



Simbua Consulting PTY
IMC&Brand Strategy consultancy

SIMBUA CONSULTING PTY

COMPANY PROFILE

Reg no: 2015/378837/07
www.simbuaconsulting.co.za

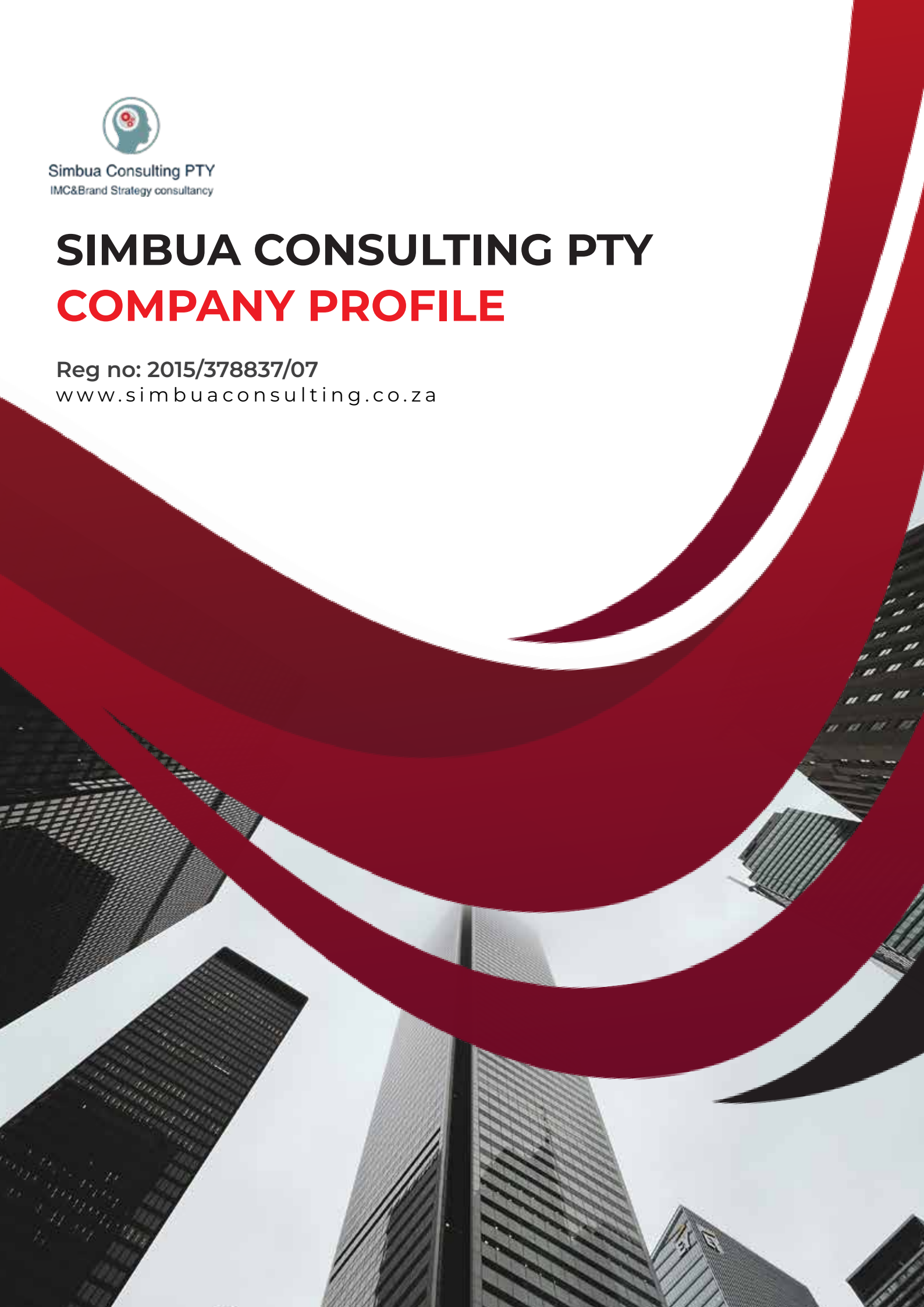
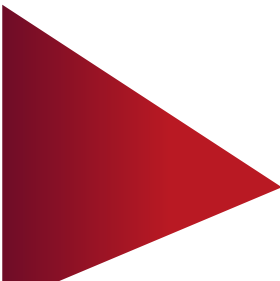




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About Simbua

Simbua Consulting (Simbua) is a **100% black female-owned** and managed consultancy operating across South Africa. Simbua assists clients in positioning, promoting, and differentiating their services through our Decoded Methodology. Our mission is to help clients effectively promote and position their services, articulate a brand strategy, define a market value proposition, and curate a distinctive identity and digital presence.

