



the kashan group

## Company Profile

### **Postal**

PO Box 12999  
Hatfield 0028

### **Physical**

Kashan House  
345 Festival Street  
Hatfield  
Pretoria

Tel: +27-12-342 8163  
Fax: +27-12-342 5615

### **E-mail:**

advertising@kashan.co.za

### **Web Site:**

[www.kashangroup.com](http://www.kashangroup.com)

### **Affiliations:**

IMM, PMA, EWC, Pta COB,  
SAEF, AMA, CIM, AMI,  
CSDF

### **Directors:**

CM Heard, MH Wood

### **Reg. Nos.**

1996/056808/23  
2001/00595/07

### **The Group**

Kashan Financials  
Kashan Advertising

## Our clients say ...

***“Thank you very much. I appreciate the congenial manner in which you attended to our amendments and changes, and the high quality of the production. I have received the hard copies, and am pleased with the quality of the work.”***

(Indran Naidoo, Chief Director: Governance Monitoring, Public Service Commission)

***“We wish to thank you for maintaining such a high level of service to us as your client and in helping us achieve our goals.”***

(Dr Humphrey Mkhwanazi, CEO, NER)

***“Our Annual Report is beautiful!”***

(Dr Sabina Siluala, Project Manager IRDP - a project of the Kellogg Foundation)

***“The results speak for themselves.”***

(Mr Dave Luck, Quality Management, BMW)

***“Thank you so much for a wonderful 2006 Course catalogue – one that we can proudly distribute!! Thank you for your patience with us!”***

(Ms Estelle Viviers, Marketing and Business Development Manager, CE at UP)

***“Thank you very much for a job well done. The ICASA annual report is great.”***

(Vimla Maistry, Communications, ICASA)

***“I know I can always call on you at short notice!”***

(Dr James Hlongwane, CEO NTSF)

***“We have received numerous compliments regarding the appearance, content, ease of access and speed of our web site from eminent individuals and organisations throughout the world”***

(Mr Roland von Gogh, Business Development Manager, NTP)

***“When we do business it is about the type of service and the output of the product. I would be failing in my duties if I did not congratulate first of our Marketing Manager for the excellent project management of this task but mainly KASHAN Group for such a wonderful service that you rendered to us. It with pride that we have such a beautiful and professional Annual Report.”***

(Mr Kholiwe Makhohliso, Chief Financial Officer, National Heritage Council)

***“... the NTTC launch went off very well and I would like to thank your company for delivering a top quality service at short notice and therefore contributing to the success of the launch!”***

(Mr Nick Wood, National Technology Transfer Centre)

***“On behalf of the Committee we would like to say a special thank you for your time and effort for the innovation of the excellent Pretoria Newsletter.”***

(Mr Moerane Maimane, Chairperson, IMM Pretoria)

***“Congratulations! NECSA is proud to be associated with KASHAN. Keep up the good work.”***

(Mrs Amelia Rennie-Kroon, Communications, NECSA)

***“Thank you for the speed in which you were able to deliver an excellent report and the long hours you were prepared to put in.”***

(Mr Kgati Sathege, Communications, Department of Social Development)

***“Thank you for your patience and understanding.”***

(Mr Timothy Sekome, Executive Marketing Manager – South African Mint Company)

***“Just to let you know the Chairman and Directors all commented on the excellent draft document included in the Board papers. In fact the Chairman said that it was one of the best, if not the best, he has seen! “***

(Mrs Gaynor Holshausen, Communications, SA Eagle Ltd)

## About Kashan ...

The Kashan Group specialises in caring for the advertising, promotion and publishing needs of public and private enterprises. Established in 1996, Kashan is a Pretoria-based communications group, which is accredited both locally and internationally. Our comprehensive service covers all aspects of internal and external communication, promotion and advertising mediums.

