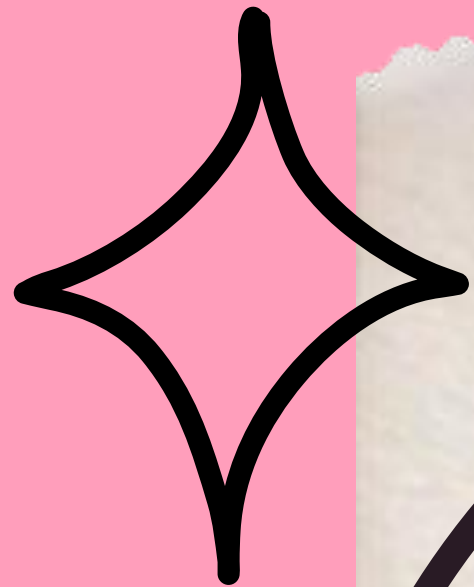
# KELLYGIRL SKILLS ACADEMY

*MBA Pitch*





**Business Owner**



**Kelly Meagan Damons**



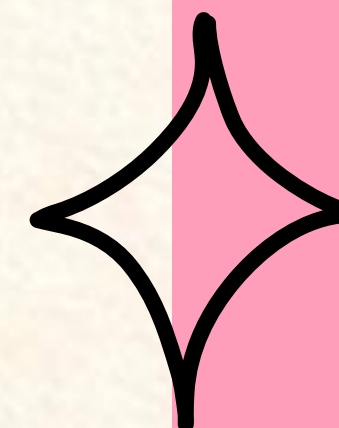
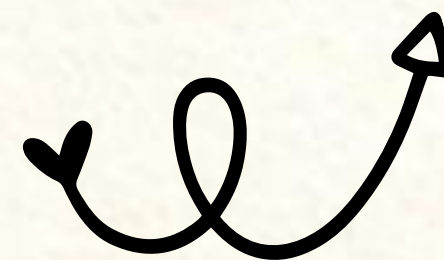
# About KellyGirl Skills Academy





# Training Credentials

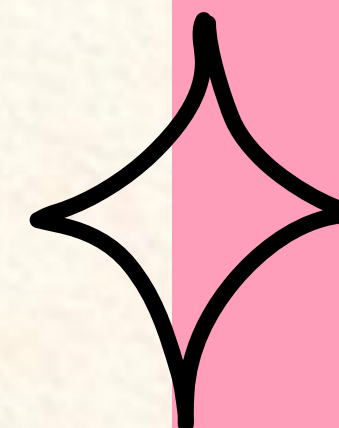
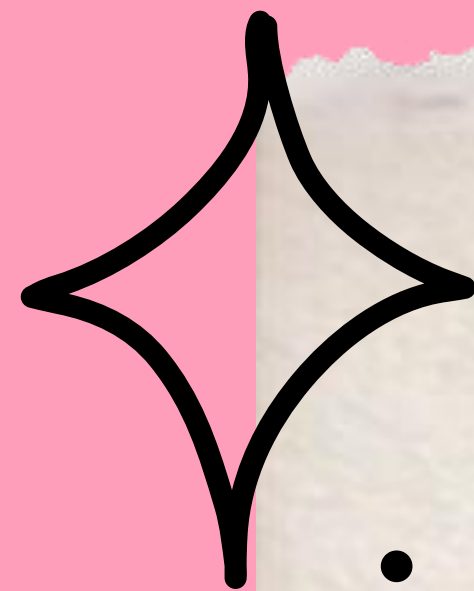
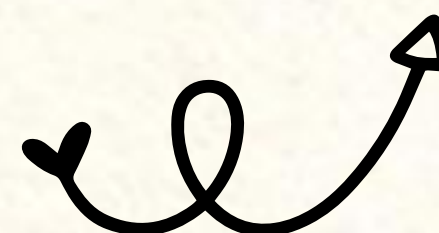
- **AGRISETA:** AGRI/cprov/1496/21
- **ETDP SETA:** ETDP011450
- **QCTO:** 02-QCTO/SDP240221-661;
- 02-QCTO/SDP080921-2889
- **EISA Centre QCTO**
- **MICT SETA:** ACC/2022/02/0001
- **SERVICESSETA:** 14610

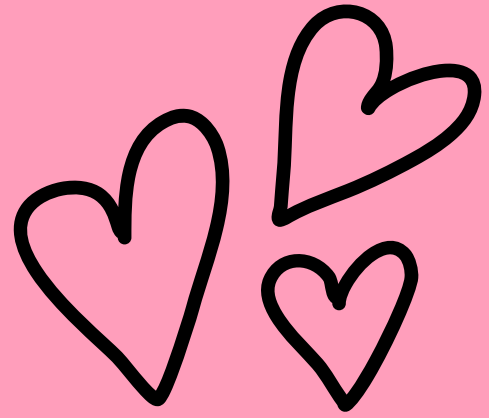




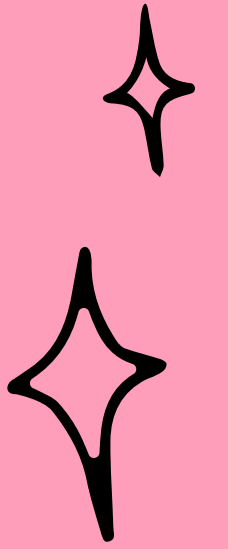
# Service Offerings

- **Skills Audits and Qualifications Verification Services**
- **WSP/ATR Compiling and Submissions;**
- **Learning Material Development**
- **Motivational Workshops**
- **Learner Recruitment**
- **Work Integrated Learning Programmes**
- **Assessment and Moderation**





# MY TEAM



**Hilton**



**Zubeira**



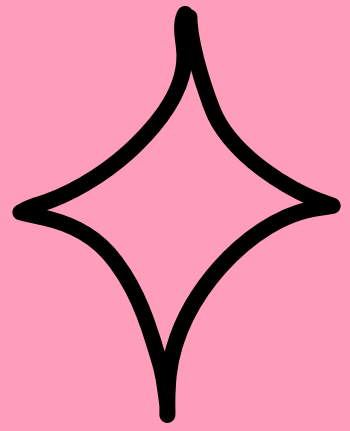
**Calvin**



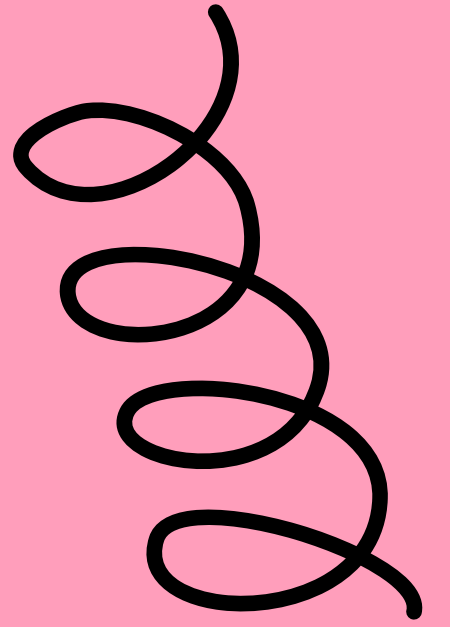
**Maxine**



**Siyabonga**



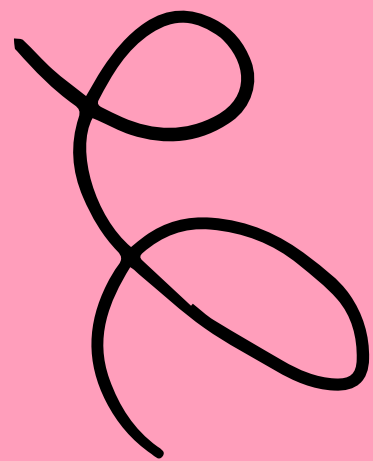
# Problem Statement



Software Development Learnership

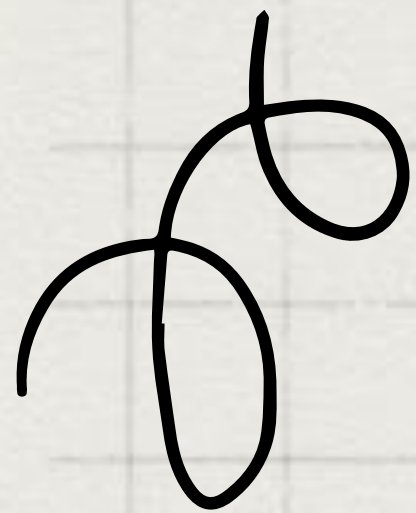


**Kellygirl Skills Academy is addressing the challenge of bridging the critical skills gap and ensuring career readiness among young adults and women in our evolving job market.**