Simbua Consulting has a team of specialists who are passionate about delivering great work.

Vision: A South Africa where strategic marketing and reputation management are accessible to both SMMEs and established franchises.

Mission: Simbua aims to form strategic partnerships and identify collaboration opportunities with franchises that empower SMMEs across the SADC region.

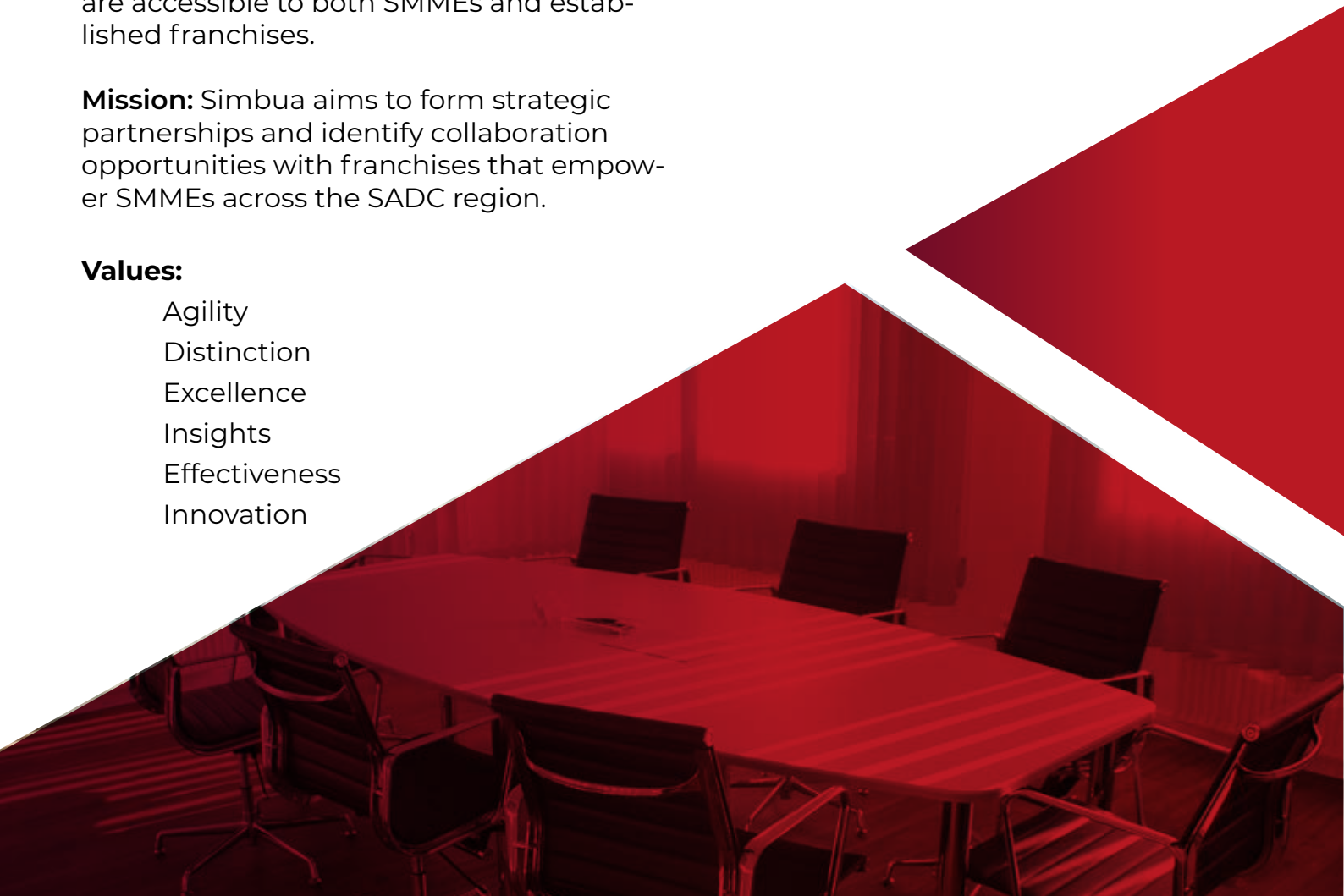
Values:

