



Reach New Heights



COMPANY PROFILE

2020



REACH NEW HEIGHTS
COMPANY PROFILE

World-class Business Plan Solutions. JTB Consulting is South Africa's leading Business Plan Company.

JTB Consulting was founded in 2006. Since that time, JTB Consulting has been concentrating on providing world-class Business Plan Solutions to our clients, delivered through the highest level of quality and integrity.

Since our establishment, we have successfully written more than 12,500 Business Plans for Clients across 25 Countries and Regions, operating in more than 125 Industries.

Through constant research, truly understanding the needs of every Client, investor communication and investment in our staff, JTB Consulting have achieved leadership status in the Business Planning Industry. Integral to our offering is a philosophy of consistent quality and superior customer service delivery.

With rich experience and knowledge, JTB Consulting offers competitive and world-class Business Planning Solutions, which are industry-specific and tailored to the requirements of both the Client and financing/investor fraternity.

[VISIT OUR WEBSITE](#)

[SEND US AN EMAIL](#)



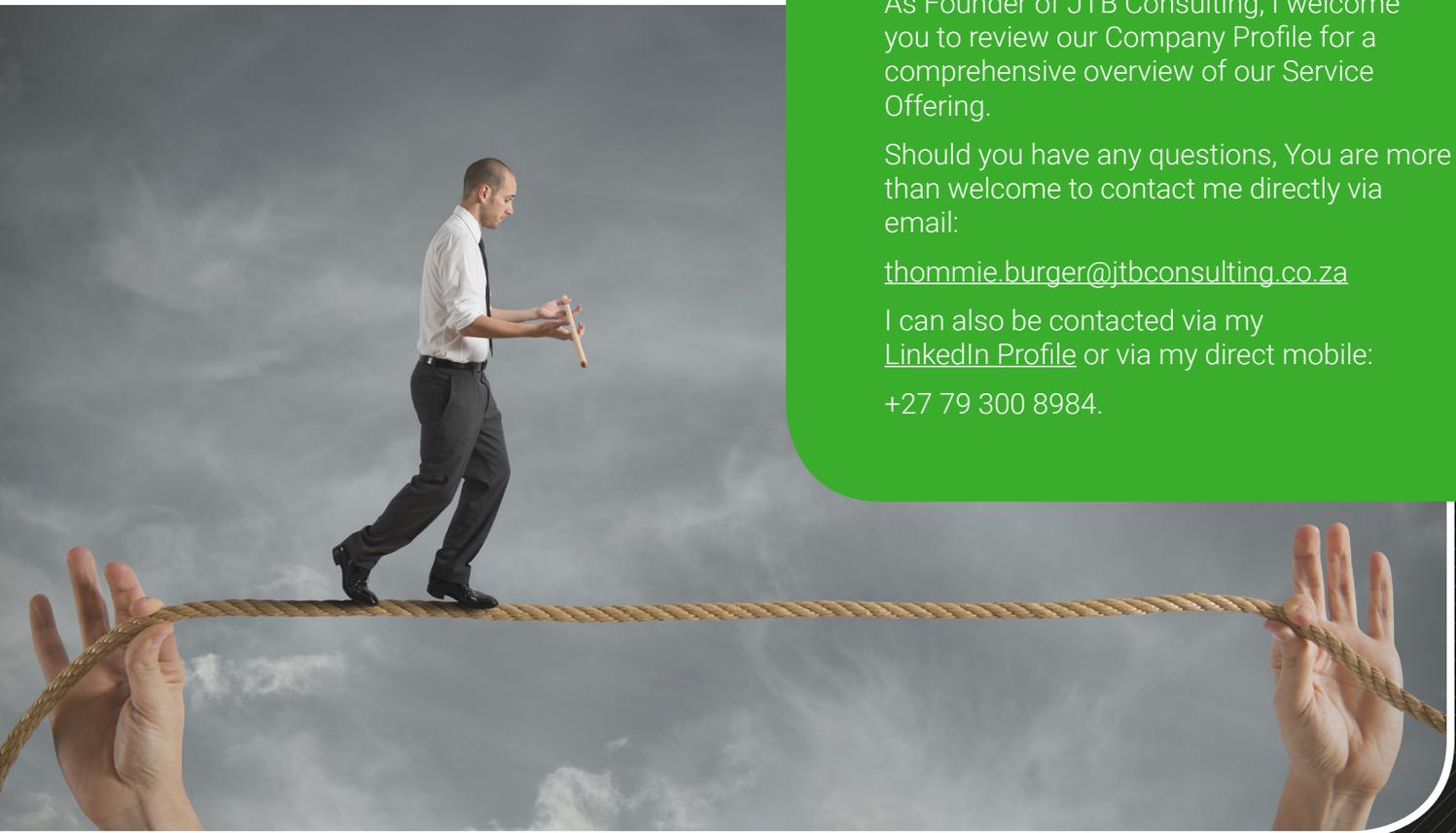
As Founder of JTB Consulting, I welcome you to review our Company Profile for a comprehensive overview of our Service Offering.

