

S J M

Consulting & Enterprise



Company Profile

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ABOUT the COMPANY



Ownership

Wholly owned by SJM International (Pty) Ltd, a diversified investment company based in South Africa

B BEE

100% black owned
61% black women ownership
20% black designated group

Location

87 Heron Crescent, Westlake Country & Safari Estate, Hartbeespoort, North West Province

Mandate

To contribute towards alleviating South Africa's social and economic challenges through planning and execution of community upliftment projects

VISION AND MISSION

Vision

To create a future, where communities flourish through sustainable economic growth and social upliftment, guided by innovation, empowerment, and responsible investment.

Mission

We are committed to driving positive change in South Africa by delivering impactful community development projects and fostering small, micro and medium enterprise (SMME) growth.

Through strategic investments, empowerment initiatives, and collaborative partnerships, we aim to alleviate economic disparities and uplift the well-being of our employees and the communities we serve.

COMPANY VALUES

1 INTEGRITY

2 TRANSPARENCY

3 IMPACT-DRIVEN

4 COLLABORATION

5 INNOVATION

6 INCLUSIVITY

7 CLIENT-CENTRIC

8 SUSTAINABLE PRACTICES

9 ACCOUNTABILITY

OUR VALUE OFFERING



Community & social development

Service Offering

We are committed to driving positive change and fostering sustainable growth for small, micro and medium enterprises (SMMEs) and the communities in which we operate. Our expertise spans various sectors and industries, allowing us to offer comprehensive solutions that align with our core values and mission.

- Enterprise and Supplier development (ESD)
- Mentorship and empowerment
- Community development
- Stakeholder management
- Business plans/strategic blueprint
- Sustainable Practices



Enterprise & supplier development (ESD)

We understand that the successful commercialization of SMMEs is crucial for achieving economic sustainability and growth. Our comprehensive ESD service offering, is designed to address the challenges faced by SMMEs during their establishment and growth phases.

Feasibility Determination: We conduct a thorough analysis to assess the feasibility of SMME ventures. This includes designing value chain models, performing cost analysis, assessing management capabilities, analyzing industry dynamics, and conducting market studies. By identifying potential gaps and challenges, we lay the foundation for well-informed decision-making and future success.

Strategic Blueprint Creation: Based on the feasibility study findings, we develop strategic action plans translated into comprehensive operational plans. We design cost chain models, create product and system models, and establish implementation plans that guide SMMEs towards sustainable economic growth.

Implementation Support: We work closely with SMMEs to facilitate the internal setup of company procedures, structures, and processes. Our team provides guidance during the roll-out of operations, ensuring that management skills are honed through specialized behavioural training. By supporting the commercialisation process, we help SMMEs gain a competitive edge and maximize their potential for growth.

Management Coaching and Mentoring: As part of our commitment to sustainable success, we offer performance audits and ongoing management coaching and mentoring. Our tailored programs help SMME owners and management teams develop essential skills, enhance their decision-making capabilities, and foster a culture of continuous improvement. Through personalized guidance and support, we aim to equip SMMEs with the tools they need to navigate challenges effectively and achieve their business objective

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Community development & stakeholder management



Our community development and stakeholder management service offering is designed to foster social upliftment, enhance collaboration, and drive sustainable growth by actively engaging with stakeholders and empowering local communities.

Stakeholder Engagement and Collaboration: We facilitate meaningful dialogue and collaboration with all stakeholders, including local communities, government agencies, non-profit organizations, and industry partners. Through transparent communication, we ensure that all voices are heard, and diverse perspectives are considered in the decision-making process.

Community Needs Assessment: We conduct thorough community needs assessments to identify the unique challenges, aspirations, and opportunities present within the target communities. By understanding the specific requirements and priorities of each community, we tailor our initiatives to address their most pressing needs effectively.

Social Impact Projects: Our team develops and implements community-driven social impact projects that address key social challenges, such as education, healthcare, infrastructure development, and environmental conservation. These projects aim to create tangible and sustainable benefits for the community members, fostering a sense of ownership and pride.