# The KellyGirl Skills Difference



**KELLYGIRL SKILLS ACADEMY**

 [kellygirlskillsacademy](#)  [@oneskillatime](#)  078 088 6363  [info@kellygirlskills.co.za](mailto:info@kellygirlskills.co.za)

Accredited Skills Development Provider

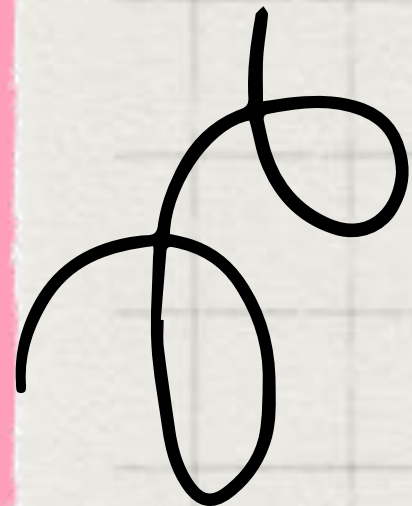


Lifelong Learning  
One Skill at a Time

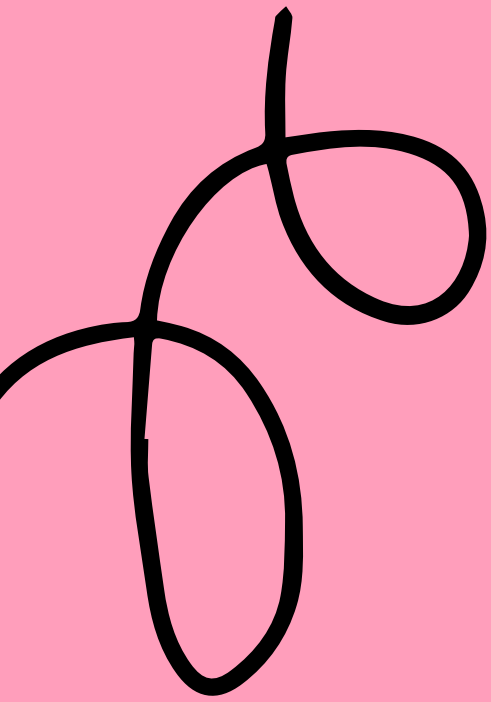
The banner features a woman in a patterned dress standing next to a vertical sign. The sign has a pink and white diamond pattern and contains the text 'Accredited Skills Development Provider', the 'Kgs' logo, and 'Lifelong Learning One Skill at a Time'. At the bottom of the sign are silhouettes of three people. The banner is set against a background of a grid pattern.



# Competitors



# Target Market



**Lifelong Learning**

**KELLYGIRL SKILLS ACADEMY**

Instagram: [kellygirlskillsacademy](#) Facebook: [@oneskillatatime](#) Phone: 078 088 6363 Email: [info@kellygirlskills.co.za](mailto:info@kellygirlskills.co.za)

Accredited Skills Development Provider

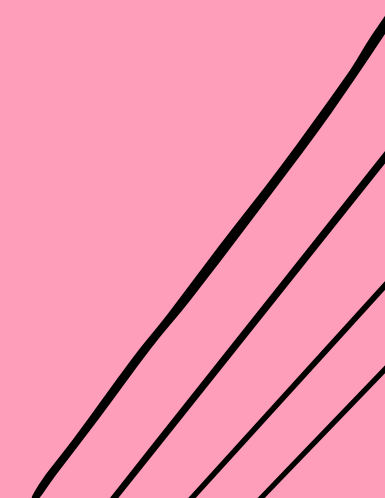
**Kgs**

Lifelong Learning  
One Skill at a Time

124 Simpson Road  
Sarsburg  
Gauteng  
0020

078 088 6363  
[www.kellygirlskills.co.za](http://www.kellygirlskills.co.za)  
[@oneskillatatime](#)  
[kellygirlskillsacademy](#)

**One Skill At A Time**



# Marketing

## Website

<http://kellygirlskills.co.za>

## TikTok

@kellygirlskillsacademy

## Instagram

@kellygirlskills.co.za

## Print and Signage

Booklets, Bags and Pens  
NMBBC Newsletters  
B and E Properties Building

## Facebook

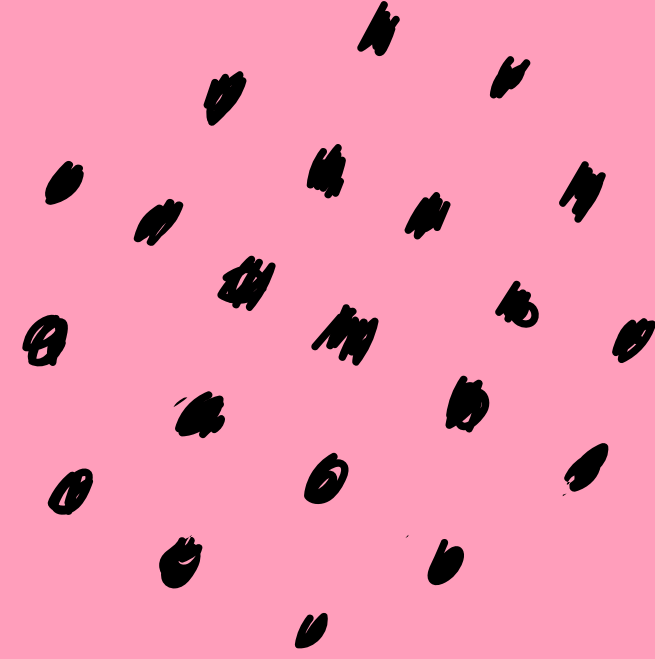
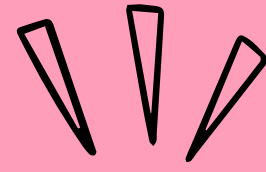
@kellygirlskillsacademy.

## LinkedIn

@kellygirlskillsacademy

**FP&M SETA 2023/24 OFO SPOI LIST**

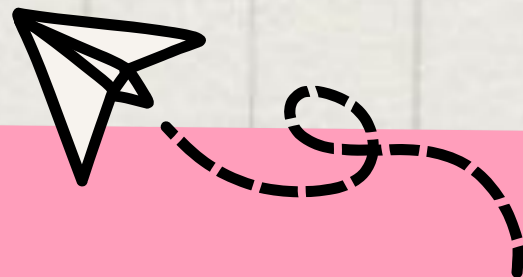
SETA NAME	PERIOD	OCCUPATION CODE	OCCUPATION	SPECIALISATION/ ALTERNATIVE TITLE	INTERVENTION PLANNED BY THE SETA	NQF LEVEL	NQF ALIGNED	QUANTITY NEEDED	QUANTITY TO BE SUPPORTED SETA
FP&M SETA	2023/2024	2021-832909	Textile, Clothing and Footwear Factory Worker	Clothing and Textile Factory Worker	Learnership	Level 3	Yes	1000	600
FP&M SETA	2023/2024	2021-432104	Warehouse Administrator / Clerk	Wool Storage Controller / Manager	Skills programme	Level 4	Yes	200	100
FP&M SETA	2023/2024	2021-683202	Apparel and related pattern maker	Apparel and related pattern maker	Learnership	Level 4	Yes	150	100
FP&M SETA	2023/2024	2021-312201	Production / Operations Supervisor (Manufacturing)	Production / Operations Supervisor (Manufacturing)	Skills programme	Level 5	Yes	50	30
FP&M SETA	2023/2024	2021-683401	Upholsterer	Upholsterer	Learnership	Level 4	Yes	150	100
FP&M SETA	2023/2024	2021-661801	Textile, Leather and Related Materials Handicraft Workers	Handicraft Footwear Maker Embroiderer	Apprenticeship	Level 4	Yes	100	70
FP&M SETA	2023/2024	2021-832903	Timber and Wood Process Worker	Wood and Wood Products Factory Worker	Learnership	Level 3	Yes	100	50
FP&M SETA	2023/2024	2021-714301	Paper Products Machine Operator	Machine Operator (Cardboard Products)	Apprenticeship	Level 4	Yes	150	80
FP&M SETA	2023/2024	2021-734102	Logging Plant Operator	Forestry Processor Operator	Bursary	Level 5	Yes	120	30
FP&M SETA	2023/2024	2021-641502	Carpenter	Carpenter	Apprenticeship	Level 4	Yes	100	30
FP&M SETA	2023/2024	2021-721101	Machinery Assembler	Machinery Assembler	Learnership	Level 3	Yes	50	40