## Shareholder Structure ...

Name	PDI/BEE	Gender	Equity Share	Voting %
Caroline Heard	Yes	Female	50%	50%
Michael Wood	No	Male	50%	50%

## Employee Structure ...


Name	PDI/BEE	Gender	Position
Bryony Terblanche	Yes	Female	Production Manager
Anoet du Plessis	Yes	Female	Head: Graphic Design
Diane Hetem	Yes	Female	Head: Finance
Tumi Mehale	Yes	Female	Account Executive
Thabang Tshishonga	Yes	Male	Account Executive
Kishan Bhana	Yes	Male	Account Executive
Jaco van Rooyen	No	Male	Graphic Design
Rebekka Jost	Yes	Female	Account Executive
Neil Wood	No	Male	Quality and Despatch
Sam Chauke	Yes	Male	Utility manager
Jeanette Malaza	Yes	Female	Housekeeper

## Broad-based Black Economic Empowerment ...

### Qualification Detail

Characteristic	Rating/Classification
Category	Qualifying Small Enterprise (QSE)
Sector	Business Services
Size	Small
Full-time Employees	10
Average Annual Turnover	MR3.2
Gross Asset Value	MR0.6

### BEE Rating



**EMEX**  
BEE-RATINGS

THIS IS TO CERTIFY THAT

**THE KASHAN GROUP**  
345 Festival street, Hatfield, Pretoria, 0028


HAS BEEN INDEPENDENTLY VERIFIED IN TERMS OF  
BROAD-BASED BLACK ECONOMIC EMPOWERMENT ACT NO. 53  
OF 2003 AND GOVERNMENT'S  
BLACK ECONOMIC EMPOWERMENT STRATEGY AND AS PER THE  
CODES OF GOOD PRACTISE RELEASED BY DTI DECEMBER 2005

AND COULD BE CONSIDERED TO BE AN

EXEMPTED MICRO ENTERPRISE  
LEVEL 4 (65% - 74.99%)

