

# Company Profile

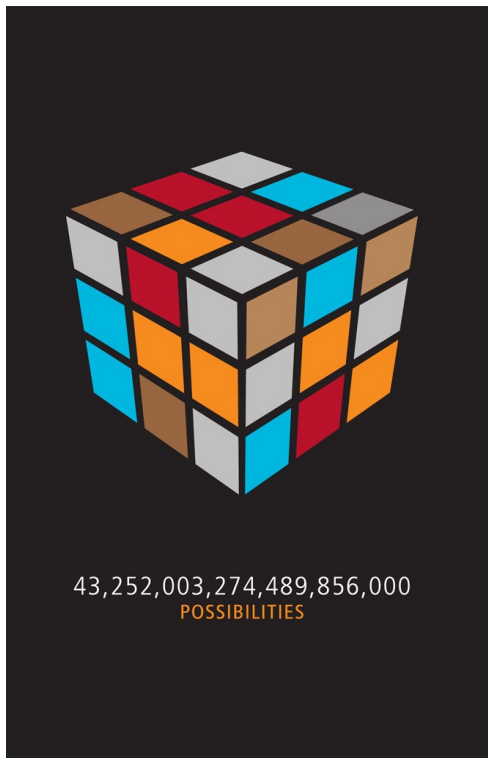
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## Strategic Business Solutions

*A pioneering consultancy firm in the African renaissance*

Discover strategic solutions that can boost your brand to achieve both internal and external business-based results, faster, more efficiently, creatively and accurately. All by simply activating a dynamic collaboration with us to create a long-lasting, knowledge-based relationship.

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BAM-SA Group (BAM) is an entity comprising knowledge-based companies and individual professionals within the space of Strategic Business Solutions, and Marketing.

The first company within the Group is BAM Strategic Marketing, founded in 2002, which focuses on Strategy Development, Creative Communications and Productions. From its inception in 2003, it has been involved in numerous projects, which include research, strategy development, publishing, event marketing and project management. The work scope in many of these projects has extended beyond the borders of South Africa and Africa, broadening the horizons of both the

# Business Solutions

***“We meet you where you are and jointly take the organisation where it needs to go.”***

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## Core Capabilities

### **Transformation of Leaders & Teams and Business Simulations**

- Leadership & Organisational Structure
- Strategy Alignment & Facilitation
- Team Development & Facilitation
- Organisational Change
- Team Communications

### **Strategic Marketing**

- Digital Asset Management & ROI
- Content Analytics and Insights
- Distribution and Publishing.
- Lead Generation and Management

### **Project Management**

# Experience

Projects successfully implemented has added immense and invaluable experience to our company and built strong relations with international companies, specifically in Europe, USA and Africa. Not only has this connected us to global collaborations, but also to mobilizing local communities in embracing and owning life-changing projects, similar to other exciting projects carried out on a local, provincial and national level.

They include amongst other FIFA World Cup (Host City), Destination Marketing for Tourism and Investment promotions, Trade Campaigns, Entrepreneurial Leadership Campaign etc.

All our work, whether it be research, strategy or project management, is largely influenced by strong creativity and design, which reach, attract and persuade people to believe in new, innovative ways of doing things.



# Collaborations

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With our determination to be a pioneering consultancy firm in the renaissance of Africa, we have formed strategic partnerships with global technology companies, academic institutions and diversified service providers to widen and further strengthen our business efficacy.

We confident and ready to collaborate successfully with African Brands in growing the economy of South Africa and Africa, through people, systems and creative communications.

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