

| | | | | | | | | | |
|-----------------|----------|-------|--------|---------|---------|----------|-------|--------|---------|
| Female | | | | | | | | | |
| Indian or Asian | | | | | White | | | | |
| 36 - 65 | 66 - 120 | Total | 0 - 11 | 12 - 35 | 36 - 65 | 66 - 120 | Total | 0 - 11 | 12 - 35 |
| 61 | 11 | 180 | 933 | 2052 | 3314 | 1488 | 7787 | 26 | 70 |
| - | - | - | 32 | 66 | 164 | 82 | 343 | - | - |
| 10 | - | 15 | 206 | 341 | 585 | 138 | 1270 | 1 | 8 |
| - | - | 4 | 4 | 4 | 2 | - | 11 | 4 | 3 |
| - | - | 2 | 90 | 218 | 294 | 148 | 750 | 2 | 7 |
| 40 | 5 | 118 | 573 | 1350 | 2158 | 999 | 5079 | 11 | 26 |
| 6 | 3 | 21 | 7 | 23 | 24 | 62 | 116 | 7 | 26 |
| 1 | - | 1 | 1 | 4 | 2 | - | 8 | - | - |
| 4 | 2 | 18 | 19 | 45 | 86 | 60 | 210 | - | - |

| | | |
|---------|----------|-------|
| | | |
| Other | | |
| 36 - 65 | 66 - 120 | Total |
| 40 | 2 | 138 |
| - | 1 | 1 |
| 4 | - | 13 |
| - | - | 8 |
| 2 | - | 11 |
| 26 | 1 | 64 |
| 9 | - | 42 |
| - | - | - |
| - | - | - |
| | | |