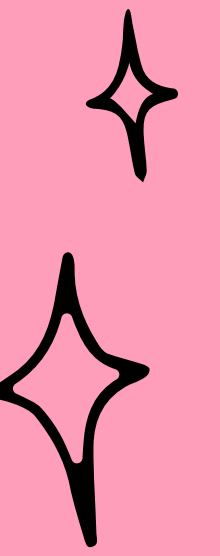
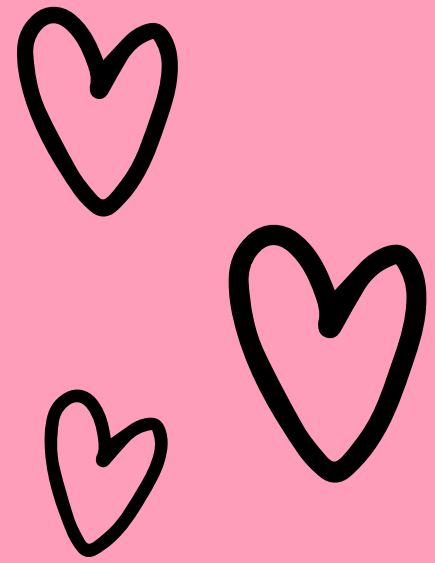


# KellyGirl Skills Smart Academy

**Trades & Occupational Qualifications**

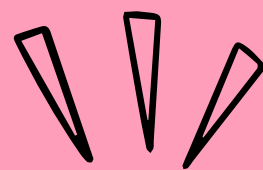
**Smart Learning Truck**





# SWOT ANALYSIS



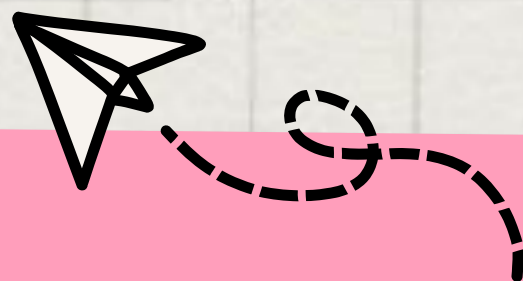


# Market for Leatherworks Courses

Trades & Occupational Qualifications



Smart Learning Truck

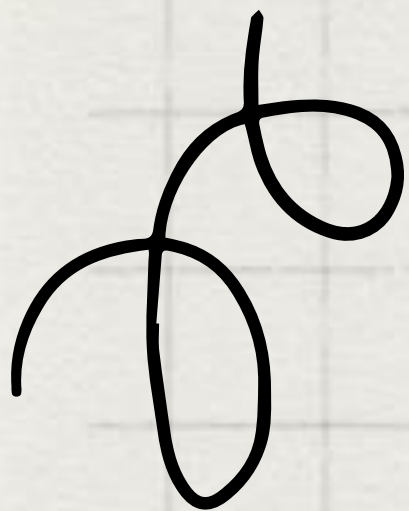




# Start Up Costs



<b>Startup</b>	<b>(R6 947 938)</b>
<b>Requirements</b>	
<b>Startup Expenses</b>	
<b>Legal / health and safety equipment</b>	<b>R75 000</b>
<b>Insurance</b>	<b>R50 000</b>
<b>Rent</b>	<b>R700 000</b>
<b>Computer equipment</b>	<b>R600 000</b>
<b>Furniture, desks</b>	<b>R170 000</b>
<b>Machinery, tools, materials</b>	<b>R21 617 942</b>
<b>Mobile learning truck</b>	<b>R1 000 000</b>
<b>Mobile learning truck insurance</b>	<b>R75 000</b>
<b>Mobile learning truck furnishings</b>	<b>R500 000</b>
<b>Learning material</b>	<b>R150 000</b>
<b>Total Startup Expenses</b>	<b>R24 937 942</b>
<b>Startup Assets</b>	
<b>Cash Required</b>	<b>R500 000</b>
<b>Long-term Assets</b>	<b>R650 000</b>
<b>Total Assets</b>	<b>R1 150 000</b>
<b>Total Requirements</b>	<b>R26 087 942</b>

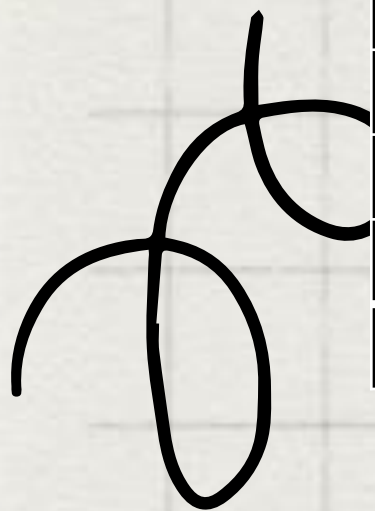




# Start Up Costs

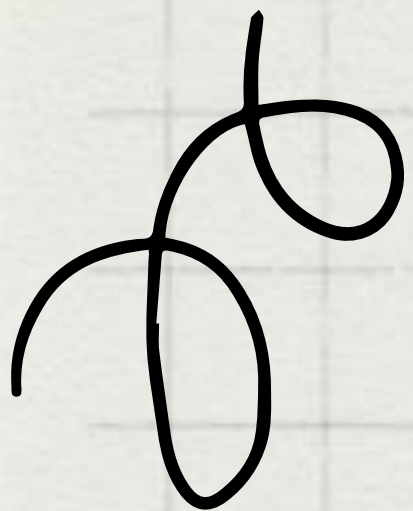
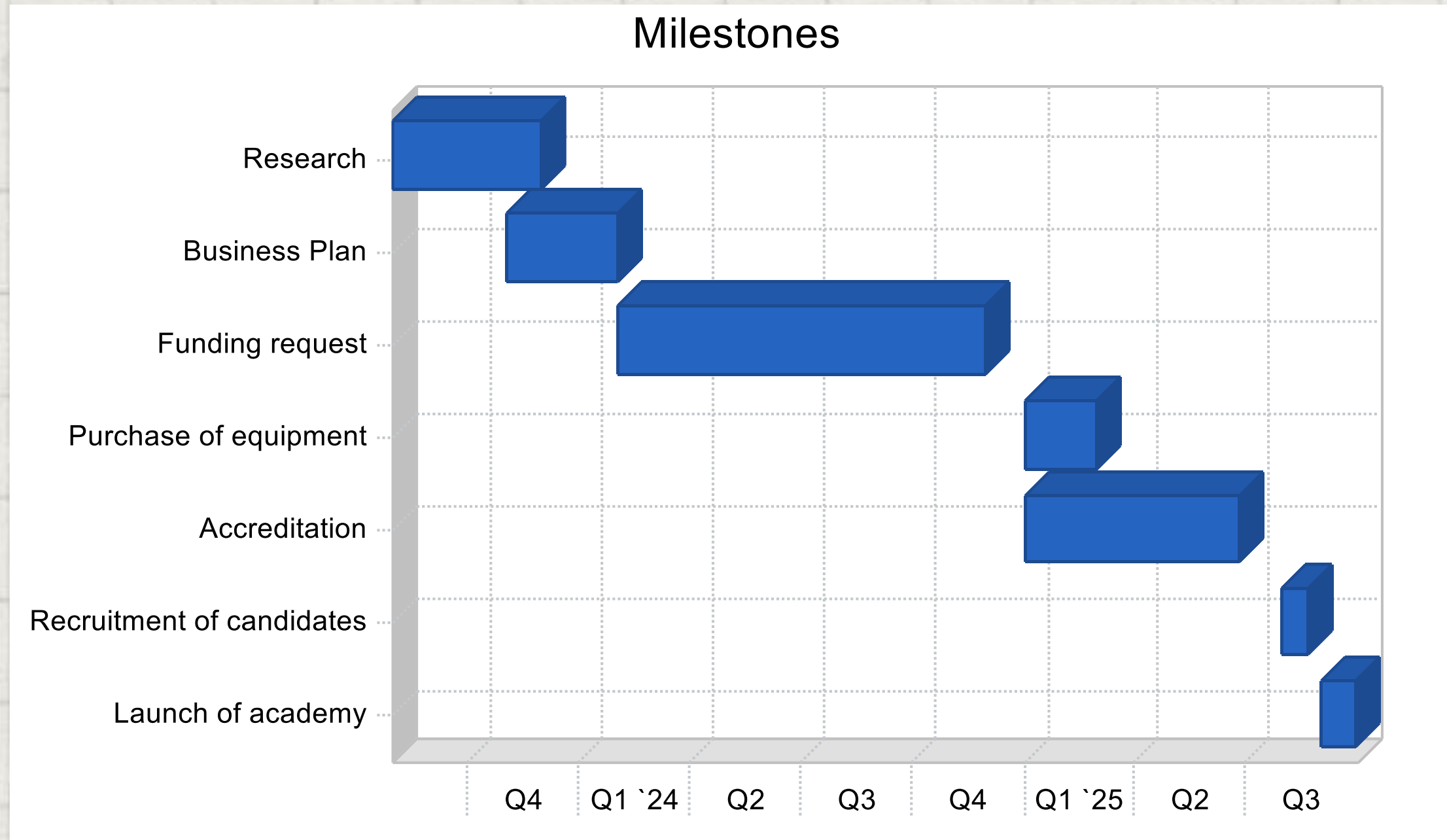