CERTIFICATE NUMBER  
C/RN: EMEXWK3V

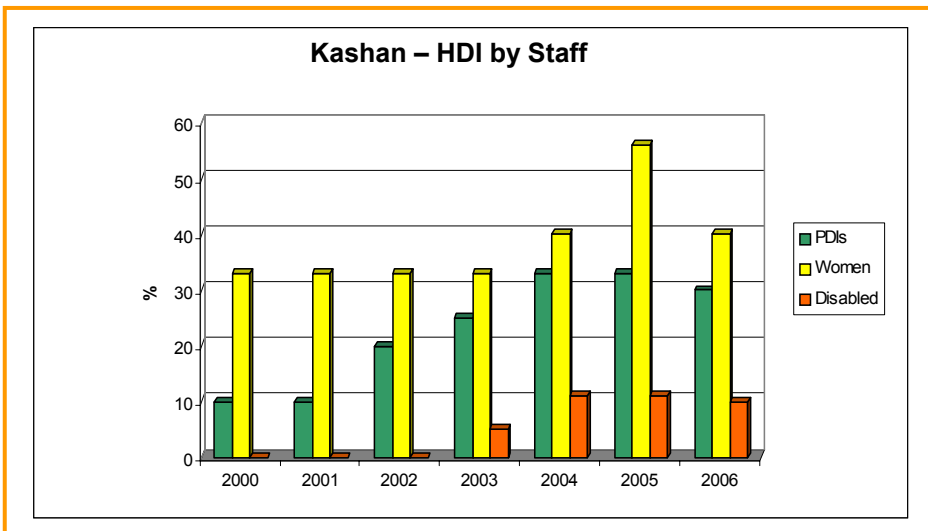
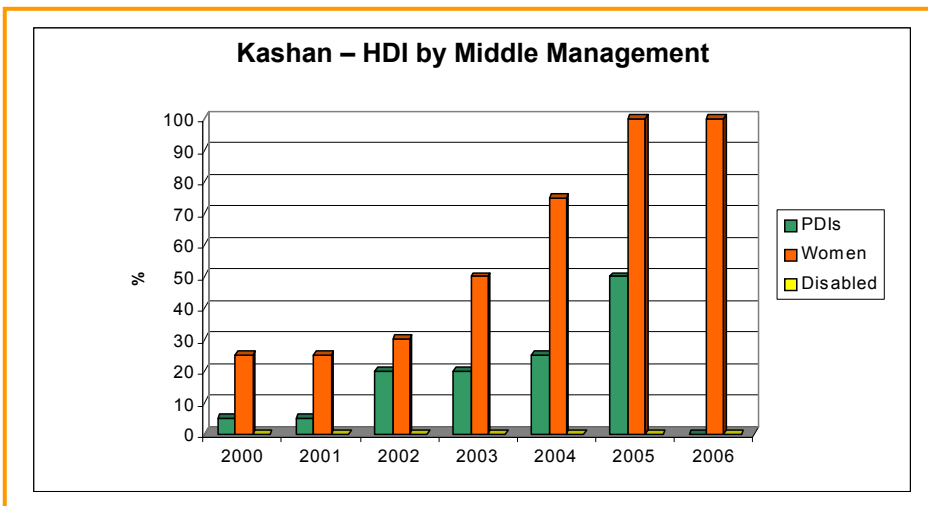
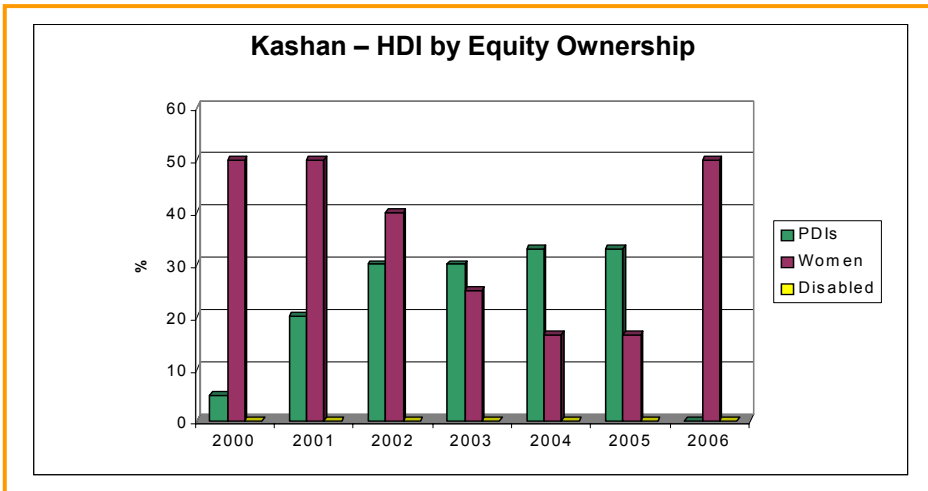
DATE VERIFIED: 9 FEBRUARY 2007  
EXPIRY DATE: 9 FEBRUARY 2008



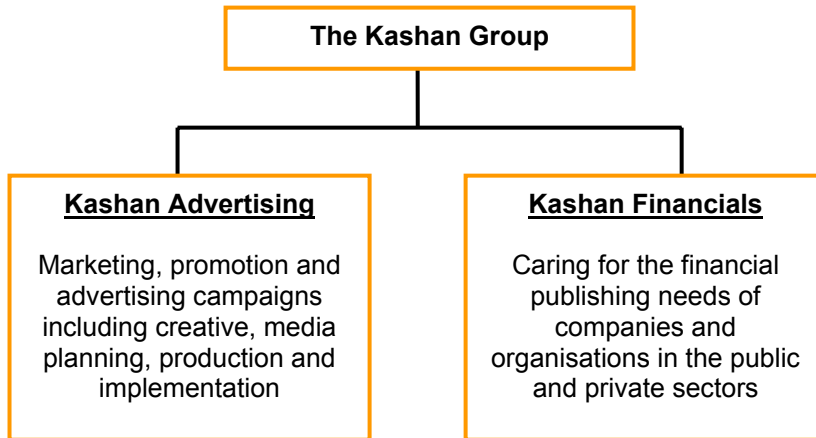
VERIFICATION AGENCY

EMEX Trust (IT 4383/05)

