



**BAOBAB**

Management Solutions



**BAOBAB**

Corporate Meets Lifestyle



Baobab offers a diverse range of tailored solutions and services to the corporate industry both locally and internationally.

A combination for passion, years of extensive hands-on experience, enthusiasm, an eagerness for success, skill, can-do attitude and determination over years transformed and sculpted Baobab.

Working closely with Baobab affiliates, our core business can be separated in two main categories, although these continually inform, shape and overlap each other depending on the client's unique requirements and vision.

## Event & Experiential Marketing

A strategic event consultant, achieving client's marketing, public relations and brand strategy needs through special events, product training and brand networking.



## Administrative and Governance Services

Operational and administrative functionality and execution and management on all levels from basic administration to executive level.





**CREATING  
EXCEPTIONAL  
EXPERIENCES IS  
OUR PASSION,  
CONNECTING  
PEOPLE AND  
IDEAS OUR  
MOTIVATION**



## **Vision**

Baobab will surpass our client's expectations with our honest and dedicated commitment to service excellence. To provide innovative, outstanding, personalised quality marketing, communication and administrative management in support of our clients' objectives.

## **Mission**

Our Mission is to exceed our client's expectations, by delivering smart solutions and consistent high levels of administrative and operational managements within our scope of expertise, producing well organised events and projects, and supporting our client's message, identity and values, in the life experiences we offer on their behalf.

## **Value Statement**

Baobab value working together with our clients, forming trustworthy and long-term relationships with both clients, suppliers, local communities, their staff and membership, contributing to adding value, ensuring sustainable and responsible business.



Baobab Management Solutions' offices are based in Pretoria, with a small team of permanent and contract staff, all experts with a collective 50 years plus of experience in the marketing, experiential marketing, communications and corporate administration and management environments.

Baobab's approach of having a small but highly specialised team, is cost effective, sustainable and viable in an ever changing world, allowing us to remain budget sensitive. This approach also allow Baobab to partner with relevant and specific experts and subcontractors, as and when needed, depending on the scope of the project and thus allowing for new creativity and keeping up with innovation and trends. The costs of these expert services however, is not incurred on a permanent bases, but per project only resulting in an overall saving on overheads – a saving that is transferred to our clients.

Baobab has successfully been executing projects and administrative support and management portfolios in all major cities and rural areas throughout South Africa and neighbouring countries.

As required, Key Account Managers and/or supporting staff travel as required to project locations to manage and oversee the execution of all projects and contracts. Our offices and staff compliment are fully equipped and adapt to handle virtual services as required by some of our clients. Local resources are subcontracted, with the added benefit of boosting the local community and contributing to their economic growth.



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## Event & Experiential Marketing

Baobab is a vibrant company specialising in achieving our client's marketing and communications; public relations; and brand strategy needs through special events, trade incentives, product promotions & brand campaigns.

Our highly qualified, innovative & experienced personnel ensure that each project, no matter the size or scope, benefits from a creative, yet proven approach.

### WHAT DEFINES BAOBAB?

No project is too big or small....and what works for the one, doesn't result in a copy & paste solution for the other! At Baobab we believe that marketing and communications support should be available to all equally, and whether a small business or a large corporate company, the benefit of Baobab's years of experience and exposure, along with a thoughtful approach to budget, can be personalised and tailored towards any project.

The driving force of Baobab is to build long-term relationships with our clients, through loyalty, honesty and integrity. In working with us, you will find a pro-active, enthusiastic team approach together with a blend of knowledge, skill, experience and a network of trusted suppliers.

## What we offer in terms of events and experience

**Baobab has unlimited potential for creating exceptional experiences, to create a concept unique for each occasion; this include proven marketing and communications activities such as;**

- Customer Experiences
- Brand & Product Promotions such as Ride & Drives and Retail Activations
- Corporate Sales Incentives
- Group & Individual Travel Incentives
- Bespoke Branded Gifts & Clothing
- Special Events such as Product Launches & Annual Awards Ceremonies
- Trade Shows & Exhibitions
- Conferences & Breakfast Presentations
- Year End Functions
- Sporting Events & Sponsorships
- Team Building
- Product Training National Road-Shows

Through our partnership with Baobab Training, we can also offer and facilitate practical driver training to individual groups or corporate clients within a range of industries. Baobab Training offers various driver training modules on- and off-site, both nationally and across border in order to facilitate client specific requirements.

- On and Off-Road Driver Training
- Automotive Product Launch & Training
- Driving Events
- Driver Assessment & Accreditation
- Driver-of-the-Year Competitions



# Reasons to Engage through Live Experiences

## *Branding & Awareness*

A key reason for a business to participate in an event is to establish and build its brand. Event marketing allows your company to cultivate and express its particular identity first hand. Through events, you gain the perfect venue to share your ideas, thoughts, and name in the exact manner you want to present them.

## *Customer Engagement & Upsell*

Events offer a level of customer engagement, with an opportunity for positive personal interaction that builds loyalty. Every marketer knows companies can realize the biggest Return on Investment on their marketing Rand by retaining and growing existing customers. The challenge is to gain your customers attention. At events you enjoy the chance to upsell customers by introducing them to products or services they may not know about and to address their needs.