Empowerment Initiatives: We are committed to empowering individuals and communities to become self-reliant and self-sufficient. Through skills development programs, vocational training, and entrepreneurship support, we equip community members with the tools they need to pursue economic opportunities and improve their livelihoods.

Social Responsibility Strategies for Corporations: For corporate clients, we offer customized social responsibility strategies that align with their values and business objectives. By integrating social impact initiatives into their corporate practices, we help them build stronger connections with communities and enhance their brand reputation.

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Business plan & strategy development consulting

By choosing our Business Plan and Strategy Consulting service offering, SMMEs can expect comprehensive guidance and support in defining a clear roadmap to success. Our collaborative approach, combined with our expertise in market and strategic development, empowers business to make informed decisions, seize opportunities, and build a strong foundation for growth.

Comprehensive Business Plan Development: Our experienced team members work closely with clients to create comprehensive business plans tailored to their specific needs and objectives. The business plan includes a detailed analysis of the market landscape, competitor assessment, target audience identification, and SWOT analysis. We collaborate with our clients to outline their business vision, mission, and core values, providing a strong foundation for future growth and expansion.

Financial Projections and Forecasting: We conduct rigorous financial projections and forecasting to provide businesses with a clear understanding of their financial viability and potential growth opportunities. Our team assists in determining key financial metrics, such as revenue projections, cash flow analysis, break-even points, and return on investment (ROI). This enables our clients to make data-driven decisions and allocate resources effectively.

Strategic Development: We develop well-defined strategies that align with our clients' business goals and market realities. Our strategic development process includes identifying critical success factors and developing actionable plans to achieve short-term and long-term objectives. We also assess potential risks and pitfalls, creating contingency plans to ensure resilience in the face of challenges.

Market Expansion and Growth Strategies: We offer market expansion strategies which outline opportunities in new markets and customer segments for business seeking expansion and growth. Our team assists in crafting market entry strategies, partnership and collaboration approaches, and product diversification plans to maximize growth potential.

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Suzette de Wet

Suzette, a native of the Richtersveld Local Municipal area, Northern Cape Province, is the majority shareholder and Managing Director of SJM Consulting and Enterprise (Pty) Ltd. Her experience spans more than twenty(20) years in enterprise and supplier development (ESD), community upliftment, stakeholder management, and project governance in the Southern African Development Communities (SADC) market.

During her professional career, she mentored more than ten (10) young people from disadvantaged communities, all of whom are thriving in their careers today. During the past seven (7) years at Hatch Africa (Pty) Ltd, she developed twenty (20) small and medium enterprises(SMEs), owned by previously disadvantaged people from vulnerable groups. Three (3) of the SMEs received awards for Top Women Certified – Top Gender Empowered Companies on graduation from the Hatch ESD programme.

Furthermore, Suzette drafted and implemented B-BBEE, Mining Charter, and localization strategies on behalf of Hatch's clients. She successfully delivered socio-economic development and ESD programmes on behalf of Hatch's public and private clients in SADC.

She has used her cost accounting and project management expertise to advance her passion for community upliftment and transformed it into a fulfilling career. She holds a ND in Cost and Management Accounting, Management Development Program (MDP) in B-BBEE (with distinction) and Leadership Development, and a Project Management Certification.

Skills and Experience:

- B-BBEE Implementation
- Mining Charter Implementation
- Project Governance and Accounting
- Community Development
- Stakeholder Management
- Enterprise & Supplier development
- Project Management



Serame Maraba

Serame is the founder and Executive Director of SJM Consulting and Enterprise (Pty) Ltd. A seasoned entrepreneur who started his career in the financial sector, he has extensive experience in both start-ups and the corporate sector. He worked with different entities in the finance sector, motor industry, construction, manufacturing, and mining as a consultant and shareholder.

Serame's interest in the mining sector goes back more than ten (10) years, where he acquired significant knowledge about its regulations and operational aspects. He established the SJM group of companies to fulfil a desire to change the mining landscape by enabling fair distribution of wealth through community empowerment and social impact.

