



bright idea projects
1888 CC

Business Profile

2009

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OVERVIEW

The sports industry in South Africa is in need of professionalism in sport. Not only for the purpose of sport enhancing the entertainment level, but sport as an effective Social – and Educational tool to develop unity and talent identification among communities

The sports environment has changed so rapidly, that school sports, sport clubs and semi – professional sport NGO`s cannot adapt due to the high demand of education and extramural activities to assist in the need of sports development.

Rural – to Socio economic deprived areas lost all structured sport and events sustainability in the past five (5) years as an effect of the rise in the cost of living, resulting in the increasing crime and substance abuse cycle.

Due to the increasing need of sport and recreation within the Cape Winelands District, sport development is required as the essential component to globalize and indoctrinate the youth of the future to participate in sport and recreation and abstain from social abusive deficiencies, for they are the future politicians, business owners, corporate authority, sport icons and leaders of South Africa.

Thus, as the relief to social development, the strategy of empowering the youth and its counterparts to group dynamic peripherals and educational establishments for socio – economic development, and the identification of the broad and vast talent, the world cannot be saved and recollected presently, but to identify, develop and sustain one individual is a contribution to the future of South Africa.

EXECUTIVE SUMMARY

Registered Name	:	BRIGHT IDEA PROJECTS 1668 CC
Type of Legal Entity	:	Closed Corporation
Registration Number	:	2007/138312/23
Trading As	:	Hybrid Sports
Description	:	Youth Sports and Cultural Development (NPO)
SARS	:	Tax Clearance Certificate for Tenders Tax Clearance Certificate for Good Standing
Name of Regis tee (s)	:	Mr. Munjoy Nuckchady Mr. Craig Cornelson
Contact Details	:	(W) +27 79 630 2428 (C) +27 84 460 4492 (F) N/A (E-Mail) bip@live.co.za
Web Site	:	N/A
Postal Address	:	25 Herbert Street Charleston Hill Paarl, Western Cape 7646 South Africa

What is Bright Idea Projects 1668 CC?

Bright Idea Projects 1668 CC is a new and professional Sport Management corporation, situated in the Western Cape, South Africa. Registered in 2007, the business officially launched their objectives in 2008 in the Cape Winelands District. The business focus is to design and manage events and projects to the benefit of the community.

What defines Bright Idea Projects 1668 CC?

The Innovative Development strategies and the drive towards success and excellence are what define us.

Additional Descriptive Vocabulary: Creative; Effective; Efficient; Sustainable; Modern; Abstract and Professional.

GENERAL ORGANIZATION DISCRIPTION

Business Description

Bright Idea Projects 1668 CC, owner of the registration number: 2007 / 138312 / 23, is a newly established Closed Corporation, registered officially on 20 July 2007. It is a sport development service provider and business that focuses on the future of the disadvantage- and previously disadvantaged communities. Through targeting sport as a cultural tool for youth development, all business processes will be youth orientated.

3.2 Business Philosophy

The slogan of the business: *“Creating the competitive edge”* shall target our market directly and provide the definition of the business. Due to the fact that the world is changing every six (6) weeks, the competitive edge will be acknowledged to adapt to the rapidly changing environment.

3.3 Mission Statement

The mission of the business shall be establish effective and efficient working relations between Sport -, Education -, and Awareness Liaisons.

3.4 Vision Statement

To create, implement and sustain the youth sports and cultural initiatives in the growing entertainment industry to create a culture of continuous learning.

3.5 Business Goals and Objectives

- Focus on youth development through sports, culture and awareness
- Target sport as a cultural tool for development
- Increase professionalism among schools and clubs in the Cape Winelands District
- Managing the development of sport and culture
- Provide professional coaching for respective sport codes
- Adapt to the rapidly changing environment to remain competitive
- Provide business sponsors with performance notices each month
- Serve as a sport consultancy to institutions and other organizations
- Creating employment opportunities for qualified and unqualified individuals
- To promote the business as the community based organization with a aim of strengthening development

PRODUCT AND SERVICE DEVELOPMENT

Product Development

The business shall have their own clothing attire for events, training, and meetings. Distinguishing the business from its competitors, the brand shall be unique and cost effective for the community and the general public. A clothing range shall also be added as a cheaper alternative for schools and clubs for future prospects. Creating a competitive advantage through brand awareness, focusing on development, there shall also be skill equipment provided together with schools - and clubs equipment, for training purposes. Sports accessories (water bottles, sweatbands, wristbands, etc) will also form part of the future product layout of the business. This initiative shall be a future endeavor for the business.


















