

***MZANSI KWAITO & HOUSE
MUSIC AWARDS
COMPANY PROFILE
2017***



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1. Business, Administrative & Contact Information

- a. Business name:** Mzansi Kwaito House Music Awards PTY (LTD)
- b. Business type:** Company
- c. Company registration number:** 2015/106304/07
- d. Tax reference number:** 0084/2/2015/00006994231
- e. VAT number:** 9580424175
- f. Tel:** +27 82 978 8354
- g. Fax:** +27 86 610 9273
- h. E-mail:** info@mzansikwaitohousema.co.za
- i. Cell:** +27 82 948 6600
- j. Physical address:** 27 Heron Street Sun CITY 0316
- k. Postal Address:** PO Box 1931, Sun City, 0361

l. Banking details:

Bank: FNB

Name of Account: Mzansi Kwaito House

Branch: Mogwase

Account number: 62593942553

Branch code: 250205

Type of Account: Business Cheque

2. Introduction

a. Company History

Mzansi Kwaito House Music Awards was founded in 2015 to give rise to a genre of music that is proudly South African and hails from Johannesburg namely Kwaito.

House music is also synonymous with South African history and plays an integral part in South African culture, hence Kwaito / House.

Perfecta Khumalo, a muso in her own right founded this company, hereinafter referred to MKHMA and has put together a team of professionals to host the first annual Mzansi Kwaito House Music Awards, giving rise to up and coming artists in Kwaito and House and celebrating the history of Mzansi throughout the years of Kwaito and House music production.

b. What the company does

MKHMA will host the 2nd annual music awards show, the second being held on the 25th November 2017 at Walter Sisulu Square in Soweto.

There will be a media launch, activations, social media, television, radio and print media promotion of MKHMA as well as the artists involved leading to the main event.

3. Strategy

a. Vision statement

To host the annual Mzansi Kwaito House Music Awards, for which the body is established; giving rise to up and coming and existing Kwaito and House artists in South Africa and thus promoting the genre of Kwaito and House music in South Africa and on an international scale.

b. Mission statement

The Mzansi Kwaito House Music Awards is launching the official awards ceremony at the Sun International, Maslow Hotel in Sandton on the 9th September 2015 to officially announce the first annual Mzansi Kwaito House Music Awards for 2016.

Music, especially Kwaito and House genres are concerned with the South African youth and since Kwaito and House is mentioned in South Africa, there is a history behind it, therefore bringing young and old together to celebrate proudly South African music.

c. Values

- ✓ Accountability
- ✓ Commitment
- ✓ Innovation
- ✓ Integrity
- ✓ Ownership

d. Business goals & objectives

- ✓ Construct a team that will fulfil the aim
- ✓ Build a brand that musicians and aspiring musicians aspire to be part of
- ✓ Create a competitive platform for musicians; which will encourage ambition, focus, dignity and originality

- ✓ Provide entertainment and on-the-pulse news in Kwaito and House music that appeals to fans throughout the year, leading up to the main event
- ✓ Promote the Kwaito and House Genre to a larger target audience
- ✓ Inspire and equip the youth through music
- ✓ Provide workshops to youth and / or up and coming musicians
- ✓ Fundraise to pay for the main objectives

e. *Business strategy*

- ✓ Improve our South African Kwaito & House talent
- ✓ Protect our existing talent.
- ✓ Grow Kwaito & House Music nationwide and in Africa.
- ✓ Develop our people (Staff)

f. *Economic intent*

Profit making

4. Business concept

a. Business concept

Mzansi Kwaito House Music Awards will host an annual awards ceremony, celebrating and honouring South African artists concerned with Kwaito and House music as well as events, workshops and activations leading up to it.

b. Awards

Each winner per category will receive awards to the value of R5000 – 00 as well as cash prize money.

5. Director & Management

a. Directors

Name & Surname	Gender	Designation
<i>Perfecta Khumalo</i>	<i>Female</i>	<i>Founder/CEO</i>
<i>Winnie Madisa</i>	<i>Female</i>	<i>Managing Director</i>

b. Management structure

Name & Surname	Gender	Designation
<i>1. Azola Mlota</i>	<i>Male</i>	<i>PR & Marketing Manager</i>
<i>2. Lindani Telela</i>	<i>Female</i>	<i>Production Coordinator</i>
<i>3. Thulani Malinga</i>	<i>Male</i>	<i>Event Manager</i>
<i>4. Doctor Malaba</i>	<i>Male</i>	<i>Publicity Manager</i>

b. Accountant: J Jabulani Ndlovu

6. Attachments and supporting Documentation
(Available on request)

- a. *Copy of detailed curriculum vitae or resume of partners, owners & management.*
- b. *Copy of identity documents of directors and shareholders.*
- c. *Company documents*
- d. *Tax clearance certificate from SARS.*
- e. *Maps showing location.*
- f. *Any other relevant substantiating documentation.*