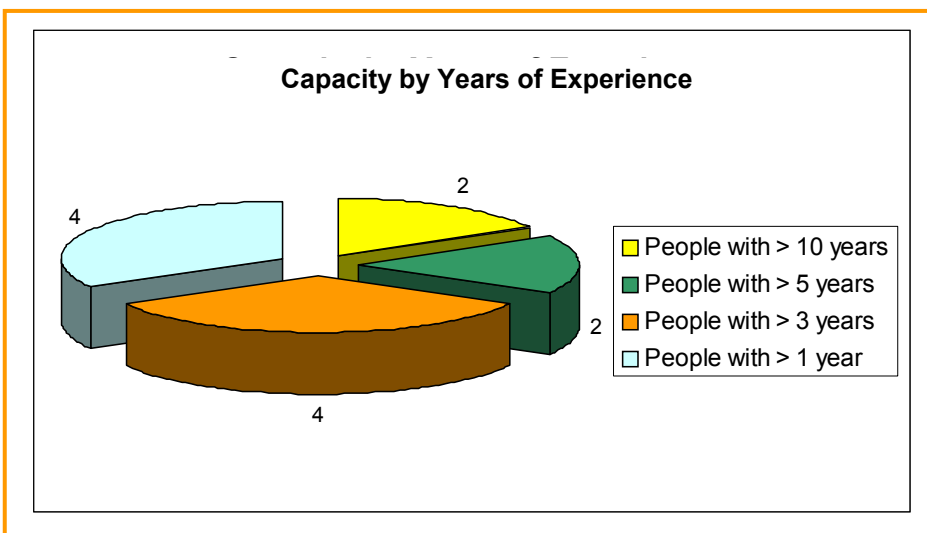
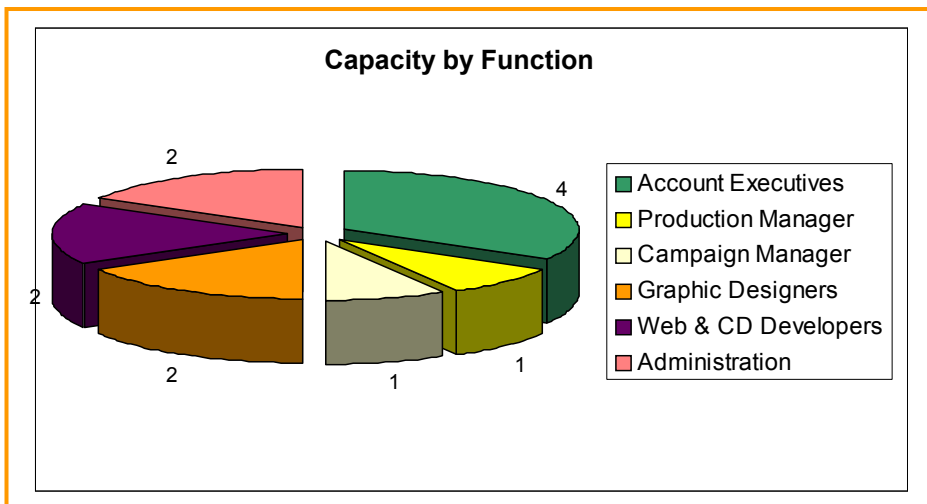
## HDI progress ...



## Functional Structure ...



## Capacity and Scope of Experience ...



## Procurement Policy ...

Kashan selects its suppliers on the basis of various criteria, including quality of supply, ability to meet deadlines (reliability), compliance with employment and BEE equity (80% of suppliers are currently compliant) and affordability.