## *Generating Leads*

Another important reason businesses choose to participate in an event is to generate leads. The right events allow your company to interact with a group of prospects that already have an interest in who you are and what you do. Using events to showcase your solutions.

**CONNECT.**  
**ENGAGE.**  
**CONVERT.**

## *Education*

Most people attend events for one or two reasons; to network or to be educated. No matter what type of event you are hosting, it is critical to impart knowledge that you clients will value. By sharing insights that are relevant, you can advance your reputation as a thought leader in the industry and establish a critical connection between your brand and prospective buyers.

# Project Management Process

Imperative for Baobab when drafting a proposal, is to approach each client's requirements as unique and individual, factoring in special circumstances and conditions, both from a creative as well budget point of view. As a result Baobab delivers tailor made solutions that are on brief and with measurable ROO (return of objective).



## Briefing

The client is given the opportunity to supply information on their needs, objectives, schedules and budget.



## Creation & Concept

The Boabab team, in collaboration with other stakeholders, brainstorm on creative, strategic and operational elements.



## Planning

The team sets out to methodically and precisely plan the activation or operational and/or governance plan to ensure best possible implementation.



## Activation

Well planned, logistically sound and seamless activation, with appropriate flexibility and sufficient hands-on experience to deal with the inevitable unforeseen.

## Reporting & Evaluation

All activations and ongoing longer term contracts are supported by post-activation on ongoing reports as agreed. This fosters an environment of accountability, measurability, accuracy and continued development.



## Skilled Administrative Support for your business

While mainly working remotely, or on-site at an 'as needed' basis, we bring a wide range of administrative, creative and technical expertise to your business. Cloud based applications and interactive project management tools allow us to find the right solution to collaborate on a level that is both comfortable to you as well as effective in producing the desired results and control.

You are freed from employee related cost and direct management. We are fully equipped with all that is needed to be of service to you, further limiting office expenses by only paying for hours work against measurable output at a fraction of the cost of permanent staff that would be needed to cover the various service outcomes we offer. Or else, a full staff compliment might have never been your intention when starting off. One of the benefits of being a small business owner is the freedom it brings. Why give this up by bringing permanent staff - an all that entails - into your perfectly set up workspace?

Professional and other associations has a mandate to fulfill to the benefit of their members and respective industries. However, these entities are mostly non-profit organisations with limited in-house administrative and operational management capabilities as the boards or executive committees are primarily still practicing professionals and active business people. We fill that gap and become part of your organisation, executing tasks and interaction to the level of the mandate given to us, allowing for continuity regardless of the current elected or appointed executive committees.

# Administrative & Management Service

*We help you to do what you do best. As a solopreneur; small to medium business; industry or professional association, your time and expertise are best applied in taking care of the bigger picture and spending time on high value activities - keeping your enterprise focused and on the road to greater success. Leave the day to day administration and support to us...*



## **Marketing & Stakeholder Communication**

Conveying your brand, services and identity through a combination of social media tools, events and real world client & member experiences.



## **Customer & Member Service**

Ensuring the interaction and experiences your customer & members have are defined and lead to happy, loyal and referring clients.



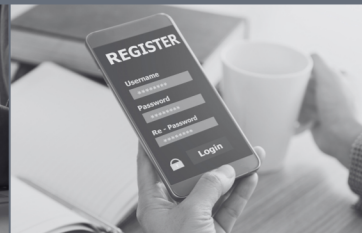
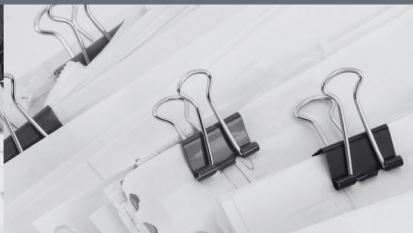
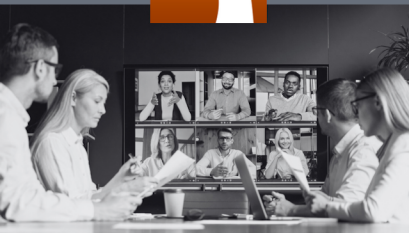
## **Executive Administrative Support**

Organising business administration to ensure effective and measurable execution of the business strategy and organisational mandate.

## **Pricing & Packages**

Fixed monthly retainer packages are the best options for clients who have the need for support on a regular basis, covering broad scope of work and expertise which can be selected from our range of services.

We also offer once off options for projects or events, as well as an hourly option for smaller projects focusing on specific expertise or service.



We offer an extensive range of business administrative, project management and marketing services, backed by more than 35 years of combined experience gained across various industries.

## **MARKETING COMMUNICATIONS**

Marketing communications are those techniques that a business uses to convey promotional or marketing related messages about their products, services and brand identity.