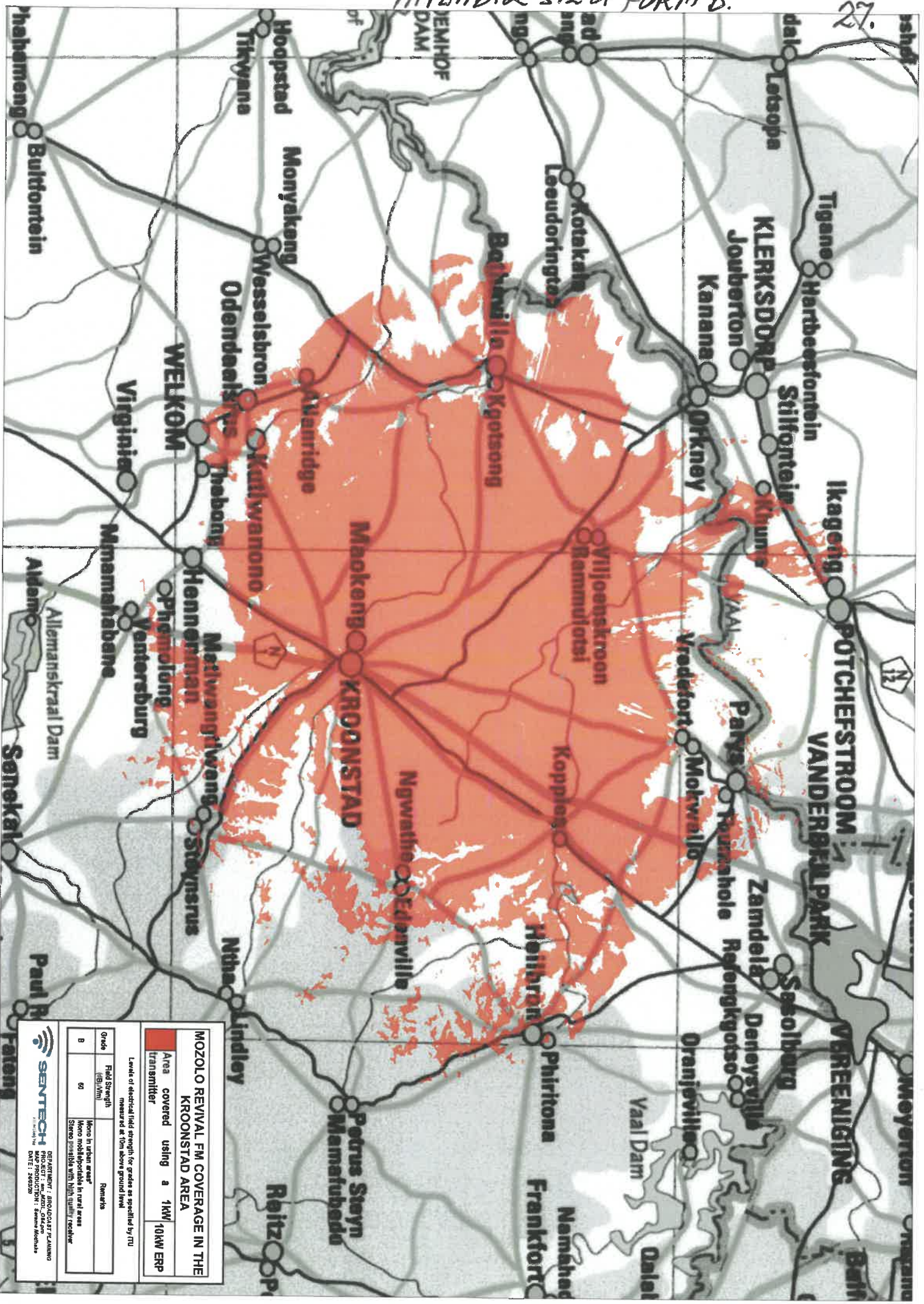
5. NATURE OF SERVICE S TO BE LICENCED

5.1 DESCRIPTION OF SERVICE TO BE PROVIDED

The type of service to be provided is the Mozolo Revival FM Community Radio Station which is intended to be a vehicle of upliftment and unification within our society. The station will provide moral education to the community at large to promote respect, cooperation and harmonious co-existence within the community. It will ensure diversity in terms of entertainment - taking cognizance of the cross-section of our community, i.e. the Kindergarten, Youth, Young and Middle-aged Parents and Grand Parents. It will provide relevant and useful information that will enlighten and empower the listeners regarding self-help projects, skills development, and promote social awareness on initiatives that will improve economic growth in order to help the previously disenfranchised masses of our community.

Mozolo Revival FM will also provide accurate and interesting news that will not be littered with inaccuracies and misrepresentations to ensure viability of the station. Much as it will also delve into international news, the station will focus more pointedly on the national and local news, current affairs, business news, economic indicators and traffic news. The station will also provide the platform for community participation in interviews and live-in-studio guests on topics that will highlight and promote awareness with regard to jobs and other opportunities.

Mozolo Revival FM will also promote the growth of SMMEs and local economic development and businesses through advertisements. The station will also serve as a medium of communication on urgent issues between the Moqhaka Local Municipality and Ngwathe Local Municipality and their communities as the station broadcast spectrum will reach these communities. Mozolo Revival FM will further advertise and broadcast local sporting activities, and give report on various sporting activities nationally and internationally.



MOZOLO REVIVAL FM COVERAGE IN THE KROONSTAD AREA

Area covered using a 1kW ERP transmitter

| Grade | Field Strength (dB/μV/m) | Remarks |
|-------|--------------------------|--|
| B | 50 | More in urban areas More mobile/possible in rural areas Stereo possible with high quality receiver |

Level of electrical field strength for grades as specified by ITU measured at 10m above ground level

SENTRECH DEPARTMENT: RADIOCAST PLANNING
MOZOLO REVIVAL FM
DATE: 2002/02

BROAD FORMAT PROGRAMMING SCHEDULE

The Mozolo Revival FM will focus primarily on the local community and listeners, with the overall programming format of 60% Talk and 40% Music, with an exception to specific Talk Shows where we will have 80% Talk and 20% Music, and in special Music Shows where we will have 80% Music and 20% Talk. We intend to feature 65% of South African music and 35% of both continental and inter-national music. The language preference and breakdown will be 65% of South Sotho, 25% of English and 10% of Afrikaans based on the demographics of our broadcasting area.

Since there is no other broadcasting service that caters specifically for our targeted listeners, as Lesedi Stereo, Radio Sonder Grense (RSG) and Radio 2000 do not necessarily meet the local communities' and listeners' needs, Mozolo Revival FM intends to provide local communities with a platform where they will be able to make their inputs with regard to the content and quality of programming, and in the overall running and management of the station. Programming will therefore, focus on the needs and aspirations of the geographic community intended to be served by the station.

Programmes are intended to carry the informative and educational content that will have a positive and moral impact on the cross-section of the listeners, which will also promote widespread awareness of the rights of the community, and also serve as a primary social tool for upliftment and self – determination and actualization. Local, as well as provincial, national and inter-national sports will be covered. Sports reports will be broadcasted during the news bulletins and dedicated sports programmes, and the content will inform listeners of the results and upcoming events.

Most content such as Business news, Features, Religious news, and Economic indicators will be sourced locally. Interviews with local personalities and other guests will be conducted, and other relevant educational and social content will be sourced from different organizations such as the National Community Radio Forum (NCRF) and other relevant sources. We further plan to produce our own material in a period of Two (2) years from the beginning of our operations.