## Depth of Service ...

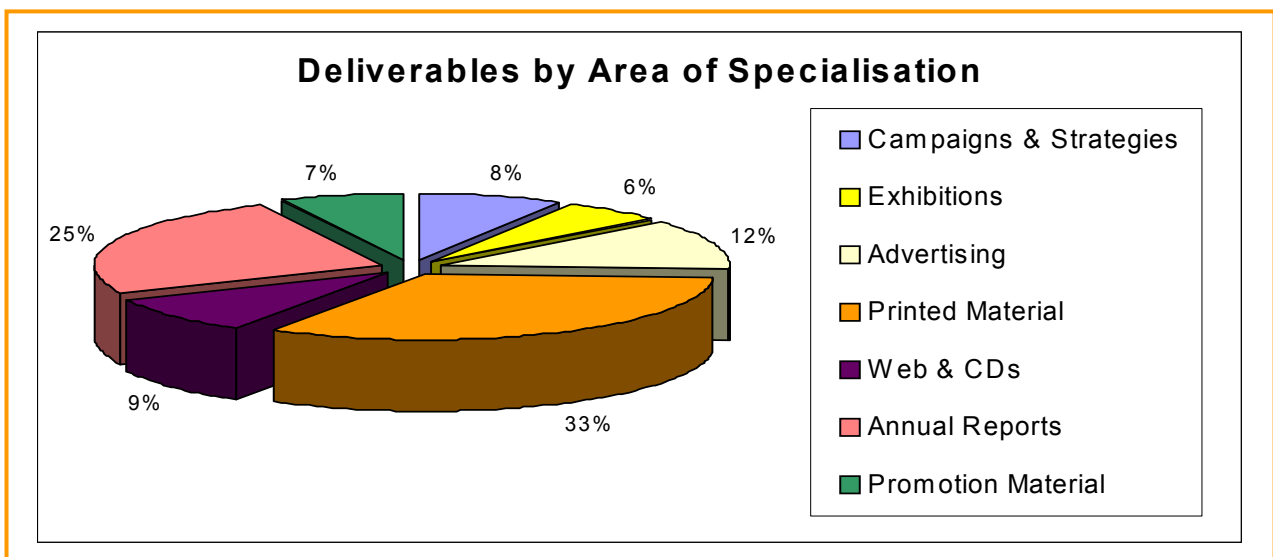
The Kashan Group uses a comprehensive range of management, intervention, production and communication options and mediums. Collectively, more than 55 years of in-house core competencies are successfully utilised by our clients to change attitudes and perceptions as well as business and personnel performance in terms of their communities, companies, products or staff.

A comprehensive understanding of our client's vision and business objectives supports all assignments. All Account Executives have held responsible positions in the corporate sector and hold priceless insights into the valuable role of communication in general, and communication consultants in particular. This has manifested in our philosophy of gaining clients rather than jobs, which enables us to accrue a fundamental appreciation of our client's goals.

## Production Speed ...

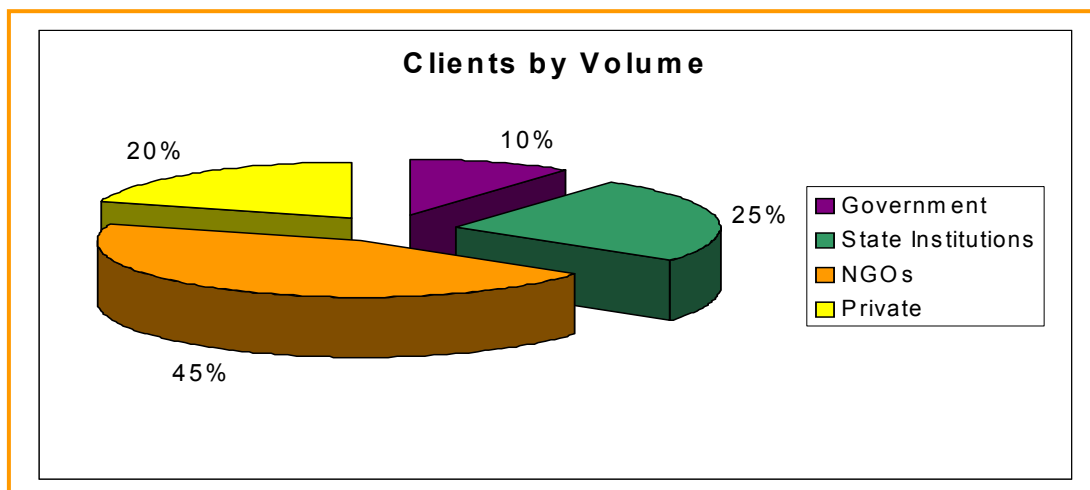
The Kashan Group has built its solid reputation by meeting stringent deadlines without compromise to the quality of its work. Efficiency, cost control and prudent resource allocation contribute to an extremely cost-effective production service.

