



kashan advertising

Company Profile



Adding Measurable Value ...

In the distance...

In the 1990s a small tribe settled at the foot of the majestic Magaliesberg Range. Many years before, the Matabele people had called this mountain Cashan, which means "in the distance", for wherever they found themselves, the mountain was always visible. The new tribe decided to call itself Kashan, since, like the mountain, its operations would always be open and provide direction and guidance.

The Kashan tribe learnt a lot from the Matabele people who had hunted with such dexterity that they never missed a target. Kashan set its sights on assisting its surrounding communities in effectively marketing their businesses.



Kashan's service

Kashan offers its customers a full communication package – conceptualising particular campaigns and projects and taking the concept further through the writing, design and final production stages. Kashan's skilled team of editors, writers and designers creates a wide range of marketing and communication products such as annual reports, newsletters, brochures, posters and corporate identity guides, to name but a few. Kashan's service also extends to the production or print of these items. Due to the nature of its clients, Kashan's products are often of a highly technical nature, and are always attended to with the utmost care for accuracy.

The team has over 50 years' experience in the communication industry, giving you access to its priceless insight into the value of communication. Kashan lives by the philosophy of gaining customers rather than business. Simply put – Kashan takes your objectives and deadlines as seriously as you do.

Like the people and the mountain that inspired its formation, Kashan's foundations are unmoving and were built on the strong principles of efficiency, cost control and prudent resource allocation. It has gained a solid reputation by meeting stringent deadlines without compromise to the quality of its work.

Equal opportunities

Kashan strives to maintain equal opportunities in both its relationships with suppliers and its employment principles.

In terms of the 9 February 2007 Gazetted Codes of Good Practice and Broad-Based Black Economic Empowerment Act (No. 53 of 2003), Kashan is a Level 4 (Exempted Micro-Enterprise) value adding contributor, with a B-BBEE procurement recognition level of 100%.

Kashan handpicks its suppliers based on stringent criteria, including quality of supply, ability, reliability, affordability and compliance with employment and B-BBEE equity. Currently, 80% of its suppliers are B-BBEE compliant, affording Kashan full accreditation in this category according to the B-BBEE Act.



Leaders

A group is only as strong as its leaders and Kashan's shareholders have seen it through from a small company to the strong team it is today.

The shareholder structure is as follows:

Name	HDI/BEE	Gender	Equity Share	Voting %
Diane Engelbrecht	Yes	Female	50%	50%
Bryony Terblanche	Yes	Female	50%	50%



Supporting the community

Before long, the community living in the shadow of the great Magaliesberg realised the value add that Kashan provides and word soon spread about its great service ...

"I would like to extend sincere appreciation for the enormous efforts of all at Kashan for making it possible for us to have the books today. In particular, please extend my appreciation to Bryony and Hein."

(Samira Hotobah-During, Head of Donor Relations, NEPAD)

"Many thanks again for the professionalism in developing the publication, everyone is very happy with the outcome, particularly the Director. He took copies to share with other stakeholders at the Executive Board meetings in New York and we also launched it in-house on Friday."

(Monde Nyangintsimbi, Programme Associate, United Nations Population Fund Africa (UNFPA))

"The team at Kashan is always diligent about tasks and displays excellent planning, organising, and co-ordination skills to ensure effective and efficient execution of projects."

(Vimla Maistry, former Chief Director: Communications, Department of Public Enterprises)

"Thank you for the beautiful Annual Report! It looks impressive, and the photos make such a difference. Thanks especially that you managed to produce it in time for our Plenary Meeting, despite delays from our side! We really appreciate your hard work and reliability, and walking the extra mile!"

(Ms Jansie Niehaus, Executive Director, NSTF)

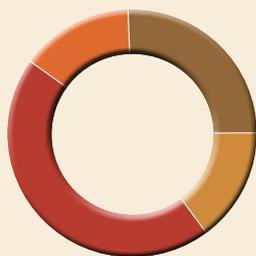
"Thank you very much to you and your team for all the hard work you put into the release of Comair's annual results this year. I appreciate your flexibility and accommodating us and our changes."

(Glenda Zvenyika, former Communications Manager, Comair)

"Grant received and used the logos at Web4Dev in New York and made it onto SABC TV. With much appreciation at being able to call on you at anytime for 'comms' assistance."

(Biffy van Rooyen, Communications, CSIR: SIIU)

Clients by sector:



- 15% Government
- 45% State institutions
- 15% NGOs
- 26% Private



Excellence rewarded

Kashan has received the following awards:

- CSSA Integrated Report Awards: Merit Award
- JSE, AltX Annual Report of the Year: Winner
- Nkonki SOC Integrated Reporting Award
- Printing Industries Federation of South Africa: Gold medal
- South African Excellence Foundation: Finalist
- Loerie: Corporate Video Section: Finalist
- Exhibition Association of Southern Africa
 - Gold medallist: One occasion
 - Silver medallist: Two occasions
 - Bronze medallist: One occasion
- Sappi Design of the Year Award: Finalist – three years
- Raw Chem Exhibition: Gold medal
- IMM Marketer of the Year: Finalist



Investing in the broader community

Every year, Kashan gives back by contributing in excess of R40 000 to projects that improve the socio-economic situation of its community. This affords Kashan full accreditation in the social investment category according to the B-BBEE Act.



Accreditations and registrations

- Progressive Business Forum (PBF) – Effective communication between government and the business community has been key to the economic successes achieved in the past. This has traditionally been conducted at the formal level through entities like Nedlac and with organised business groups. The PBF initiative was started by the ANC in 2006 and facilitates effective communication between government and all sectors and sizes of business.
- Media Credit Co-ordinators (MCC) – Accredited as an agency since 1997, Kashan is one of less than five agencies in Pretoria that are fully accredited by the MCC. This accreditation certifies that the company operates within the strict parameters of media regulations and that it has the right to trade in media placements at no additional fee to its clients.
- Printing Industries Federation of South Africa (PIFSA) – Kashan's membership assures our clients that we are beholden to our PIFSA pledge of integrity, fairness, responsibility, professionalism and sustainability. It also means that we are at the cutting edge of the latest printing and print-related initiatives.



Governance

The business is governed by the following acts and codes:

- Broad-Based Black Economic Empowerment Act (No. 53 of 2003)
- The Consumer Protection Act (No. 68 of 2008)
- The Copyright Act (No. 98 of 1978) as amended
- The Environmental Conservation Act (No. 73 of 1989) as amended
- The Labour Relations Act (No. 66 of 1995)
- Media Credit Co-ordinators (MCC) since 1997
- Occupational Health and Safety Act (No. 85 of 1993) as amended
- King III Code of Governance Principles for South Africa



Confidentiality and copyright

All information that is disclosed to Kashan during the course of business, or pertains to or is contained in material produced, is treated in the strictest confidence. All sub-contractors are bound by signed confidentiality agreements.

All transactions and information pertaining to transactions are secure in terms of the professional working relationships that Kashan maintains with its clients and suppliers through documented agreements.

The copyright to all origination work remains the property of Kashan in terms of the Copyright Act. Ownership of deliverables transfers to the client on full receipt of payment.



Terms and conditions of trade

All business dealings are governed by Kashan's terms and conditions of trade, which can be viewed on its website at www.kashan.co.za.

Financial and legal references

Company registration no.: 1996/056808/23

VAT registration no.: 4860162322

Bankers

Nedbank, Menlyn, Pretoria
PO Box 35664
Menlo Park 0102
South Africa

Auditors

J&M Oosthuizen and Associates
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Montana Park 0159
South Africa

Attorneys

Weavind & Weavind
PO Box 34
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Intellectual property

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