PROPOSED RADIO PROGRAMME SCHEDULE

MONDAY - FRIDAY

| TIME SLOT | PROGRAMME | DESCRIPTION |
|---------------|--------------------------------------|--|
| 00:00 - 03:00 | THROUGH THE NIGHT-Boyzer | Round-up of the daily programs and activities, as well as the introduction of what to expect in the next day's programs. 30% Talk and 70% Music. |
| 03:00 -06:00 | JOY IN THE MORNING-Jay Bee | Talk on community issues - Street kids and how to deal with them. Challenges facing the youth, and words of encouragement from scriptures, and Gospel Music. 40% Talk and 60% Music. (05:50 -06:00 - BREAD OF LIFE: Pastor L.B. Mafokosi). |
| 06:00 - 09:00 | RISE & SHINE-Lesego/Thami | Breakfast show - Breaking News on Current Affairs, Sports, Traffic and Weather. Presents "Today in History" - a program that relates what happened many years ago on that particular day. Also presents Entertainment, Business and Financial news. (5 Munites News - 06:00 & 08:00) |
| 09:00 - 12:00 | HAVEN OF REST-Uncle T | Magazine show dealing with Health and Social issues, Business, Religion, Fashion, and Cooking Recipes - With 60% Talk and 40% of Soul, R&B, Afro-Pop and House Music. -11:00 News Headlines |
| 12:00 - 15:00 | BRUNCH BREAK-Slow Jam | Entails daily news headlines, updates on Traffic, Commodities and Celebrities. Discuss life challenges and propose resolutions to the problems to help listeners to lead positive lives, and play mixed music during the program. - 13:00 News, 14:00 News, 15:00 News. |
| 15:00 - 18:00 | PLANET EXTREME-Mablazer | Youth show that focuses in the interests of young people. It deals with trending topics, music, sports, traffic and school related issues. 60% is talk-show and 40% music, featuring R&B and Afro-pop music in Tuesdays' special program. - Sports and Recreation (Sta P). |
| 18:00 - 19:00 | MOZOLO TODAY-Seun Tladi | Deals with news and current affairs, and conducts interviews and discussions with the public, government officials, politicians and celebrities on issues relating to trending news and contemporary issues. |

PROPOSED RADIO PROGRAMME SCHEDULE
MONDAY - FRIDAY

| TIME SLOT | PROGRAMME | DESCRIPTION |
|---------------|----------------------------|---|
| 19:00 - 21:00 | YOUR RIGHTS-Mr Nala | Educational Talk-Show that educates listeners about Labour related matters, Types of Marriages, Maintenance Cases as well as other Social and Religious issues. |
| 21:00 - 00:00 | COOL SOUNDS-Thami | The program specializes with music. 20% is Talking and 80% Music compiled as follows: Monday-Soul, Tuesday - Classic, Wednesday - R&B and Thursday - Afro-Soul and Pop. |

RADIO PROGRAMME SCHEDULE SATURDAY

31.

| TIME SLOT | PROGRAMME | DESCRIPTION |
|---------------|------------------------------------|---|
| 00:00 - 03:00 | MIDNIGHT JIVE-DJ Mzi | Focuses mainly on latest House trends from songs to the hottest dance mixes and DJs. It is a 30% Talk and 70% music show. |
| 03:00 - 06:00 | JOY IN THE MORNING-DJ El's | Presents a mixture of songs from old music to new releases, featuring a mix of DJs, with 30% Talk and 70% Music. |
| 06:00 - 09:00 | DITSWA PITSENG-Nnana Mops | The programme is all about cultural and traditional issues. It features live-in-studio guests and interviews, and encourages and promotes back to basics. |
| 09:00 - 12:00 | MOZOLO TOP 30-Chairman | The programme features the latest songs on the charts. It is a 30% Talk show and 70% Music, with advertisements and jingles in-between. |
| 12:00 - 15:00 | PUNCH LINE-The General | The programme focuses on trending news and gossip in the music industry. It is a 40% Talk and 60% Music show, featuring local music. |
| 15:00 - 18:00 | GROOVE MANSION-Ben T Man | The programme focuses on trending DJs and hottest events happening in and around the music industry, with endless mixes and interviews. |
| 18:00 - 21:00 | UNDER THE AFRICAN SKIES-Canon Ball | This is a Jazz music programme featuring different genres of music from the bygone era. It is a 10% Talk and 90% music show. |

RADIO PROGRAMME SCHEDULE
SATURDAY

| TIME SLOT | PROGRAMME | DESCRIPTION |
|---------------|--------------------------|--|
| 21:00 - 00:00 | LOXION LYRICS-DJ Criscos | This is a "through the night" show featuring Kwaito, House and Local Hip Hop. It is a 20% Talk and 80% music show. |

RADIO PROGRAMME SCHEDULE

SUNDAY

33.