## Deliverables ...



## Our clients ...

Public Sector	Private Sector
<ul style="list-style-type: none"> <li>• Agricultural Research Council (ARC)</li> <li>• Advanced Manufacturing Technology Strategy (AMTS)</li> <li>• Azania Youth Renaissance (AYR)</li> <li>• Continuing Education (CE at UP)</li> <li>• CSIR</li> <li>• Department of Education (National)</li> <li>• Department of Health (National)</li> <li>• Department of Housing (Gauteng)</li> <li>• Department of Provincial and Local Government (National)</li> <li>• Department of Science and Technology (National)</li> <li>• Department of Social Development (National)</li> <li>• Directorate of Road Safety (National)</li> <li>• Grahamstown Foundation</li> <li>• Independent Communication Authority of South Africa (ICASA)</li> <li>• Metrorail</li> <li>• National Advisory Council on Innovation (NACI)</li> <li>• National Energy Regulator (NER)</li> <li>• National Metrology Laboratory (NML)</li> <li>• National Network on Violence Against Women</li> <li>• National Research Foundation (NRF)</li> <li>• National Science and Technology Forum (NSTF)</li> <li>• Necsa Ltd</li> <li>• NTP Radioisotopes (Pty) Ltd</li> <li>• SA Bureau of Standards (SABS)</li> <li>• SA Excellence Foundation (SAEF)</li> <li>• SA Medical Association (SAMA)</li> <li>• SA Mint Company (SA Mint)</li> <li>• SA Qualifications Authority (SAQA)</li> <li>• SA Reference Group on Women in Science &amp; Technology (SARG) (SET4W)</li> <li>• South African Revenue Services (SARS)</li> <li>• University of South Africa (UNISA)</li> <li>• University of Pretoria</li> <li>• Water Research Commission (WRC)</li> </ul>	<ul style="list-style-type: none"> <li>• Africon (Pty) Ltd</li> <li>• Aventis</li> <li>• BMW SA (Pty) Ltd</li> <li>• Comair (Pty) Ltd</li> <li>• Continental Oil Mills</li> <li>• Cyanamid</li> <li>• DaimlerChrysler</li> <li>• Enterprise Magazine</li> <li>• Global Insight</li> <li>• Greater Brits Investment Group</li> <li>• Guttera Tours</li> <li>• IADSA</li> <li>• Ikageng Cleaning Services</li> <li>• Innovative Medicines</li> <li>• Institute of Electrical Engineers</li> <li>• Institute of Marketing Management</li> <li>• Land Rover</li> <li>• Lonrho</li> <li>• MG Communications (Namibia)</li> <li>• Pelindaba Skills Institute (PSI)</li> <li>• Phatsima Africa (Pty) Ltd</li> <li>• SACI (UNDP)</li> <li>• SA Eagle</li> <li>• Skyway Management (UK)</li> <li>• Skyway Holdings GmbH (Austria)</li> <li>• Speakers of Note</li> <li>• Sports Technology Centre</li> <li>• Stewart Scott International</li> <li>• Swiss-Euro Credit Bank (UK)</li> <li>• Telkom</li> <li>• Transstate Group</li> <li>• WCAR</li> </ul>



## Our Awards ...

- Printing Industries Federation of South Africa : Gold medal
- South African Excellence Foundation : Finalist
- Loerie: Corporate Video Section : Finalist
- Exhibition Association of Southern Africa
  - Gold medallist : 1 occasion
  - Silver medallist : 2 occasions
  - Bronze medallist : 1 occasion
- Sappi Design of the Year Award : Finalist – 3 years
- Raw Chem Exhibition : Gold Medal
- IMM Marketer of the Year : Finalist
- JSE, Alt-X Annual Report of the Year : Winner

## Our Accreditations ...

**Corporate SMME Development Forum** - This accreditation provides assurance that Kashan has been independently audited in terms of its equity compliance, its business strategy and plan, and its audited financial statements and has been found to be fully compliant.