Service Development

The production of services delivers an essentially intangible benefit, either in its own right as a significant element of a tangible product, which through some form of exchange satisfies an identified consumer need.

Services shall be rendered at a fee when it refers to club management and events. Services will be marked up per annum / season for sport clubs and payment per event shall occur after the implementation phase. Clubs will have the opportunity to gain sponsors, in cash or kind, for the duration of the season on a yearly basis through the business acting as a potential Public Relations Officer.

All services shall be community involved, thus the youth will be the beneficiary of a platform for sports education. All services shall be aimed at improving the youth status and sport awareness through creating events and providing assistance to current events.

All the events and workshops to be designed and implemented shall be to the benefit of the youth focal point initiatives. The aim of these events shall be to educate the youth regarding the abusive factors within their areas and in general society.

Services Rendered	Key Performance Areas
 Sport Event Designs	
 Sport Facility Management	 <i>Sports Administration</i>
 Sport Coordination	 <i>Sport Management</i>
 Event Development	 <i>Special Events Management</i>
 Recruitment Management	 <i>Sport Specific Coaching</i>
 Experimental Learnership	 <i>Communication Process Development</i>
 Youth Organization Consultants	 <i>Strategic Planning</i>
 Sport Facilitation	 <i>Human Resource Management</i>
 Group Dynamic Training and Life Skills	
 Sport Club Management	

OPERATIONAL PLAN SUMMARY

The organizational is solely for community development through sports and awareness, targeting the youth focal points. All logistics regarding the Production of skills, Location and Structure, Legal Environment, Personnel, Inventory and Suppliers are published in the **Business Plan** of Bright Idea Projects 1668 CC.

The following information regards the implementation strategy within the community development structure that the organization intends to develop:

Schools:



- Promote educational structures through sports and awareness
- Provide sports administration skills and implement ethical sports management
- Provide qualified coaches for all sports and leisure activities
- Fundraising development
- Creating Employment Opportunities

Community Structures:



- Provide and communicate management infrastructure
- Professional sport club management
- Fundraising Development
- Cultural Development
- Strategic Planning
- Life skills and character building through awareness

Sport Forums:



- Quality Service providing
- Manage sport and recreational development
- Active Sport Managers on duty
- Total Sport Management

Events:



- Planning
- Organizing
- Leading
- Controlling
- Creating Employment Opportunities

Government:



- Quantitative and Quality Service delivery
- Sport facilitation
- Sport Development
- Support and youth strategy development

MANAGEMENT AND THE ORGANIZATION

Bright Idea Projects 1668 CC consists of qualified sport managers, social development graduates, qualified coaching graduates and experimental learners from tertiary institutions, including strategic alliances formed with various organizations:

The following information consists of the people behind the drive of Bright Idea Projects 1668 CC:



Position: Director

Name and Surname: Mr. Munjoy Nuckchady

Qualifications: University of Cape Town
Three (3) Year Advance Diploma in Sport Management
Three (3) Year Diploma in Mechanical Engineering

Experience: Sports Administrator for the Sport and Recreation Department of the University of Cape Town: Managing the Weights, Surfing, Skydiving, Water Polo, Squash and Basketball Club. (2004)
Manager of the UCT Surf Team at the South African Student Sports Competition. (2000 – 2004)
Assisting and Administrating for the "Annual Keith Granier" Squash Tournament. (2005)
Drakenstein Municipality Community Games Chairperson. (2007 – 2008)
Drakenstein Municipality Youth Day Sports Facilitator (2007 – 2008)
UCI World Championship Doping Coordinator and Translator. (2007 – 2008)
Department of Social Development: Sports Facilitator. (2008)
District Golden Games Event Coordinator. (2009)



Position: Special Events Manager

Name and Surname: Mr. Craig Cornelson

Qualifications: Matriculated at Paarl Boys` High School.
Four (4) Year National Diploma in Sports Management at the Peninsula University of Technology.