| TIME SLOT | PROGRAMME | DESCRIPTION |
|---------------|---|--|
| 00:00 - 03:00 | MIDNIGHT JIVE-DJ Mzi | Focuses mainly on latest House trends from songs to the hottest dance mixes and DJs. It is a 30% Talk and 70% Music show. |
| 03:00 -06:00 | JOY IN THE MORNING-DJ El's | Presents a mixture of songs from old music to new releases, featuring a mix of DJs, with 30% Talk and 70% Music. |
| 06:00 - 09:00 | GET READY-Nnana Moopeloa | Get Ready is a preparation show that prepares the listeners for the week ahead. It specializes with gospel music, Bible quotes and discussion of religious issues. |
| 09:00 - 12:00 | POTTER'S HOUSE-Slow Jam | Religious show intended to bring hope to those who lost their loved ones. Presents a biblical text and invite listeners to deliberate on the text. Plays Gospel Music and gives listeners chance to choose a song of the day from the play-list, and also discuss about the artist of the day. |
| 12:00 - 15:00 | KROON JAZZ-Canon Ball | This is jazz music programme showcasing different genres of jazz under the African skies. It is 20% Talk and 80% Music. |
| 15:00 - 18:00 | SOUNDS OF YESTERDAY-Martin Moabi | It is purely a music show strictly specializing with R&B and Soul. It is a 10% Talk and 90% music, featuring popular songs of yesteryears. |
| 18:00 - 21:00 | SEDIBENG SA NNETE-Pastor L.B.Mafokosi TSA SEDUMEDI-Various Guests and Pastors GOOD NIGHT REST | Biblical teachings on final events of the world, second advent and the destiny of man-kind. Sharing different views on issues relating to the truth and the Bible. Postlude Gospel Music |

RADIO PROGRAMME SCHEDULE

SUNDAY

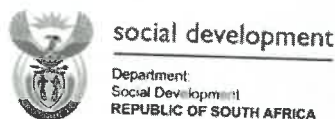
34.

| TIME SLOT | PROGRAMME | DESCRIPTION |
|---------------|-------------------|--|
| 21:00 - 00:00 | TOTAL MAN-Mr Nala | Deals with issues related to mans' health and directs listeners to relevant places where they can find help for their challenges. Encourage those going through divorce and those who lost their loved ones through death, and plays gospel music. |

38.



All Case Activity
NPOs
NPOs
Office Bearers
Internal Requests
Welcome 82961506
Profile
Change Password
Logout



Mozolo Revival FM (244-432 NPO) Registered

Log Telephone Inquiry

Flag as Under Investigation

Back

Contact Details

L.B. Mafokasi
tel: (Not available)
cell: 084 733 9821
fax: (Not available)
email: leonardmafokasi@gmail.com

Physical Address:
No 13 Brummer Street
Kroonheuwel
9499, Kroonstad, Free State

Postal Address:
P.O. Box 203
9500, Kroonstad, Free State

Municipal Area
District Municipality: Fezile Dabi
Municipality: Mophaka

Cases

Documents

Office Bearers

Correspondence

Application

Started on: 28 Feb 20 at 1:40 PM and still in progress

Correspondence (65.18 KB)

Uploaded by SepengM : 16 Mar 20 at 5:12 PM.

Track and trace number: Not Available

Founding Documents (220.12 KB)

Uploaded by Germah : 28 Feb 20 at 1:42 PM.

Application (207.6 KB)

Uploaded by Germah : 28 Feb 20 at 1:42 PM.

Correspondence (64.36 KB)

Uploaded by Germah : 28 Feb 20 at 1:40 PM

Track and trace number: Not Available

Chairperson : M J DHLAMINI

as Chairperson

(4505275440083)

Email: MJDLAMINI2@GMAIL.COMTel: 082 202 5926

Secretary : L B MAFOKOSI

as Secretary

(5701035798089)

Email: leonardmafokasi@gmail.comTel: 084 733 9821

Treasurer : S J MATUBE

as Treasurer

(5208195684087)

Email: SELLOMATUBE@GMAIL.COMTel: 072 447 7689

Member : N T MKHOMO

as Member

(5806150761083)

Email: MOKHOMO@FSHEALTH.GOV.ZATel: 084 745 8456

Deputy Secretary : N C HLELI

as Deputy Secretary

(7709225659084)

Email: NYANIS.DK@GMAIL.COMTel: 072 140 8034

Deputy Chairperson : D THIBELI

as Deputy Chairperson

(7003210444086)

Email: MMAKWATHIBELI@DCS.GOV.ZATel: 056 216 4360

Email: New Application: ConfirmRegistration

Sent 16/03/2020 to leonardmafokasi@gmail.com

SMS: New Application: ConfirmRegistration

Sent 16/03/2020 to 084 733 9821

Post: New Application: ConfirmRegistration(Ref no: NPO-L-201011750)

36.