**Customs and Excise - Department of Trade and Industry** - These registrations ensure that Kashan is able to trade internationally, bringing valuable foreign exchange into South Africa.

**Media Credit Co-ordinators** - Accredited as an agency since 1997, Kashan is one of less than five agencies in Pretoria that are fully accredited by the MCC. This accreditation certifies that the company operates within the strict parameters of Media regulations and that it has the right to trade in media placements at no additional fee to its clients.

**South African Excellence Foundation (SAEF)** - Kashan was the first communications based member of the SAEF and subscribes to the Business Excellence Model, which is both an adoption and adaptation of US-based and EU-based quality models. Kashan is currently in the process of implementing an ISO 9000 based quality management system.

## Our Strategic Policies ...

**Community Upliftment and AIDS** - The Princess Diana Mohau Centre at Kalafong Hospital, Pretoria, is committed to improving the lives of children infected and affected by HIV/AIDS or cancer. Kashan lends its support to this Centre through regular financial contribution to the Friends of Mohau - a volunteer organisation.

**Commitment to Empowerment** - Azania Youth Renaissance (AYR) was founded on the legacy of young South Africans playing an active role in steering the country. AYR seeks to create an enabling environment for like-minded youth with a common vision for the development of South Africa and Africa as a whole. Kashan is closely involved as a sponsor and developer.

**Employment Equity** - The Kashan Group promotes employment equity through its business dealings, supplier relationships and its internal employment policy.

**Safety, Health and the Environment** - In line with leading organisations worldwide, Kashan is committed to the promotion of safety, health and environmental responsibility.

**Confidentiality** - All information that is disclosed to Kashan during the course of business, or pertains to or is contained in material produced, is treated in the strictest confidence. All sub-contractors are bound by signed confidentiality agreements.

**Copyright©** - The copyright to all origination work resides with Kashan. Ownership of all deliverables transfers to the client on full receipt of payment.

**Security** - All transactions and information pertaining to transactions are secure in terms of the professional working relationships that Kashan maintains with its clients and suppliers through documented agreements.

**Terms and Conditions of Trade** - All business dealings are governed by The Kashan Group's terms and conditions of trade, which can be viewed on its web site at [www.kashangroup.com](http://www.kashangroup.com).

### **Our Operational Policies ...**

**Back-up** - All projects by Kashan are backed up to CD and stored for use in future projects.

**Costing** - Depending on the need and client preferences, Kashan costs each project according to specification. In the case of long-term projects, costing may be based on a fixed monthly fee, a retainer agreement or on hourly rates.

**Fulfilment** – Kashan's efficient production system and secure distribution ensure that material is collected and that products are delivered safely, on time and to the right destinations.

**Privacy** - All information provided is treated in the strictest confidence, and is NOT used for ANY purpose other than contact between Kashan and its clients, or as instructed by clients.

**Virus Protection** - All electronic communication emanating from Kashan is protected by Norton AntiVirus Version 9.0 ® and subsequent upgrades.

### **Financial and Legal References ...**

Bankers: Nedbank, Menlyn, Pretoria P O Box 35664 Menlo Park, 0102	Auditors: J&M Oosthuizen and Associates P O Box 329 Montana Park, 0159
Attorneys: Weavind & Weavind P O Box 34 Pretoria, 0001	Intellectual property: Adams & Adams P O Box 1014 Pretoria, 0001

# The Kashan Way



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 Email: kashan@intekom.co.za   Web: www.kashangroup.com

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The Communication House which Adds Measurable Value