Experience: Boland Athletics assistant to the Chief Executive Officer. (2006)
Boland Cross Country Team Coordinator (2006)
South African 10km Championships in Stellenbosch: Boland Team Coordinator and Member of the Local Organizing Committee. (2006)
“On Route to 2010” 8km Relay and Fun Run Assistant Coordinator. (2006)
Boland Cross Country Team Manager for the Caltex Challenge in Bredasdorp. (2006)
Drakenstein Municipality Community Games Event Administrator and Vice - Chairperson. (2006 – 2008)
Drakenstein Municipality Youth Day Event Administrator and Assistant Facilitator. (2007 – 2008)
District Golden Games Assistant Event Coordinator. (2009)

Currently, Bright Idea Projects 1668 CC has grown from two (2) individuals to an amount of six (6) talented and qualified men and woman partaking in the initiative to give back to the community through maintaining ethical theories of Sport Management and Social Development.

Furthermore, the organization strives to build strategic alliances with Cape Winelands District Municipality, Drakenstein Municipality, Department of Sports and Recreation, Department of Social Development, Boland Sports Forum and various Corporate Institutions.

WAY FORWARD

The overall business equivalent shall be to offer a service to the community through utilizing the sport structures of schools and sport clubs. Designing events for the nature of generating funds for the above mentioned establishments shall be the goal of the business. Uplifting rural communities and providing the schools and sport clubs with the support of professional coaching and fundraising techniques shall be the competitive advantage to sustain a prosperous and successful future.

The business shall be youth orientated, thus revolving all development plans / programs to be focused on the youth of the disadvantaged areas within the Boland District. Working in collaboration with the Boland Sports Council and the various Sport Unions shall be to the benefit of the future sport within the Boland District.

The advantage of the organization is that the business shall provide assistance to the Sport Unions, not financially but through event assistance and program development.

The business concept shall be to “reach out” to the sporting youth of the disadvantaged areas and create a sporting platform to develop sport as a recreational tool for development.

Through enabling the initiative of the business, the future of sports in the Boland District shall be fruitful. Building relationships and involving the local businesses and other influential organizations, together with creating job opportunities, sport in the Cape Winelands District shall be known as the competitive tool to combat various degrading factors.

APPENDICES

Key Performance Indicators reflects on the Business reports on work done since officially registering:




2007

-  Drakenstein Community Games Sport Coordinator
-  Drakenstein Community Event Organizer
-  Drakenstein Community Games Coach for the respective sport codes
-  Recreational Coordinator of the International Youth Day Awareness Program
-  UCI B World Championships: Doping officer
-  International Youth Day Sports Organizer and Coordinator
-  Youth Day Sports organizer and Coordinator
-  ACVV Sports Organizer and Coordinator
-  Windmeul United Rugby Football Club Managing, Coordinating and consultant

2008

-  Consultant to the Department of Social Development
-  Part of the Planning Process for the Imbizo In Windmeul
-  Consultant for various Sports Youth Organizations
-  Organized the Easter Soccer Youth Tournament in Fairy Land
-  Member of the LOC for the Drakenstein Street Soccer League
-  Youth Day Sports Organizer and Coordinator
-  Vineyards Rugby Club Fitness Coach and Club Management Assessor
-  UCI World Cycling Championships Doping Control
-  Department of Social Development: Welfare month and Christmas Deliverables Program Facilitator and Organizer
-  Drakenstein Community Games Event Organizers

2009

-  Event Organizers for the Fairyland Easter Soccer Tournament
-  Drakenstein Edu Cricket Club Sports Consultants
-  Cape Winelands District Golden Games Event Coordinator and Sport Facilitator