Generated 16/03/2020 Awaiting to be Posted
Correspondence (65.18 KB)
 Email: New Application: Acknowledgement Of Receipt
 Sent 28/02/2020 to leonardmafokasi@gmail.com
 SMS: New Application: Acknowledgement Of Receipt
 Sent 28/02/2020 to 084 733 9821

DSD NPO: Your application APP-202046368 was received on 28/02/2020. The outcome of the application will be communicated to you.

Post: New Application: Acknowledgement Of Receipt (Ref no: NPO-L-201999709)
 Posted on 03/03/2020

Correspondence (64.36 KB)
 General Details

Culture and Recreation > Culture and Arts > Media and communications

Type of Organisation: Voluntary Association

Status: Registered

Date registered: 16/03/2020

Financial period end: Mar

Certificates in circulation: 

Founding Documents (220.12 KB)

Compliance Status

No annual compliance submissions have been required.

Organisational Notes

No notes available

Add

Log Telephone Inquiry

Flag as Under Investigation

Back

[Home](#) [More NPO Info](#) [DSD Home](#) [Acknowledgement](#)

MOZOLO REVIVAL FM

THE UNDER-SIGNED PEOPLE ACKNOWLEDGE THE NEED, AND GIVE SUPPORT FOR THE ESTABLISHMENT OF THE ABOVE-MENTIONED PROSPECTIVE COMMUNITY RADIO STATION IN KROONSTAD.

| NAME | CELL NUMBER | SIGNATURE |
|-------------------------|--------------|--------------|
| 1. Katho Hlole | 064 812 2743 | K. Hlole |
| 2. Xerrabetswe Khathane | 060 949 7388 | Xhathane |
| 3. Chabeli Mathapelo | 071 423 3796 | Ch |
| 4. Dlamini Nkai | 078 491 4465 | Dlamini |
| 5. Kule Sikemang | 071 785 2084 | Kule |
| 6. Lowe Regentse | 064 065 1263 | Lowe |
| 7. Mosa Molebana | 083 425 1487 | Mosa |
| 8. Thabang Pulumo | 073 310 8657 | Thabang |
| 9. Lehla Scipati | 073 176 8326 | Lehla |
| 10. Khalee Tshaping | 063 408 7762 | Kh |
| 11. Thabiso Lethere | 078 998 5768 | T. Lethere |
| 12. HLALELE MATHOBI | 0810392271 | HLA |
| 13. Thembani Patsjane | 073 535 5912 | Thembani |
| 14. Nkai Thembu | 085 946 7688 | Nkai |
| 15. Radebe Lebo | 063 5577157 | Radebe |
| 16. Khalee Mtharwa | 079 559 7369 | Khalee |
| 17. Radebe Thumeleng | 0660113090 | Radebe |
| 18. Hlathe Maleshoane | 0785454829 | Hlathe |
| 19. Rakhomanyane Stan | 083 534 2261 | Rakhomanyane |
| 20. Kumalo Mabisi | 0656301767 | Kumalo |
| 21. Bolebo Rabhele | 078 7421 172 | Bolebo |
| 22. Radebe Lebohane | 079 781 4737 | Radebe |
| 23. Bohloka Hlanyane | 074 704 8987 | Bohloka |
| 24. LEBOHANE LETHESA | 083 792 187 | Lebohane |
| 25. Kobue Kagiso | 0786599894 | Kobue |

OTHER SIGNATURES ARE IN THE ENVELOPE THAT GOES WITH THIS APPLICATION, WHICH IS MARKED "SIGNATURES".



**MAOKENG BUSINESS
FORUM**

312 Ntanga Street
Seeisoville
Kroonstad
9499

Free State
Cell no: 076 604 1311
Email: keke.ramantso1@gmail.com

Date: 08/04/2020

Advertisement funding: Mozolo FM Revival

TO WHOM IT MAY CONCERN

Moghaka Business Forum is a business chamber and association of local businesses in Kroonstad.

As a forum we fully support the establishment of **Mozolo Revival FM** in Kroonstad.


We are aware of the community need for this service, and will commit our financial support for the amount of **R100 000.00 (one hundred thousand rand only)** as start-up fund for the station for advertisement to enhance our business.

We believe that Mozolo Revival FM will add value to our businesses to our communities as a whole.

Funds will be made available as soon as the Station begins to function.

Trust this letter will serve its intended purpose.