Serame has demonstrated strong entrepreneurial skills in establishing and leading businesses. His career in the financial sector indicates his knowledge and experience in financial management, investment, and related fields. Having been involved in start-ups, Serame understands the challenges and opportunities that come with launching new ventures.

Skills and Experience:

- Entrepreneurship
- Financial Sector Expertise
- Start-up Experience
- Corporate Sector Experience
- Industry Diversification
- Community Empowerment
- Mining Sector Knowledge



Sputnik Ratau

Sputnik has extensive experience in the field of communications and public relations, particularly in the environmental sector. He has served in various leadership roles, including Director of Communications at the Department of Water Affairs and Sanitation in South Africa. His skills and competencies lie in strategic communication, crisis management, media relations, and stakeholder engagement.

Throughout his career, Sputnik has demonstrated an ability to effectively communicate complex environmental issues to the public and media, raising awareness and understanding of important environmental matters. His expertise in navigating communication challenges and opportunities has contributed to building a positive reputation for water, sanitation and environmental initiatives and organizations. His dedication to stakeholder management has made him a respected figure in the field, and his efforts have played a crucial role in promoting sustainable practices and protecting South Africa's scarce natural resources.

Sputnik possesses the ability to develop and implement strategic communication plans to effectively convey messages and achieve organizational objectives. He is highly skilled in handling communication challenges during crises and managing public relations in sensitive situations. He has the capability to engage with various stakeholders, including government agencies, non-governmental organizations, and the public, to foster collaboration and support for environmental initiatives.

Skills and Experience:

- Strategic Communication
- Crisis Management
- Media Relations
- Stakeholder Engagement
- Environmental Communication
- Public Relations



Hannes Kotze

Hannes is a strategic thinker with extensive experience developing businesses, with the proven ability to deliver financial and operational performance improvements in local and international business sectors. He is a change expert with innovative ideas to influence and effectively drive value, revenue and profitable growth in the private, public sector and service organisations. During the previous 30 years he was involved in productivity improvement, strategy and change interventions in more than 500 companies.

Hannes possesses strong strategic thinking abilities, enabling him to formulate and execute effective business strategies. He has a proven track record of delivering financial performance improvements, indicating his ability to optimize financial outcomes for businesses. Hannes has the capacity to introduce new approaches and solutions to create value and foster growth.

An expert in developing strategies to increase revenue and drive profitable growth for businesses. Hannes has extensive expertise in designing and implementing business models to create sustainable and successful ventures. has vast experience in developing

and implementing effective planning and control systems for businesses, developing leadership skills and competencies, contributing to strong leadership within organizations. Hannes has a background in productivity improvement and can enhance efficiency and output in various companies.

Skills and Experience:

- Strategic Thinking
- Financial Performance Improvement
- Operational Performance Improvement
- Change Management
- Business Model Design
- Management Planning and Control Systems
- Leadership and Entrepreneurship Development
- Productivity Improvement

Featured Projects

Facilitation of a Two-Day Workshop on Contract Management, TrioPlus Kalahari, Northern Cape

Scope: Training facilitation and capacity building in contract management

Client: TrioPlus Kalahari

Duration: September–October 2025

Strategic mining project, Gamagara Local Municipality, Northern Cape Province

Scope: Inclusive procurement, supplier development & social performance management

Client: Hatch Africa (Pty) Ltd

Duration: June 2025 to March 2028

Luka Mining and Aggregates, SPV between SJM Consulting & Enterprise and host community partner, Luka, Rustenburg, North West Province

Scope: Rehabilitation of Shaft 14 (mandated to produce aggregate products & deliver community upliftment programmes)

Client: Impala Platinum mine

Duration: September 2023 to August 2031



GET IN TOUCH!

OUR CONTACT DETAILS



+27 82 550 6082



+27 76 811 2555



reception@sjmenterprise.co.za



suzette@sjmenterprise.co.za



www.sjmenterprise.co.za

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