<b>Liabilities and Capital</b>	
<b>Liabilities</b>	
Current Borrowing	R0
Long-term Liabilities	R0
Accounts Payable (Outstanding Bills)	R0
Other Current Liabilities (interest-free)	R0
<b>Total Liabilities</b>	<b>R0</b>
<b>Capital</b>	
Planned Investment	
Owner	R1 000 000
Grant funding	R26 000 000
Loans	R0
Additional Investment Requirement	R0
<b>Total Planned Investment</b>	<b>R27 000 000</b>
<b>Loss at Startup (Startup Expenses)</b>	<b>(R24 937 942)</b>
<b>Total Capital</b>	<b>R2 062 058</b>





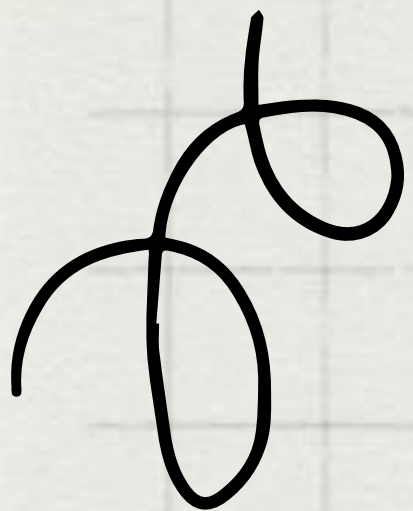
# Milestones





# Pricing Strategy

- Our pricing strategy will be that of penetration tactics for the first 6 months of our operation.
- Competitive pricing would be adopted after six - months of operation in order to stay a tad cheaper than our competitors while offering the same quality if not better. On average, the lead competitors are charging cost plus 10% mark up.
- We would thrive to charge cost plus 7% mark-up, using relatively competitive teaching and learning methods.

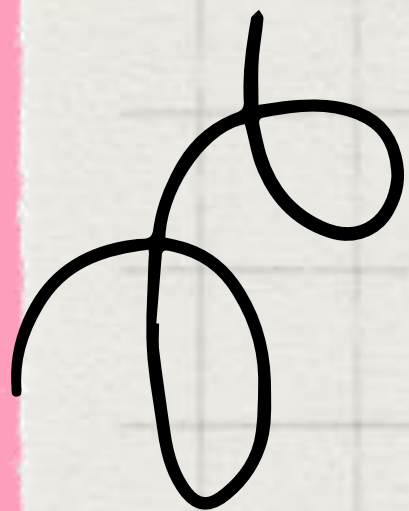




# Sales Forecast



<b>Sales Forecast</b>			
	Year 1	Year 2	Year 3
<b>Unit Sales</b>			
<b>Upholsterer apprenticeship</b>	180	540	<b>1 800</b>
<b>Apparel and related machine mechanic</b>	110	540	<b>1 800</b>
<b>Pattern making and grading programme</b>	117	540	<b>1 800</b>
<b>Sewing skills programme</b>	180	540	<b>1 800</b>
<b>Furniture design course</b>	92	540	<b>1 800</b>
<b>Footwear qualification</b>	180	540	<b>1 800</b>
<b>Footwear lasting and making</b>	180	540	<b>1 800</b>
<b>Footwear cutting</b>	180	540	<b>1 800</b>
<b>Leather tanning operator</b>	131	540	<b>1 800</b>
<b>Apparel maker</b>	15	540	<b>1 800</b>
<b>Total Unit Sales</b>	1 365	5 400	<b>18 000</b>

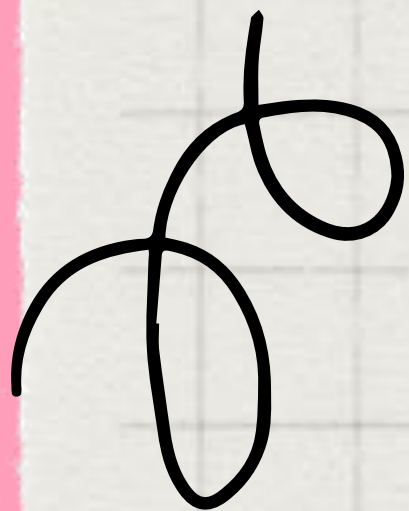




# Sales Forecast

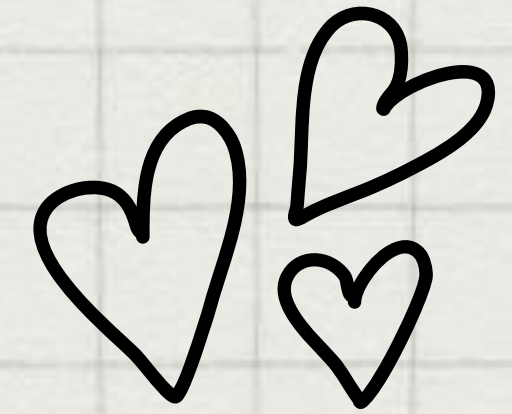


Unit Prices	Year 1	Year 2	Year 3
Upholsterer apprenticeship	R6 666.00	R7 920.00	R7 920.00
Apparel and related machine mechanic	R6 666.00	R7 920.00	R7 920.00
Pattern making and grading programme	R6 666.00	R7 920.00	R7 920.00
Sewing skills programme	R1 333.00	R1 670.00	R1 670.00
Furniture design course	R6 666.00	R7 920.00	R7 920.00
Footwear qualification	R6 666.00	R7 920.00	R7 920.00
Footwear lasting and making	R4 166.00	R6 250.00	R6 250.00
Footwear cutting	R4 166.00	R6 250.00	R6 250.00
Leather tanning operator	R6 666.00	R7 920.00	R7 920.00
Apparel maker	R6 250.00	R7 920.00	R7 920.00