Best regards



Mr. M.S. Ramantso
Chairperson

ESTIMATED CAPITAL EXPENDITURE

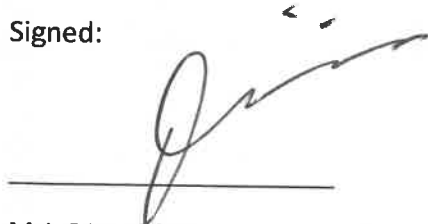
Mozolo Revival FM is the community radio station that rises out of the ashes of the defunct Mozolo FM which was closed down and its license withdrawn by ICASA as a result of non-compliance. Mozolo Revival FM is a new, totally separate and independent legal entity with the new Station Manager and Management Board, and does not have any link or connection whatsoever with the former Mozolo FM. The continued use of the title "Mozolo" is because it is the "lingo-franca" name for Kroonstad, and the community is sentimentally attached to the name, hence the request for the name to be still utilized.

The estimated capital expenditure to be presented in this document is informed by the fact that when the station was closed down, it owed more than R64.000 rental to the land lord, and as a result, the land lord decided to attach all the equipment inside the building and sell it to recoup his financial loss, and he handed the matter over to his legal adviser. Considering the value of the studios in the building, which might be lost in the process, we thought about ways and means of salvaging them and decided to approach the land lord to negotiate the possibility of purchasing the property.

He agreed, and priced the property at One Million rand (R1.000.000). The studios inside the property are worth around One Million and Five Hundred Thousand rand (R1.500.000), and that is the property of MDDA. It therefore, makes business sense to rather purchase the property which is already equipped with the studios, unlike fighting legal battle with the land lord, which might be lost since the studios are mounted inside the building, and by law the equipment mounted to the building cannot be removed when the property is evacuated.

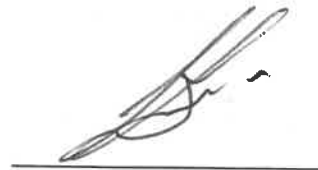
Considering all the above-mentioned information, the proposed capital expenditure is estimated at One Million and Two Hundred Thousand rand (R1.200.000), in order to meet the transfer costs and the revamping, renovation and upgrading of the property and equipment for the new radio station. We therefore, hereby humbly request MDDA to assist us with the capital expenditure of **One Million and Two Hundred Thousand rand (R1.200.000).**

Signed:



M.J. DHLAMINI

CHAIRPERSON



L.B. MAFOKOSI

STATION MANAGER

PROJECTED OPERATING EXPENDITURE – YEAR ONE (1)

| ITEM NAME | MONTHLY COSTS | ANNUAL COSTS |
|--------------------------------|--------------------|-------------------|
| Admin Costs: | | |
| Rent | R 8,500 | R102,000 |
| Water & Electricity | R 3,000 | R 36,000 |
| Stationery | R 500 | R 6,000 |
| Internet | R 3,500 | R 42,000 |
| Wi-Fi | R 500 | R 6,000 |
| Postage | R 500 | R 6,000 |
| Insurance | R 1,500 | R 18,000 |
| Security | R 500 | R 6,000 |
| Legal Fees | R 500 | R 6,000 |
| Marketing | R 10,000 | R120,000 |
| Bank Charges | R 750 | R 9,000 |
| Contingency | R 1,000 | R 12,000 |
| Hospitality | R 1,000 | R 12,000 |
| Vehicle Expenses | R 2,500 | R 30,000 |
| Total | R 34,250 | R411,000 |
| | | R411,000 |
| Studio Operating Costs: | | |
| Software License | R 400 | R 4,800 |
| Samro (Music) | R 250 | R 3,000 |
| Station Monitoring | R 500 | R 6,000 |
| Sentech | R20,000 | R240,000 |
| Total | R21,150 | R253,800 |
| | | R253,800 |
| Human Resource Costs: | | |
| Station Manager | R20,000 | R240,000 |
| Programmes Manager | R12,000 | R144,000 |
| Technical Manager | R10,000 | R120,000 |
| Marketing Manager | R10,000 | R120,000 |
| Admin & Finance | R 8,000 | R 96,000 |
| News Editor & Current Affairs | R 8,000 | R 96,000 |
| Presenters (20) | R3,000(x20)R60,000 | R720,000 |
| Cleaner/Messenger | R 2,400 | R 28,800 |
| Total | R130,400 | R1 564,800 |
| Bonuses | R130,400 | R 130,400 |
| TOTALS | | R1 695,200 |
| | | R1 695,200 |
| GRAND TOTAL | | R2 360,000 |

MOZOLO REVIVAL FM

BUSINESS PLAN

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MOZOLO REVIVAL FM BUSINESS PLAN

1. EXECUTIVE SUMMARY

Mozolo Revival FM is a prospective community radio station that rises out of the ashes of the defunct Mozolo FM which was closed down, and its license withdrawn by ICASA because of the problem of non-compliance. The station was established as a result of the general outcry of the community because of loss of services which the defunct Mozolo FM used to provide.

The Station intends to produce the programmes that will carry informative and educational content and entertainment. It will provide moral education to the community at large to promote respect, cooperation and harmonious co-existence within the community. It will ensure diversity in terms of entertainment – taking cognizance of the cross-section of our community, i.e. the Kindergarten, Youth, Young and Middle-aged Parents and Grand Parents.

