



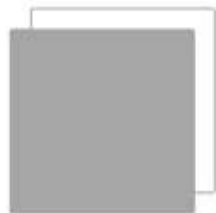
# PRO-CAP

Procure Capital

The Business & Market Development Company



## PROFILE





## CONTENTS / AGENDA

1. Introduction
2. What is the product?
  - Business Development and Marketing.
  - Matchmaking Services?
3. Why insource?
4. Who is being targeted?
5. Why us?





# 1. Introduction

Business and Marketing development company is comprised of a team of creative and professional individuals who are committed and dedicated to providing quality representation in the retail, wholesale and emerging markets (channels).

## Our Mission

Our mission is to evangelise our client's products wherever we go, with the ultimate goal of increasing channel awareness and maximising sales.

## Our Passion

At SMO delivering quality service is our passion. We train and manage only the best, as our product is our people. We continuously try new technologies because we make no compromise when it comes to our client's satisfaction.





## 2. What is the product?

- We offer outsourced sales and marketing function
- We are an outsourcing arm of the selling department
- We are not an additional channel
- We are not middlemen
- We are a substitution / alternative for a direct sales force.





## 3. Why Outsource?

In our endeavour to provide quality service we believe that we should start with the idea of adding value to the customer and principals, through better products, lower costs, greater delivery speed and superior service.

### CUSTOMER

#### Territorial knowledge

- Territorial knowledge
- Geographical/ permanent competency
- Value of multiple-line selling
- Synergy & leverage concept
- Risk managers
- Survivors
- Customer's resources/advocate
- Very ethical

### THE COMPANY

#### Performance

- Results determine our payment
- Ability to adapt to different standards with each change in management
- Skill to manage organisation whose success depends exclusively on performance
- We are in performance business



## WHAT WE DO

**WHITE  
BUSINESS**



**MATCH  
MAKING**



**BLACK  
BUSINESS**

**Strategies & Preparation**

**Legal work**

**Funding**

**Implementation**





## 4. Who is being targeted?

- Corporates
- Companies of all sizes
- Companies in any territory
- Mid-sized companies
- Utilities
- Manufacturers







## 5. How?

- Providing outsource capability
- Identify personnel in the trade
- Identify customer needs
- Providing solutions to clients
- Identifying personnel to suit the prospect
- Coaching
- Introduce trained personnel to the trade
- Follow-up
- Report back on developments







## 7. Why Us?

Combined Experience of Management Team

Pro-active deal creators vs. deal chasers

Diverse group of multi-skilled investment professionals

Experience

Finance & Banking

BEE Track record

Management

Marketing

Strategy Formulation

Turnaround Strategy

Transformation

Operations