



RIFUMO COMMUNICATIONS  
ideas beyond creative boundaries

innovative communication strategies

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## About us

Rifumo Communications is a solution based marketing and advertising company owned by Desmond Shilubana. Our business is cross-sectional, and is governed by our project management methodology, allowing us to fully comprehend the content matter of our clients and stakeholders they represent.

## Our mission

To enrich people's lives with programmes and services that inform, educate and entertain. And have a complete understanding of our clients' business objectives, recognizing the environment, within which they operate, in order to deliver effective, comprehensive solutions by adapting and translating the required message in timeous, relevant and in a highly creative manner.

## Our vision

To be the most creative and powerful organisation leading black-owned, multi-faced communication solutions company in Africa and beyond

## Our values

- Trust is the foundation of Rifumo Communications  
We are independent, impartial and honest.
- Audiences are at the heart of everything we do.
- We take pride in delivering quality and value for money.
- Creativity is the lifeblood of our organisation.
- We respect each other and celebrate our diversity so that everyone can give their best.  
We are one Global Icon – great things happen when we work together.



## EXECUTIVE SUMMARY

Rifumo Communications is a technology and communication strategies and implementations company. The company prides itself on providing quality communications solutions and services. Our innovative approach to service and our wide range of capabilities have allowed us entry amongst blue chip technology companies that stand testimony to our standard of service. Our tradition of continuous improvement and development gives us the ability to be highly competitive in the fast paced communications sector.

The extensive network of contact that is enjoyed by the Directorship of Rifumo Communications has allowed the company to become successfully involved as a Public Private Liaison and facilitator. Rifumo Communications is highly reputed by numerous corporate leaders as an efficient facilitator and co-ordinator of Government Projects, and specialises in structuring Public Private Partnerships (PPP). Rifumo Communications has built up an impressive track record in the brokering of Sponsorships for Government Projects and Events.

Since its inception in 2003 (previously known as Global Icon), Rifumo Communications goal has been to enable clients to get superior service. Over the past few years we established a reputation for excellence in service delivery. Rifumo Communications manages to maintain a balance between creative people and project management in partnerships and with our clients. We are a new age business that is willing to enter into new markets as we have a track record of excellent service delivery.

## People

People are Rifumo Communications strength. Rifumo Communications employs highly motivated, experienced and talented consultants who have an industrial commerce background. All our consultants are experienced in the areas of business Rifumo Communications participates in. They also have a background in project management and client relationship management.



The business manager creates an environment through which people can develop and perform to their utmost best.

Responsible Corporate Citizen - Employment Equity, Tax and RSC Levy We meet all the government requirements for doing business in South Africa. We adhere to this as we deem it important to support the government in making a better country for all citizens and corporate citizens. We are also in support of Proudly South African initiative and are desirous to work with similarly forward looking businesses.

Rifumo Communications has an approach to ensure that equity prevails throughout all levels and occupations in its operation. Rifumo Communications intention is therefore to implement and adhere to positive strategies to identify and remove discrimination in employment opportunities. Preference is given to the development and promotion of current employees.

Rifumo Communications has submitted an Employment Equity Plan as legislated to the Dept of Labour, with acknowledgement. Our plan includes the requisite training and development when appropriate staff are identified and recruited for the company's needs.

## Quality Control

It is the high level of quality control that sets Rifumo Communications apart from its competitors. All our agency's projects are allocated to the best creative directors in the industry and are personally overseen by accounts executives who attend all client and site meetings. Rifumo Communications also uses trusted 'subbies' and suppliers with whom we have a long and successful working relationship.



## Major lines of business

Rifumo communications is 100% black owned. The collective experience of the directors of the firm and their network of contact with key personnel in both Public and Private sectors gives Rifumo communications a great deal of influence and has allowed the company to expedite projects and facilitate between Government and the Private sector. Rifumo communications is able to provide expertise in the fields of:

### MARKETING

Advertising  
Multi-Media  
Media Buying  
Outdoor advertising  
Publishing

### BRANDING

Graphic Design  
Corporate Identity  
Printing  
Brochures  
Newsletters  
Annual Reports

### PRODUCTION

Videography  
Photography  
Audio & Visual  
Video Editing  
Post Production

### DIGITAL

Website Design  
Plus Hosting  
Online advertising

### EVENTS

Brand Activation  
Expo events  
Stage Hire  
Big Screen Hire for Stages  
Product launches

Rifumo communications is desirous to work with specialists in various areas of technical requirements and add value to the partnerships by taking shareholding or participating as a subcontractor. The current political and economic situation in South Africa



## Rifumo Communications business services are coordinated by a group of professionals to:

- Accelerate service delivery by being proactive
- Enhance business performance of our clients
- Identify and develop business in the new markets
- Discover and implement better service level agreements
- Partner with other specialist or companies to enhance service delivery

## The challenge

Businesses today are under severe pressure to improve, and most managers are frustrated despite their best effort to meet employees' needs and also to be competitive in the market.

In the areas where the customer identifies a need, we are the first to know through our well developed network. We ensure while we get into the new market that we add value to the client and not deliver orders as we also support our deliverables with an advisory service and because we have depth in the areas we operate in. The challenge is always getting into the new markets where we apply market penetration strategies and tactics.

It is common knowledge that a chain's strength is dependent on its weakest link - in the same way that a company's throughput is limited by only one constraint at any point in time. Therefore, if we want to improve the strength of our chain (or throughput of our company), does it make sense to improve anything but the weakest link? With this in mind, what "bottom line results" do we expect from our business operations and improvement initiatives if these are not focussed on improving or removing the current business constraint?



## Our team

Rifumo Communications is formed and managed by Desmond Shilubane and operates within South Africa as a PTY. We are desirous to grow and be able to take shares in other companies or become subcontractors. We have expertise in all areas we operate in, where we do not possess the skill internally, we have a network of complementing companies to offer such. We are able to do this as we have preferential arrangements with our network and also keep in close communication. Our people are creative, energetic and enthusiastic about applying lateral thinking and relevant knowledge and depth in processes to produce a bottom line benefit for our clients.

## Key Business Benefits

We drive our projects through a partnership process with our clients. Rifumo communications provides a unique set of Supply Chain Solutions in the Communications sectors, whereas we also deliver good services in other areas of business.

- We engineer innovative business solutions through our “vision-eering” approach: By keeping ourselves abreast of the latest developments, we have the ability to construct effective services – Our approach to partnering with other service providers/commodity suppliers is to have a bottom line focus to our clients.
- Our integrated approach allows us to provide services which serve most crucial needs of all the business stakeholders and ensures business synergy. No business is a standalone. With an understanding of our key customers we are able to inform, educate and advice clients.
- Provide a participative approach to employee empowerment in the client environment while we are also growing in knowledge and expertise.
- Understand the business factors which would lead to successful change and client benefit and how they should be sustained.
- Transfer ownership of new business skills and techniques
- We manage the risk of change with clients



Successful Business Sectors we have worked with:



a world class African city



Johannesburg Water



GEPF  
your investment. your future



labour

Department.  
Labour  
REPUBLIC OF SOUTH AFRICA



PUTTING PEOPLE TO WORK



BMS MEDIA



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ENTERTAINMENT & EVENTS



bujuwanrise  
the changing of systems



Letaba FET College

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General Trading Projects



enerwaste  
Solutions



technova  
technology.innovation



DZUTI

TRADING AND PROJECTS

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### Contact Details:

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Desmond Shiluvane

Director

Mobile: 073 725 6320 • Fax: 086 236 0981 • E-mail: [desmond@rifumocommunications.co.za](mailto:desmond@rifumocommunications.co.za)