The station is intended to be a vehicle of upliftment and unification within our society, and to serve as a tool of self-determination and actualization. It will provide relevant and useful information that will enlighten and empower the listeners, and promote social awareness on initiatives that will improve economic growth in order to help the previously disenfranchised masses of our community. It will feature News, Religious Programmes, Documentaries, Moral Lessons, Economic Indicators, both spiritual and circular Music, Sports and other relevant Entertainment and Information.

2. ORGANIZATION INFORMATION

| | |
|------------------------|---------------------------|
| Registered Name | Rebirth of Kroonstad |
| Registration Number | 040-498-NPO |
| Trading Name | Mozolo Revival FM |
| Date Registered | 7 th June 2005 |
| Date Started Operating | 7 th June 2005 |

| | |
|---------------------------|--|
| Tax Clearance Certificate | Expiry Date: 23 rd March 2021 |
| Physical Address | No.13 Brummer Street Kroonheuwel Kroonstad 9499 |
| Postal Address | P.O. Box 203 Kroonstad 9500 |

3. CONTACT DETAILS

| | |
|------------------|--|
| Full Names | Leonard Butiboy Mafokosi |
| Cellphone Number | 0847339821 |
| Email Address | leonardmafokosi@gmail.com |

4. SHAREHOLDING

| | |
|--|--|
| Full Names | Moqhaka Local Community |
| Percentage Shareholding | 100% |
| Gender | Not Applicable |
| Identity Number | Not Applicable |
| Number of years in Business | 1 st Year |
| Net Asset Value... | Nil |
| Disposable Income... | Nil |
| Qualifications | Not Applicable |
| Relevant Experience in Business to be Funded | Reasonable Experience, 90% of Personnel Worked for the Defunct Mozolo FM |
| Designation in Business to be Funded | Management and Presenters |
| Credit Bureau Record | None |
| Marital Status and Type of Contract | Not Applicable |
| Physical Address | No.13 Brummer Street Kroonheuwel Kroonstad 9499 |
| Disability (if any) | Not Applicable |
| Investment in Business to be Funded | None |
| Shareholding in Other Entities | None |

5. ORGANIZATION STRUCTURE

The structure of the organization comprises both Management Board and Personnel. It clearly outlines the board on top, followed by management, and then the presenters and other workers. Attached please find the Organogram of Mozolo Revival FM marked as **Appendix 5**.

6. BUSINESS OPERATIONS

The organization is the Community Radio Station with the sole purpose of broadcasting and presenting all relevant information to the community. It is intended to be a vehicle of upliftment and unification within our society. The station will provide moral education to the community at large to promote respect, cooperation and monanthropology within the community. It will ensure diversity in terms of entertainment – taking cognizance of the cross-section of our community, i.e. the Kindergarten, Youth, Young and Middle-aged Parents and Grand Parents.

7. PRODUCTS AND SERVICES

The station will provide relevant and useful information that will enlighten and empower the listeners regarding self-help projects, skills development, and promote social awareness on initiatives that will improve economic growth in order to help the previously disenfranchised masses of our community. The station will feature News and Current Affairs, Documentaries, Religious Programmes, Moral Lessons, Economic Indicators, Spiritual and Circular Music, Sports and other relevant Entertainment and Information.

Programming will focus on the needs and aspirations of the geographic community intended to be served by the station. It will also advertise businesses to promote local economic development, and provide a platform for community participation in interviews with live-in-studio guests and local personalities.

8. COMPLIANCE ENVIRONMENT

The organization will comply with rules and regulations of all relevant stake-holders in the broadcasting industry such as ICASA, MDDA, SENTECH, Nation Community Radio Forum (NCRF) etc. It will uphold the provisions of the Independent Communications Authority of South Africa Act, Act No. 13 of 2000 ("the ICASA Act"), the Electronic Communications Act, 2005 (Act No. 36 of 2005) ("the Act"), the Community Sound Broadcasting Regulations, 2006 (published under GN755 in Government Gazette 28919 of 6 June 2006) and the Community Sound Broadcasting License, 1997 (published under GN R1388 in Government Gazette 18380 of 17 October 1997), the Broadcasting Act, Act No. 4 of 1999, and all other regulations as outlined in the Invitation to Pre-Register ("ITP-R").

9. RISK ANALYSIS

To be able to analyze risk, you have to understand what risk means. Risk is anything that can potentially disrupt the project or the team, and one has to acknowledge that risk can or will happen in the project. Risk analysis is the process that figures out how likely the risk can arise in a project, and how it would impact the project. Two ways to analyze risk is qualitative and quantitative.