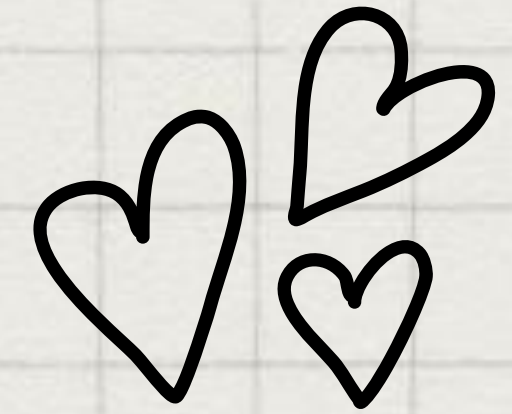
# Sales Forecast



Sales			
<b>Upholsterer apprenticeship</b>	R1 199 880	R4 276 800	<b>R14 256 000</b>
<b>Apparel and related machine mechanic</b>	R733 260	R4 276 800	<b>R14 256 000</b>
<b>Pattern making and grading programme</b>	R779 922	R4 276 800	<b>R14 256 000</b>
<b>Sewing skills programme</b>	R239 940	R901 800	<b>R3 006 000</b>
<b>Furniture design course</b>	R613 272	R4 276 800	<b>R14 256 000</b>
<b>Footwear qualification</b>	R1 199 880	R4 276 800	<b>R14 256 000</b>
<b>Footwear lasting and making</b>	R749 880	R3 375 000	<b>R11 250 000</b>
<b>Footwear cutting</b>	R749 880	R3 375 000	<b>R11 250 000</b>
<b>Leather tanning operator</b>	R873 246	R4 276 800	<b>R14 256 000</b>
<b>Apparel maker</b>	R93 750	R4 276 800	<b>R14 256 000</b>
<b>Total Sales</b>	<b>R7 232 910</b>	<b>R37 589 400</b>	<b>R125 298 000</b>

<b>Direct Unit Costs</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>Upholsterer apprenticeship</b>	R666.60	R792.00	<b>R792.00</b>
<b>Apparel and related machine mechanic</b>	R666.60	R792.00	<b>R792.00</b>
<b>Pattern making and grading programme</b>	R666.60	R792.00	<b>R792.00</b>
<b>Sewing skills programme</b>	R133.30	R167.00	<b>R167.00</b>
<b>Furniture design course</b>	R666.60	R792.00	<b>R792.00</b>
<b>Footwear qualification</b>	R666.60	R792.00	<b>R792.00</b>
<b>Footwear lasting and making</b>	R416.60	R625.00	<b>R625.00</b>
<b>Footwear cutting</b>	R416.60	R625.00	<b>R625.00</b>
<b>Leather tanning operator</b>	R666.60	R792.00	<b>R792.00</b>
<b>Apparel maker</b>	R625.00	R792.00	<b>R792.00</b>
<b>Direct Cost of Sales</b>			
<b>Upholsterer apprenticeship</b>	R119 988	R427 680	<b>R1 425 600</b>
<b>Apparel and related machine mechanic</b>	R73 326	R427 680	<b>R1 425 600</b>
<b>Pattern making and grading programme</b>	R77 992	R427 680	<b>R1 425 600</b>
<b>Sewing skills programme</b>	R23 994	R90 180	<b>R300 600</b>
<b>Furniture design course</b>	R61 327	R427 680	<b>R1 425 600</b>
<b>Footwear qualification</b>	R119 988	R427 680	<b>R1 425 600</b>
<b>Footwear lasting and making</b>	R74 988	R337 500	<b>R1 125 000</b>
<b>Footwear cutting</b>	R74 988	R337 500	<b>R1 125 000</b>
<b>Leather tanning operator</b>	R87 325	R427 680	<b>R1 425 600</b>
<b>Apparel maker</b>	R9 375	R427 680	<b>R1 425 600</b>
<b>Subtotal Direct Cost of Sales</b>	<b>R723 291</b>	<b>R3 758 940</b>	<b>R12 529 800</b>

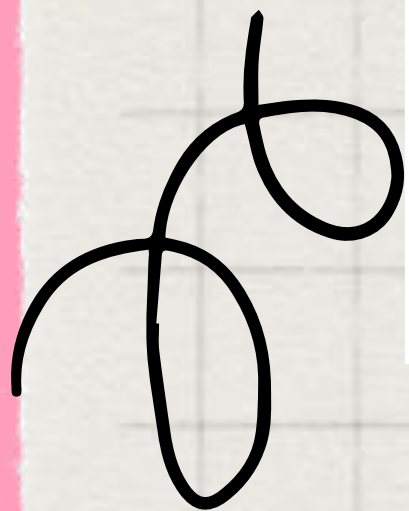
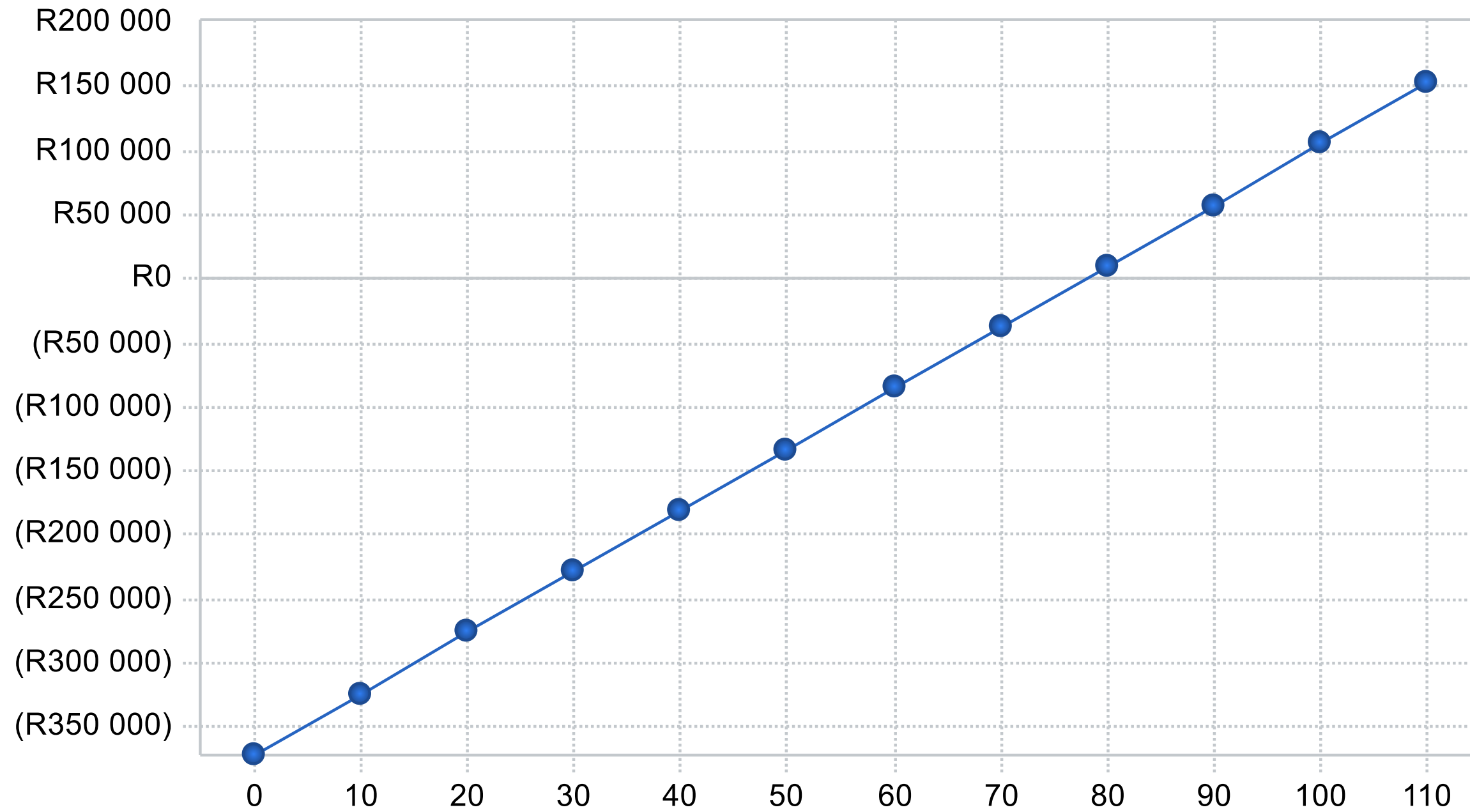
# Sales Forecast