- Social Media Management
- Including Facebook, Instagram, Twitter, YouTube & LinkedIn
- Branded account set up
- Content creation including designing of images and writing of copy
- Scheduling posts
- Interacting with followers by retweeting, liking, replying to comments etc.
- Curating and sharing branded content from the industry
- Monitoring and analysing accounts through monthly reporting
- Running Ad Campaigns via Social Media Platforms
- Designing imagery and writing copy for ads
- Setting of audience segmentation & demographic settings for optimum results
- Placing of ads
- Researching competitors ads
- Tracking actions that users take on the ads
- Determining the cost per action or cost per lead
- Creating Lead Magnets and Content Upgrades for Social Media Platforms & Website
- Researching what topics typical audience are interested in
- Researching what lead magnets other businesses in the industry are offering
- Creating a lead magnet
- Formatting and uploading of the lead magnet
- Periodically checking if the lead magnet is still relevant and if it's performing well
- Reporting on new leads generated through lead magnet

## **CUSTOMER SERVICE**

Customer experience is defined by the interactions and experiences your customer has with your business throughout the entire customer journey, from first contact to becoming a happy and loyal customer who'll be an asset through referral marketing.

- Onboarding new clients including creating personalised welcome packs
- Implementing CRM program & customer life cycle interventions
- Creating and implementing client experience such as Birthday wishes, Christmas & New Year's messages, Customer Loyalty Programs, Life Event Messaging, Gifts & Events.
- Creating, updating and maintaining databases & CRM's
- Entering of new information into the database on a regular basis
- Keeping the database updated
- Creating data spreadsheets and graphs for management analysis

## **DESIGN & CORPORATE IDENTITY TRANSFER**

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. It is crucial in conveying a business's corporate identity and to build brand awareness.

- Website Design
- WIX or other domain hosting & email setup
- Web design and publishing
- Regular updating of website content
- Graphic Design
- Branding & logo design (corporate identity) & implementation (both physical & digital)
- Creating of branded corporate document templates e.g. Company Profile, Infographics, E-book, Brochures, Flyers, Business cards, Email signature & Email Banners, Fillable PDF forms etc.
- Creating Presentations
- Designing, creating content and publishing of electronic newsletter (including autoresponders)
- Photo editing
- Creating, editing and uploading of video clips for social media platforms

## **EXECUTIVE ADMINISTRATIVE SUPPORT**

Administrative support is the system of arranging, sorting out, organizing and controlling office exercises with a view to accomplish business targets. The accomplishment of a business relies on the effectiveness of its office administration.

- General Administrative Management
- Creating of processes and procedures for client to implement and use
- Typing & electronic filing of notes and documents
- Data entry
- Basic financial administration including following up on debtors
- Following up on suppliers, orders and customer enquiries
- Internet researching and industry related web studies
- Creating, editing and formatting of templates, guides & company manuals
- Writing, editing and formatting reports and presentations
- Researching and making of travel and accommodation arrangements on behalf of client
- Lifestyle management on behalf of client, including gift buying, restaurant and events bookings, obtaining quotations for services (such as house moving, plumbers, electricians etc), paying bills etc.
- Basic business plan creation support, including financial planning (cash flow and income & expense predictions)
- Project management
- Developing and maintenance of internal standard operating procedures (SOP'S), systems and standards
- Special dates reminders



## What our valued clients say



“They have the ability to see the bigger picture and fill in the gaps all the while being obsessed with attention to detail.”

“Professional but relatable. Clearly the team’s extensive experience over the past 30 years as small business owners gives them the ability to relate to and interpret my concerns as a business owner – they can actually say that they’ve been in my shoes!”

“Agile, resourceful, highly organised problem solvers..”

“I found it much more cost effective and efficient, everything is measured against time spent and predetermined outcomes, as a result there’s no wastage. A permanently appointment staff member would have been costly and underutilised during the times that my business was slow.”

Baobab have been instrumental in hosting Subaru events related to new product launches, test drive activations, customer appreciation events, motor show displays, media fleet logistic support; as well as supporting our dealer network with their own test drive activations and displays.

It has been an immense pleasure working with them.  
Marketing Manager -Subaru SA

Baobab is a professional company, with staff who went out of their way to show passion for our brand and coming up with innovative ways of marketing our brand. It is an absolute pleasure dealing with Baobab with our various activations and countrywide roadshow. We have no doubt that we will utilise Baobab’s expertise in future, should the need arise. Marketing Manager - Peugeot & Citroën SA

Baobab has a great attention to detail, they work meticulously to deliver innovative solutions on all events and supplier functions. We had compliments from media, industry bodies and internal staff who made note of the great displays, service and professionalism in which Baobab delivered. Baobab are very streamlined on their costings, and always look for ways to ensure that they can meet delivery expectations within key budget parameters. In short, they are a pleasure to work with. Regional Business Director - Labstore



## Some of the entities we proudly worked with or are currently engaged in:

- B1 Link
- Blignaut Bluestar Financial Services (Sanlam)
- Citroen South Africa
- Endless Inclination
- Jaguar SA
- Landrover SA
- Peugeot & Citroën SA
- Subaru South Africa
- The South African Association of Community Pharmacists (SAACP)
- The South African Orthotic and Prosthetic Association (SAOPA)
- The South African Groundnut Association (SAGA)





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## Get in **Touch**

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