Agility
Distinction
Excellence
Insights
Effectiveness
Innovation

Innovative effective marketing solutions

Through the use of our
Four phase DECODED methodology

- ▶ **DISCOVER**
- ▶ **DEFINE**
- ▶ **DECODE**
- ▶ **DIFFERENTIATE**



Directors Bio

Nwabisa Klaas is a marketer, communicator, brand strategist, strategic planner, and serial entrepreneur. She is a full-time consultant with Simbua Consulting, a 100% black female-owned and managed consultancy that she established in 2015. Simbua operates across South Africa.



”

*I am a Communicator, Marketer,
Brand Strategist, Market
Intelligence Specialist and
Entrepreneur. I am inspired by
creative minds.*

Directors Bio



Recruiting great marketers & strategic minds should be your number one priority.

Nwabisa started her career as a media planner intern and insight planner in 2006. She has worked at leading advertising agencies across the country in various strategic planning and marketing roles. Additionally, Nwabisa has held positions at the country's top publishing house as a strategist, business unit marketer, and market intelligence specialist. Her last position before consulting was in the public sector as a communications advisor. Currently, Nwabisa is also a co-director at Lungu Holdings.

Simbua Consulting was established to make strategic marketing and planning services accessible to SMMEs. Through Simbua, Nwabisa has developed the Decoded Methodology, which frames business and service operations.

Nwabisa is a seasoned marketer and strategic thinker. She is passionate about mentorship, female and youth empowerment, and helping SMMEs grow.

Our Services

Simbua Consulting offers multi-disciplinary consulting advisory services that assist clients in profiling and promoting their services through strategic planning.

Through strategic partnerships, Simbua provides extended services, including SAP installation, electronic performance management systems (ePMS), and business intelligence (BI) systems.



**Integrated
Marketing & Communication**



**Marketing & Branding
Management**



**Design
Graphic & Website**



**Social Media
Management**



**Web & Application
Development**



**Media
Monitoring**



**Market
Insights & Intelligence**



**Media booking
(OOH & Print)**



**Strategic
Planning**



**Bespoke Corporate
Stationery**



**Advertising
(Multi-Media Campaign)**



**B2B Training
Management
Training**

Services Continues

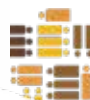
Design & Printing: Press & Magazine Adverts / Presentation / Brochure / Company Profiles | Newsletters / Magazine / Newspaper Layouts | Annual Reports

Corporate Identity Development: Logos | Business Cards | Email Signatures / Letter heads | Corporate Stationery | Folders | Product Packaging | Flyers / Brochures or Posters | Banners

Business Support: Business Advisory / Market Trend Report / Business Analysis & Design / SAP Installation / Competitor Analysis / Project Planning / Organizational Dynamics Consultation / Knowledge Management / Monitoring & Evaluation / Strategic Planning Facilitation & Development / Marketing Audit / SWOT Analysis / Strategic Marketing Plan / Business Operations Model / Brand Architecture & Mapping / Leadership Model / Business Design Model / Knowledge Management

Skills Development & Management Training: Strategic Planning / Marketing Management Training / Brand Management Training / Social Media Management / Media Training / Business Process Mapping / Change Management / Financial Management / Governance Training / Interpersonal Skills Training / Leadership & Management Development / Performance Management Training / Organizational Development & Management Training / Policy Management Training / Time Management Training

Project Portfolio



Compliance Code

COMPLIANCE & ENTERPRISE INFORMATION

ITEMS	COMPLIANCE
ENTERPRISE NAME	SIMBUA CONSULTING PTY (LTD)
CIPC STATUS	ACTIVE
COMPANY REG NO.	2015/ 378837/07
TAX	IN GOOD STANDING
BEE LEVEL	1
DIRECTORS	1
CSD	MAAA 0492836



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