# Break Even Analysis



Break-even Analysis

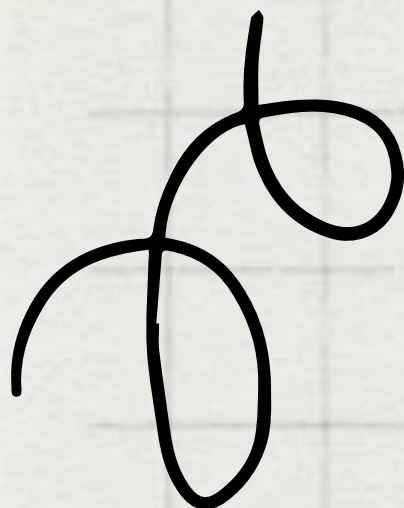




# Projected Cash Flows



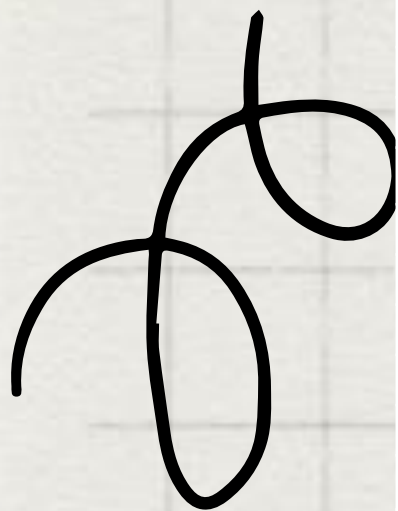
Pro Forma Cash Flow	Year 1	Year 2	Year 3
<b>Cash Received</b>			
<b>Cash from Operations</b>			
Cash Sales	R7 232 910	R37 589 400	R125 298 000
Subtotal Cash from Operations	R7 232 910	R37 589 400	R125 298 000
<b>Additional Cash Received</b>			
Sales Tax, VAT, HST/GST Received	R1 084 936	R5 638 410	R18 794 700
New Current Borrowing	R0	R0	R0
New Other Liabilities (interest-free)	R0	R0	R0
New Long-term Liabilities	R0	R0	R0
Sales of Other Current Assets	R0	R0	R0
Sales of Long-term Assets	R0	R0	R0
New Investment Received	R0	R0	R0
Subtotal Cash Received	R8 317 847	R43 227 810	R144 092 700
<b>Expenditures</b>			
<b>Expenditures from Operations</b>			
Cash Spending	R2 561 000	R2 765 880	R2 987 150
Bill Payments	R3 029 411	R12 109 396	R41 174 973
Subtotal Spent on Operations	R5 590 411	R14 875 276	R44 162 124
<b>Additional Cash Spent</b>			
Sales Tax, VAT, HST/GST Paid Out	R1 084 936	R5 638 410	R18 794 700
Principal Repayment of Current Borrowing	R0	R0	R0
Other Liabilities Principal Repayment	R0	R0	R0
Long-term Liabilities Principal Repayment	R0	R0	R0
Purchase Other Current Assets	R0	R0	R0
Purchase Long-term Assets	R0	R0	R0
Dividends	R0	R0	R0
Subtotal Cash Spent	R6 675 348	R20 513 686	R62 956 824
<b>Net Cash Flow</b>	R1 642 499	R22 714 124	R81 135 876
<b>Cash Balance</b>	<b>R3 054 557</b>	<b>R25 768 681</b>	<b>R106 904 557</b>





# Projected Balance Sheet

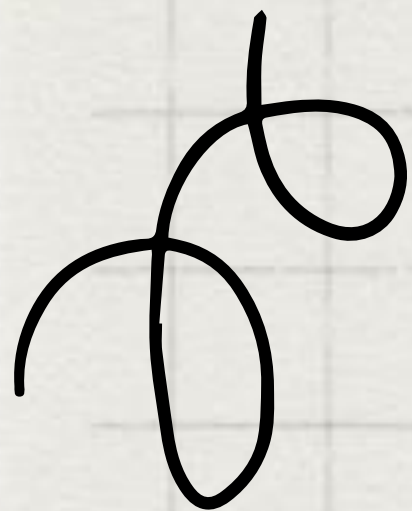
Pro Forma Balance Sheet			
	Year 1	Year 2	Year 3
<b>Assets</b>			
<b>Current Assets</b>			
Cash	R3 054 557	R25 768 681	R106 904 557
Other Current Assets	R0	R0	R0
<b>Total Current Assets</b>	<b>R3 054 557</b>	<b>R25 768 681</b>	<b>R106 904 557</b>
<b>Long-term Assets</b>			
Long-term Assets	R650 000	R650 000	R650 000
Accumulated Depreciation	R0	R0	R0
<b>Total Long-term Assets</b>	<b>R650 000</b>	<b>R650 000</b>	<b>R650 000</b>
<b>Total Assets</b>	<b>R3 704 557</b>	<b>R26 418 681</b>	<b>R107 554 557</b>
<b>Liabilities and Capital</b>	Year 1	Year 2	Year 3
<b>Current Liabilities</b>			
Accounts Payable	R210 535	R1 011 659	R3 596 715
Current Borrowing	R0	R0	R0
Other Current Liabilities	R0	R0	R0
<b>Subtotal Current Liabilities</b>	<b>R210 535</b>	<b>R1 011 659</b>	<b>R3 596 715</b>
<b>Long-term Liabilities</b>			
Long-term Liabilities	R0	R0	R0
<b>Total Liabilities</b>	<b>R210 535</b>	<b>R1 011 659</b>	<b>R3 596 715</b>
<b>Paid-in Capital</b>	<b>R27 000 000</b>	<b>R27 000 000</b>	<b>R27 000 000</b>
<b>Retained Earnings</b>	<b>(R24 937 942)</b>	<b>(R23 505 978)</b>	<b>(R1 592 978)</b>
<b>Earnings</b>	<b>R1 431 964</b>	<b>R21 913 000</b>	<b>R78 550 821</b>
<b>Total Capital</b>	<b>R3 494 022</b>	<b>R25 407 022</b>	<b>R103 957 843</b>
<b>Total Liabilities and Capital</b>	<b>R3 704 557</b>	<b>R26 418 681</b>	<b>R107 554 557</b>
<b>Net Worth</b>	<b>R3 494 022</b>	<b>R25 407 022</b>	<b>R103 957 843</b>





# Ratios

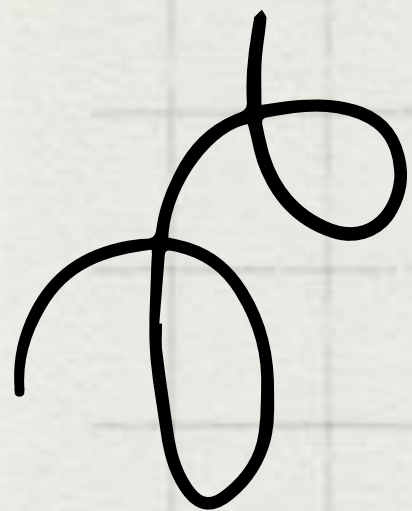
	Year 1	Year 2	Year 3
Sales Growth	n.a.	419,70%	233,33%
Total Current Assets	82,45%	97,54%	99,40%
Long-term Assets	17,55%	2,46%	0,60%
Total Assets	100,00%	100,00%	100,00%
Current Liabilities	5,68%	3,83%	3,34%
Long-term Liabilities	0,00%	0,00%	0,00%
Total Liabilities	5,68%	3,83%	3,34%
Net Worth	94,32%	96,17%	96,66%
Percent of Sales			
Sales	100,00%	100,00%	100,00%
Gross Margin	89,17%	89,84%	89,95%
Selling, General & Administrative Expenses	69,37%	31,54%	27,26%
Advertising Expenses	0,83%	0,19%	0,06%
Profit Before Interest and Taxes	27,50%	80,97%	87,07%
Main Ratios			
Current	14,51	25,47	29,72
Quick	14,51	25,47	29,72
Total Debt to Total Assets	5,68%	3,83%	3,34%
Pre-tax Return on Net Worth	56,92%	119,79%	104,94%

