

THALITHA CUMI BUSINESS PROFILE



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TALITHA CUMI RADIO

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Executive Summary

Talitha Cumi is a radio station for the community.

Talitha Cumi has three goals:

1. To provide a world class quality music and talk shows radio station
2. To spread community development and youth
3. To be a sustainable business

Talitha Cumi radio must be synonymous with quality of life. The conceptual enemy is youth development and their daily challenges. Youth development as a whole is deeply influenced by drugs, idleness, unemployment and development. We as Talitha Cumi we want to be above the influence.

Overview of Talitha Cumi Radio

Talitha Cumi seeks to bring in three types of listeners

1. Mainstream youth audience who likes to be involved in self development.
2. The younger generation who wants economic freedom.
3. People already participating in community development and self development.

Core competencies

1. The Radio station

2. Music compilations
3. Talk shows
4. Helping to build an industry

So far we have been involved in the community through our news report and engaging the youth with their daily challenges and promoting self awareness about their community.

Our plan:

Our strategy is to build up through our engagement with different stakeholders in different industries.

To grow into a big radio station and bring change to our community and South Africa as a whole.

To engage the youth and show casing their talent and influence them in and being proud of their community.

Overview of the plans:

Medium market

- More potential through our other business and donations in a medium size market
- Full time staff
- Good cash flow
- Realistic balance sheet
- Good margins
- Investments

Growth market

- Driven by advertising

- Low payroll
- Marketing
- Low costs

General Company Description

What we do : Talitha Cumi is a radio station for the community

Vision statement: To specialize in community development through getting the community informed, and uphold community values and needs.

Mission statement: To engage our community and youth through our broadcasting, youth development showcasing their talents and skills. Be the voice of the community.

Company Goals and Objectives: By giving people from different backgrounds a sense of belonging, including those in the grass root level. Play a vital role in our economy by bringing business to the people through advertising and community work.

Business Philosophy: To educate and encourage people through performing, providing, and exploring through music and talk shows.

Market: our target market would be the youth, young adults and middle age.

Products and Services

Description of our products and services: Talitha Cumi strives to provide a world class quality local content radio station. Public service announcements, promoting local business and upcoming individuals, community development, dialog with different stakeholders, and engaging with the youth.

Advantages and Disadvantages: Talitha Cumi is driven by people with

vision and hard work. We have a staff with experience through broadcasting. That means experience. We build our relationship with the community through daily contacts and dialogs. We are for the people by the people.

Marketing Plan

- Currently we do not have a community radio station in Greater Middelburg, we need to build up from the ground level.
- Through advertising and through social media.
- Growth potential and opportunity for business
- Growth through culture shift towards community development
- Change in the industry, competitors will try and duplicate Talitha Cumi model .
- Consumer acceptance and brand recognition
- Training and skills development

Product

Features and Benefits

- Community minded broadcast
- Youth empowerment
- Business platform to show case their products

Customers

- Youth

- Young adults
- Local businesses

Promotion and strategy

- Through community networks
- Commercial advertising
- Online forums

Leadership

- Thalitha Cumi Radio vision and values

Responsibility and Intergrity

- Participate in community
- Take initiatives
- Talent searching
- Engagements with the community and different stakeholders in our community

Respect

- Actively listen and acknowledge everyones viewpoint
- Recognize others contributions and success
- Cooperate with the community and their efforts

Creativity

- encourage thinking outside the box

- encourage discussions around view points of disagreements or uncertainty
- challenge the status quo
- envision possibilities
- allow ourselves to experiment, fail and try again

Operational plan

- Hire local talent
- Production techniques and costs in line with community radio
- Quality control
- Customer service
- Inventory control
- Product development

Management and Organization

- Complexity and diversity brings in creative people
- Autonomy increases
- Quality increase because people feel empowered
- Give people measurable, discreet victories

Financial plan

Non profit for 3 years, individual donations, advertising sales to reach breakeven with fixed expenses. To be able to reach the scale and growth so we may not fail as a community radio station.

Expenses

- Payroll
- Rent
- Utilities
- Telephone
- Travel
- Advertising
- Marketing
- Entertainment
- Office supplies
- equipment

We as Talitha Cumi radio we pride ourselves as a radio station for the people. We strive to be leaders in our industry. We value our community and be involved in its development. We give platforms to people to show case talents and skills, and to different stakeholders. We are the voice of the people.