Qualitative risk analysis is the process of prioritizing risks for further analysis or action, and to determine the probability of risk occurrence, with a view to rate its impact on the project. It is beneficial for reducing uncertainty in the project, and for highlighting high impact risk to focus on. Quantitative analysis is a statistical analysis of risks identified in the overall project, and it helps management to make decisions with reduced uncertainty for better control.

Both qualitative and quantitative risk analysis help management to define potential risks by determining impacts of activity resource and duration

estimates, costs estimates, schedule, budget, quality and procurement. The benefit of risk analysis is to avoid potential litigation, to address regulatory issues, to comply with new legislation, to reduce exposure and to minimize risk impact.

10. MARKETING

Marketing is the study and management of exchange relationships. It is the process of making the potential customers and clients interested in your products or services. Marketing refers to activities a company undertakes to promote the buying or selling of a product or service. It includes advertising, selling and delivering the products to consumers or other businesses, and may be done by affiliates on behalf of the company.

10.1 Market Analysis

The market area in which Mozolo Revival FM intends to delve is the Moqhaka Local Municipality and its neighbouring areas. There is no any particular dedicated radio station rendering services specifically to this area. Lesedi Stereo is trying, but Radio Sonder Grense (RSG) and Radio 2000 stations broadcast in the languages that do not reach the majority of listeners in the geographic area we intend reaching out to, and there is a need for the radio station that will cater for the needs of the community.

10.2 Target Market

The main target market for Mozolo Revival FM is the previously disenfranchised masses of our community, and the secondary market is the local business which is economically supported by the very masses we are targeting. The total population in the area - following the Statistics South Africa 2011 Census Release - is One Hundred and Sixty Two Thousand, One Hundred and Eleven people (162,111). This number excludes the people in the neighbouring areas who are reached by Mozolo Revival FM but not included in

total possible listenership. The actual target group is estimated at about 82% of the total population.

10.3 Marketing Mix

Marketing mix is the marketing strategy where the targeting influences come together to create the right offer and marketing approach for each target segment. This involves the combination of different strategies such as Mass marketing, Differentiated marketing, Niche marketing and Micromarketing. The targeting strategy is where the marketing mix comes together to create the right offer and marketing approach for each target segment.

10.4 Sales Strategy

Sales strategy is a plan by the business or marketing manager on how to go about selling products and services for income generation. In a case of Mozolo Revival FM the strategy is going to be developed by the Station Manager together with the Marketing Manager.

10.5 Competitive Environment

Competitive environment is the dynamic system in which the business competes and functions. The more products or services in the area, the more competitive is the environment in which you compete. A competitive environment for Mozolo Revival FM is the presence of Lesedi Stereo, RSG and Radio 2000 in the area.

10.6 Location

Location area is a place where potential clients are. Marketing methods in location-based marketing depends on where the potential clients are

10.7 External Environment

External environment refers to all the outside factors or influences that impact the operation of business, to which the business must react to keep up its flow of operations.

11. STAFFING

The staffing for Mozolo Revival FM is informed by the organizational structure which shows all members of the staff from management to presenters and other supporting staff. Please see the organizational structure attached as **Appendix 5**.

12. FUNDING REQUIREMENTS

The funding requirements for the station are informed by the Estimated Capital Expenditure attached as **Appendix 12.1**, and the Three (3) Years Projected Operating Expenditure attached as **Appendix 12.2**.

13. FINANCIAL INFORMATION

Financial information entails all possible sources of revenue. These include Projected Revenue from Special Sponsorship Sales, Revenue from Commercials, and Special Promotions. Please see revenue information attached as **Appendix 13**. For additional information see also **Appendices 12.1 and 12.2**.

14. BANKING INFORMATION

Mozolo Revival FM is a subsidiary of Rebirth of Kroonstad organization, and has opened the bank account under the principal organization's name since the Mozolo Revival FM NPO Certificate (Registration Number 244-432 NPO) is not yet received from the Department of Social Development, and the bank would not open the account without it, and the application had to be processed before the closing date. This is a new account with no funds in it, and the account particulars are as follows:

| | |
|------------------------|-----------------------------|
| ACCOUNT NAME: | REBIRTH OF KROONSTAD |
| ACCOUNT NUMBER: | 10130427592 |
| BANK: | STD BANK KROONSTAD |
| BRANCH CODE | 055436 |
| ACCOUNT DATE | 23 MARCH 2020 |

For further information please see the Confirmation of Bank Account attached as **Appendix 14**.

NB. Mozolo Revival FM is the Trading Name for Rebirth of Kroonstad.

15. SUPPLIER INFORMATION

The organization does not have any suppliers since it does not order any goods now, and not in the foreseeable future, unless in a case where need will arise.

16. ANNEXURES

All annexures to this business plan are included as **Appendices** after the last page of this business plan.