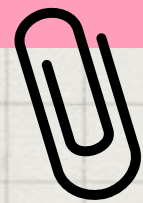
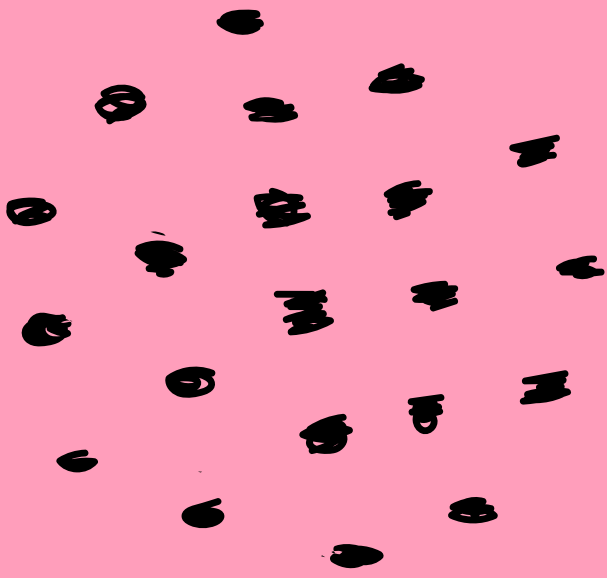




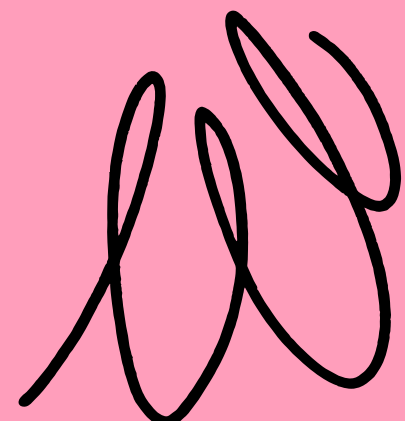
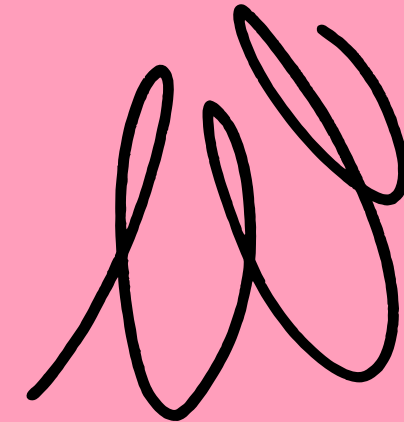
# Ratios

Pre-tax Return on Assets	53,69%	115,20%	101,44%
Additional Ratios	Year 1	Year 2	Year 3
Net Profit Margin	19,80%	58,30%	62,69%
Return on Equity	40,98%	86,25%	75,56%
Activity Ratios			
Accounts Payable Turnover	15,39	12,76	12,17
Payment Days	27	17	19
Total Asset Turnover	1,95	1,42	1,16
Debt Ratios			
Debt to Net Worth	0,06	0,04	0,03
Current Liab. to Liab.	1,00	1,00	1,00
Liquidity Ratios			
Net Working Capital	R2 844 022	R24 757 022	R103 307 843
Interest Coverage	0,00	0,00	0,00
Additional Ratios			
Assets to Sales	0,51	0,70	0,86
Current Debt/Total Assets	6%	4%	3%
Acid Test	14,51	25,47	29,72
Sales/Net Worth	2,07	1,48	1,21





# Sources of Finance



DTI

ECDC

LRED

ISIQALO FUND

NYDA

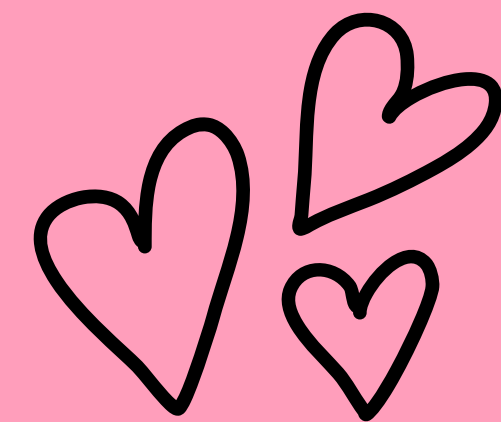
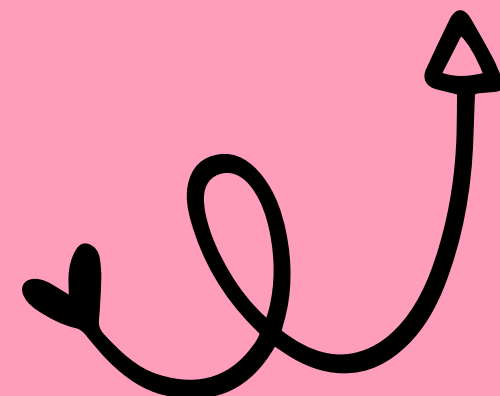
SEDA and SEFA

PITCHING COMPETITIONS

INVESTMENT FUNDS- KELLY DAMONS

INTERNATIONAL FUNDING WINDOWS

NEF





# Benefits of learnerships

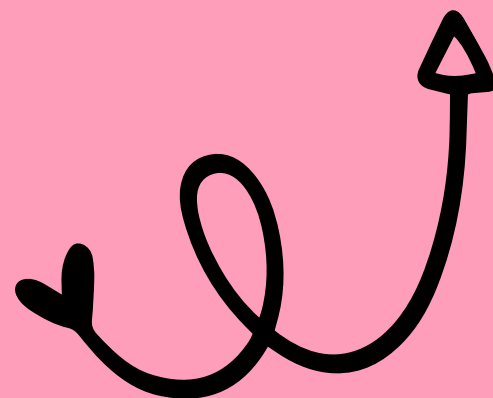


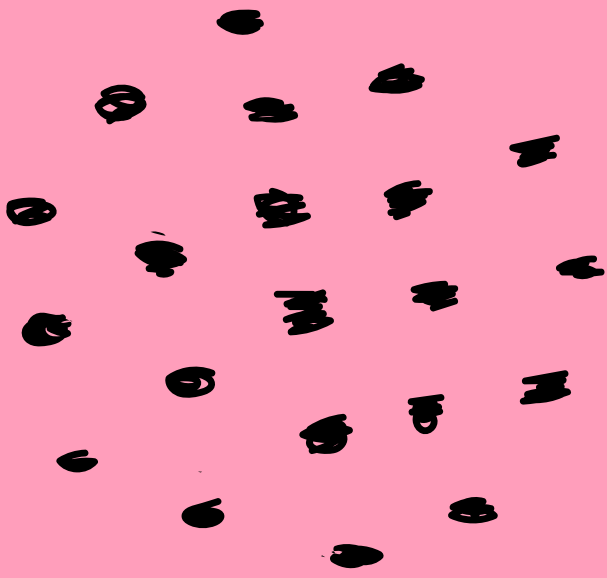
**Tax Concession Benefits- 12H Section**

**ETI Benefits**

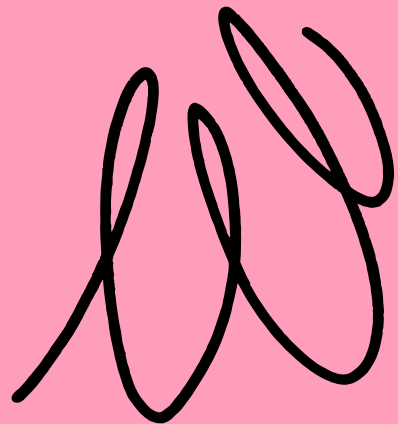
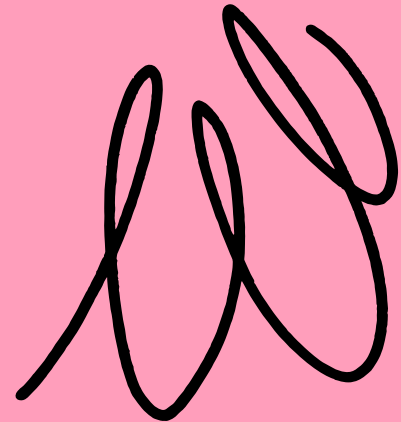
**BBBEE Benefits**

