

INTER LINK TRADING 22



INTELLIGENT SERVICE



COMPANY PROFILE

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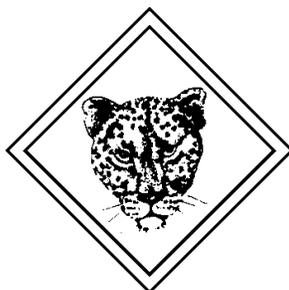
T/A INTER LINK TRADING 22 cc

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VAT . NO : 4930257086

INDEX

| | |
|--------------------------|--------|
| The Company | P4 |
| Mission Statement..... | P5 |
| Vision Statement..... | P6 |
| Company Ethics..... | P7 |
| Services Offered..... | P8-10 |
| Market Segmentation..... | P11-12 |
| Management Profile..... | P13 |
| Contact Details..... | P14 |



The Company:

Inter Link Trading 22 is a black owned South African based Customs Clearing and Forwarding Company. The company was established in 2007 to provide services to Importers and Exporters which would be extremely efficient whilst retaining a great measure of personalised contact. This high level of service and efficiency has been maintained and the company has experienced a steady growth pattern since its inception.

Inter Link Trading 22 is a fully fledged company specialising in the Airfreight Industry for both Imports and Exports. Our strength is in providing expertise Airfreight solutions to our prominent and potential clients, giving them no choice but to continuously enjoy our customer satisfying package. Inter Link Trading 22 is a well established and financially stable company with a network of local and international agents, to service all your requirements on a door to door basis. We believe that the success of our company can be attributed to the exceptional service levels that we provide our clientele and their subsequent loyalty to us.

The company is based at Suite No: 903, 9th Floor, New Agents Building, OR Tambo International Airport, Kempton Park, Johannesburg. The company uses modern computerised system, which adds to the efficiency and effectiveness of our services. Our company focuses on providing the customer with quick and reliable customs solutions indeed with constant communication. Inter Link Trading 22 aims to fulfil the needs of our customers by customising our service to suit the client's requirements. The right technology can mean a difference between getting ahead (and staying there) and falling behind. With our specialised team, we will show our expertise with proven practical solutions.

It is also the company's driving force to:

- Exceed our clients and other stake holders' expectations through the efficient and effective delivery to imports and exports solution and ensure the return of business.
- Create jobs, transfer skills and ensure maximum contribution to the upliftment and empowerment of local communities in the areas where we operate.
- Stimulate economic growth and employment opportunities through partnerships with established Import and Export companies and local labour.
- Comply with all state and local authorities, guidelines, policies and legislation in the conduct of our day-to-day business.
- Ensure the fair and equitable treatment of all permanent and temporary employees including the payment of motivation and performance related bonuses.
- Grow the enterprise into a profitable business that pays acceptable dividends to its members.

Key to success:

- Service quality and customer satisfaction. The service we render should be guaranteed. Getting the job done right the first time, offering 100% guarantee.
- Long-term customer satisfaction is critical to our survival.

Mission Statement:

- To provide quality and customised import and export solution to prominent and potential clients by ensuring a strong balance among our clients and to uplift the profession and quality service standards in the freight service industry.

Vision Statement:

- To be the preferred customs clearing and forwarding company and be one of the best and innovative Airfreight service provider in South Africa. We are passionately committed to bringing better value for money to all our clients.

Company Ethics:

Our expertise is an internal part of our integrity and is a crucial factor in ensuring an aligned commitment within our clients. It is the modern mechanism that consistency inspires quality performance. The following constitute the values of Inter Link trading 22:

- Customer Oriented
- Urgency
- Reliable
- Sincere
- Transparency
- Focused
- Professional

Inter Link Trading offers the following services:

- We handle all types of Import and Export Cargo. Our cargo ranges from food stuffs to furniture and including chemicals, hazardous and non-hazardous cargoes.
- Airfreight Imports and Exports
- Sea freight Imports and exports
- Warehousing
- Cross border Imports and Exports
- Warehousing
- Transportation – Collections and Deliveries.
- Hazardous Cargo Handling.
- We make pre-clearing arrangements with all our clients who eliminate storage costs and unnecessary delays in shipment delivery.
- We have access to all major airlines and shipping lines to ensure you receive the best rates possible.
- We provide your company with logical solutions to meet your specific requirements, placing great emphasis on customer care, both nationally and internationally.

Market Segmentation:

Inter Link Trading 22 focuses on small to medium business. Our target companies are stable and large enough to need the high-quality service management we offer. We say that our target market are company's mainly importing and exporting cargo between R100K to R600K per month, but will be flexible enough to cover small business. We will also target government departments.

Market Analysis:

The Clearing and Forwarding Agency is an important growing market segment. Nationally, there are approximately 10 000 companies in the importing and exporting business. The growing demand for BEE suppliers is increasing and this should work in our favour. The demand for a BEE supplier as clearing and forwarding agent will never stop.

| Potential Customers | Total Customers | Growth Rate |
|---------------------|-----------------|-------------|
| Small | 3000 | 10% |
| Medium | 2000 | 5% |
| Large | 1500 | 2% |
| Government | 1000 | -2% |

Strategy and Implementation Summary:

- Emphasize service and support. We must differentiate ourselves from the box pushers. We need to establish our business offering as a clear and viable alternative for our target market, to price-only kind of service.
- Build a relationship-oriented business. Build long-term relationships with clients, not single transaction deals with customers. Make them understand the value of the relationship.
- Focus on target markets. We need to focus our offerings on small business as the key market segment we should own.

Management Profile:

Mrs. Nobuhle Khumalo: Operations and Marketing Director.

Nobuhle Khumalo has over 10 years working experience in customs clearing and forwarding industry for Air, road and Sea Freight. She is an expert in Airlines, portent procedures, management and forwarding. Her role is to market and sell company services, to run the general functions of the office and to see to it that client satisfaction is achieved at all times. She leads a highly experienced team handling all types of cargo.

Contact Details:

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