**EE Benefits**

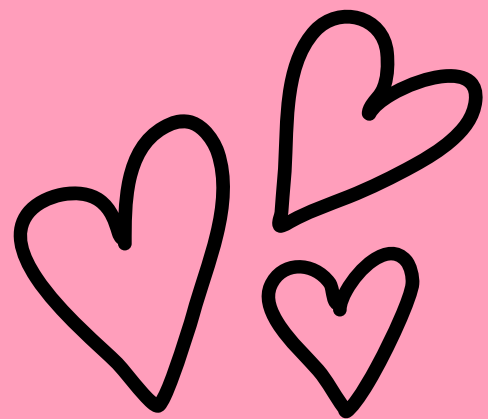
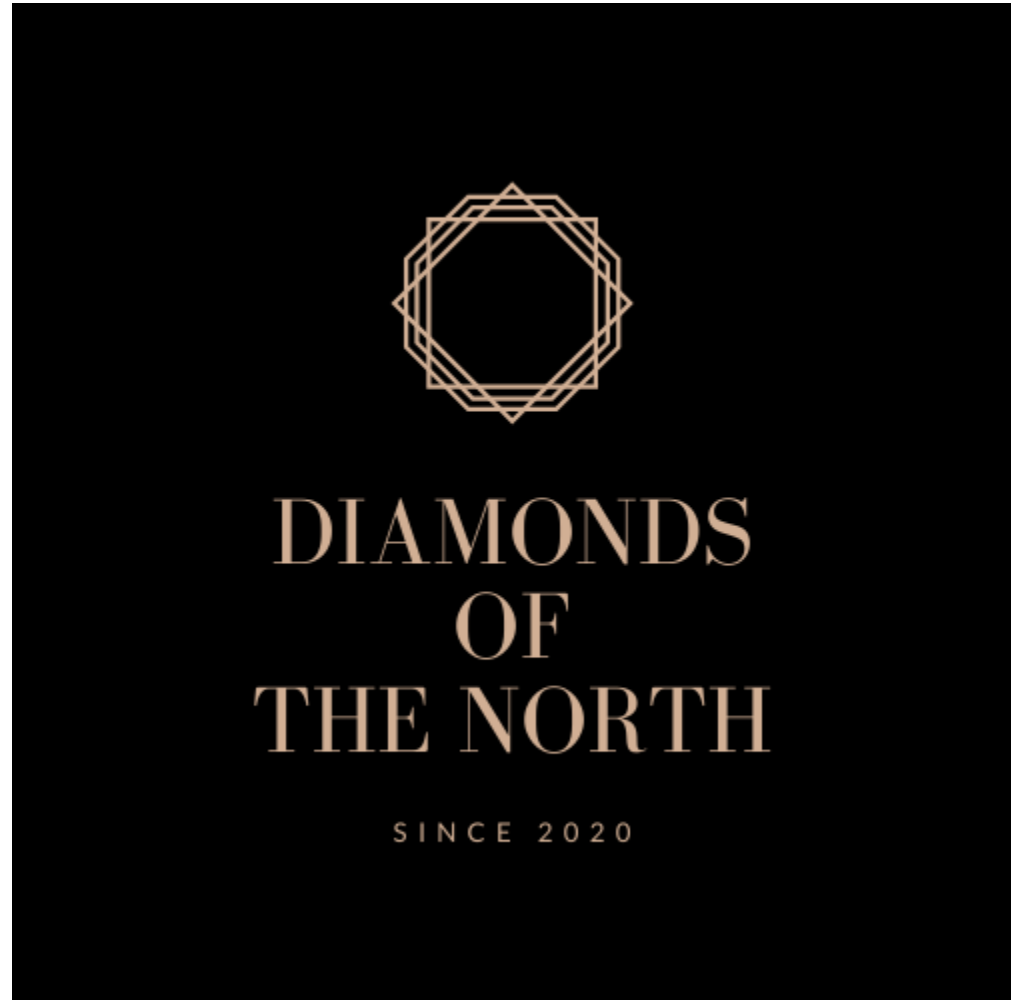
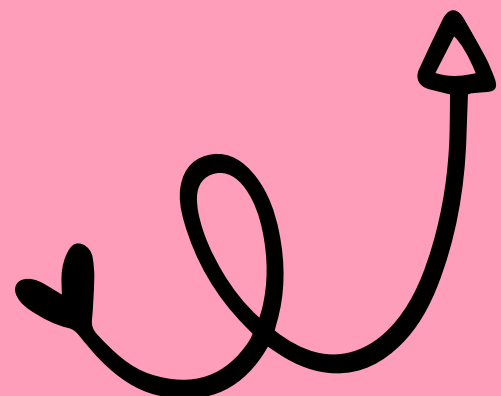


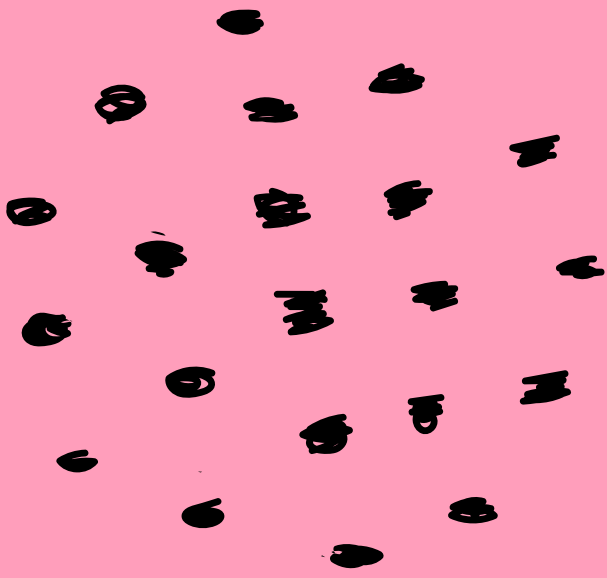


# 5 Year Exit Plan

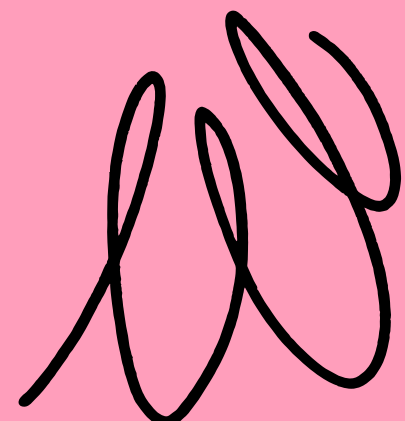
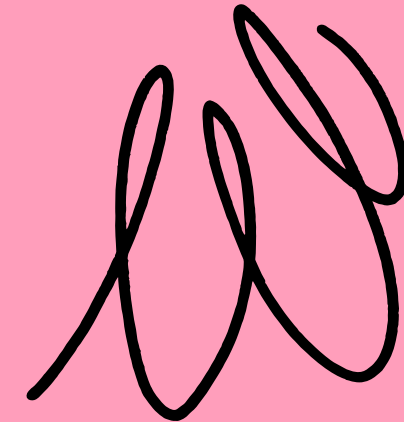


**Merge with Diamonds of the North NPO  
Tax Exempt and Registered**





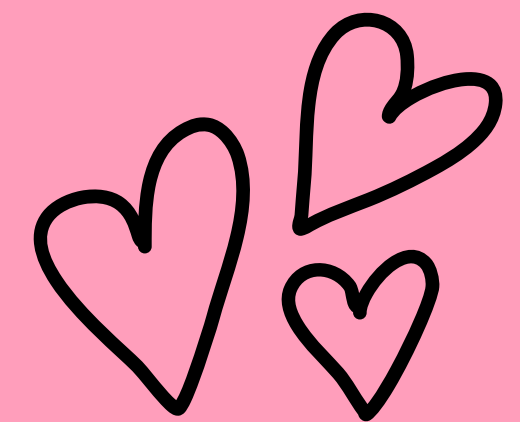
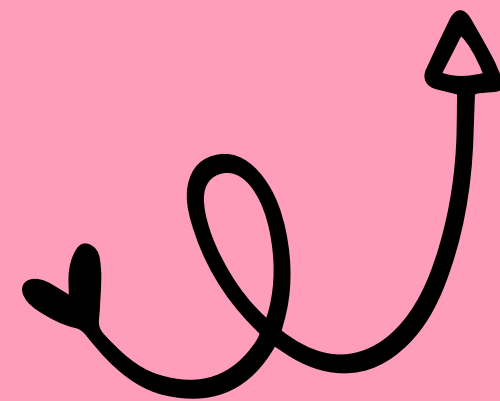
# Contact Us



**KellyGirl Skills Academy**  
**Lifelong Learning, One Skill At A Time**



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Thank YOU!