Should you have any questions, You are more than welcome to contact me directly via email:

thommie.burger@jtbconsulting.co.za

I can also be contacted via my [LinkedIn Profile](#) or via my direct mobile:

+27 79 300 8984.



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The first impression lasts. It can often mean the difference between success and failure. Presenting anything less than the best means taking chances with your dreams and ambitions. As a leading Business Plan Consultancy, we provide unique and world-class Business Planning Solutions to both local and international clients. Let us elevate your probabilities for success. Let us take you to new heights.

“

We provide unique and affordable Business Consulting and Business Plan Writing Solutions, delivered through a client-centric approach, exceptional quality and reliability.

Thommie Burger | Founder, JTB Consulting



12,690⁺
PROJECTS COMPLETED



14⁺
YEARS IN BUSINESS



25⁺
DEMOGRAPHIC
(COUNTRIES) EXPERIENCE



189 BILLION ZAR⁺
FUNDING RAISED BY OUR
BUSINESS PLANS

WORLD-CLASS BUSINESS PLAN SOLUTIONS

With rich experience and knowledge, JTB Consulting offers competitive and world-class Business Planning Solutions, which are industry-specific and tailored to the requirements of both the Client and financing/investor fraternity.

Proven excellence coupled with vast experience.

Through experienced management, talented and forward-thinking staff, high-quality solutions and first-class customer service, JTB Consulting aims to provide South Africa's "Best Business Planning Experience".

To our delight, we have earned an excellent reputation all around South Africa. Our goal is that everyone has a memorable experience and reaches even greater success in partnering with JTB Consulting, per our slogan, "Reach New Heights".

Most businesses operate in competitive markets.

They must 'take on' and 'see off' rivals. Each organisation must decide for itself how best to try and do this. Not all firms come up with the same answer and for a good reason.

Firstly, there are several different ways of gaining competitive advantage. **Secondly**, businesses need to play to their strengths, and not all companies have the same strengths.

Thirdly, many markets are segmented, and what is essential to one set of customers may be less critical to another. Answering these and countless other difficult questions are where JTB Consulting can be of invaluable assistance.

JTB Consulting was founded and is currently headed by Dr. Thommie Burger. Thommie has personally been involved in the successful execution of large-scale Business Consulting, Business Plan and Market Research projects, ranging from startup companies seeking as little as R100,000 in bank financing to companies requiring more than R1 billion in investor funding to fund their growth strategies and projects.

His substantial experience, attention to detail and logical approach to problem finding and resolution will contribute to the success of any project, task and activity. Thommie is passionate about solving problems that are complex in scope and that require an in-depth evaluation and comprehensive analysis. He is an astute, results-oriented individual with a proven ability to identify issues and solving it through applying analytical thinking and strong operational leadership reinforced by solid ethics, sound business knowledge and experience. Thommie is an assertive and interactive individual with extensive strategic, operational and financial planning experience and will contribute significantly to the achievement of success in any project.

[LEARN MORE ABOUT US](#)

COMPANIES THAT HAVE PARTNERED WITH US

Each of our Business Plan models is industry-specific and tailored to the requirements of the Client on the one hand and the criteria of the financing institution on the other. Our tailored and industry-specific Business Plans are far more effective due to our local and international experience and extensive experience in the field of Business Management.

OUR CLIENTS



Our funding approval rate of 79% is in comparison to an estimated industry average of only 7%.

The survey focused on startup and existing companies that required funding of between R1-million and R30-million. The period under review was from January 2010 to December 2019.

Our team has extensive experience working in more than 125 disciplines, markets and industries including but not limited to General-, Sales-, and Operations Management, Human Resources, Recruitment, FinTech, Banking, Mining, Insurance, Financial Services, Technology, Mobile Applications, E-Commerce, ICT, Logistics, Public Enterprises, Hospitality, Healthcare, Manufacturing, Construction, Services, Retail, Travel, Tourism, and Education.

An independent survey conducted on behalf of JTB Consulting revealed that the Business Plans we compiled for our clients (which these clients submitted to banks and investors) had an immaculate funding approval rate of 71% (2010), 68% (2011), 70% (2012), 72% (2013), 73% (2014), 70% (2015), 75% (2016), 77% (2017), 79% (2018), and 79% (2019).



“

Since our establishment in 2006, we have assisted more than 12,500 local and international clients. JTB Consulting is a Serious Business Consultancy that is the first choice of Serious Entrepreneurs.



98%

CLIENT SATISFACTION RATE



[VIEW TESTIMONIALS](#)

KEY REASONS TO CHOOSE US

01

EXPERTISE

With more than 14 years experience, JTB Consulting is a Leading Business Plan Consultancy that is the first choice of serious entrepreneurs.

1

PROVEN CAPABILITY

We can provide factual reassurances regarding our reputation, quality of past/completed work, experience and professional capabilities.

02

2



EXPERIENCE

Our team of experts have extensive experience working in more than 125 disciplines, markets and industries.

03

3





04

SUCCESS RATE

Our Business Plans have an immaculate funding approval rate of 79% compared to a 7% industry average.

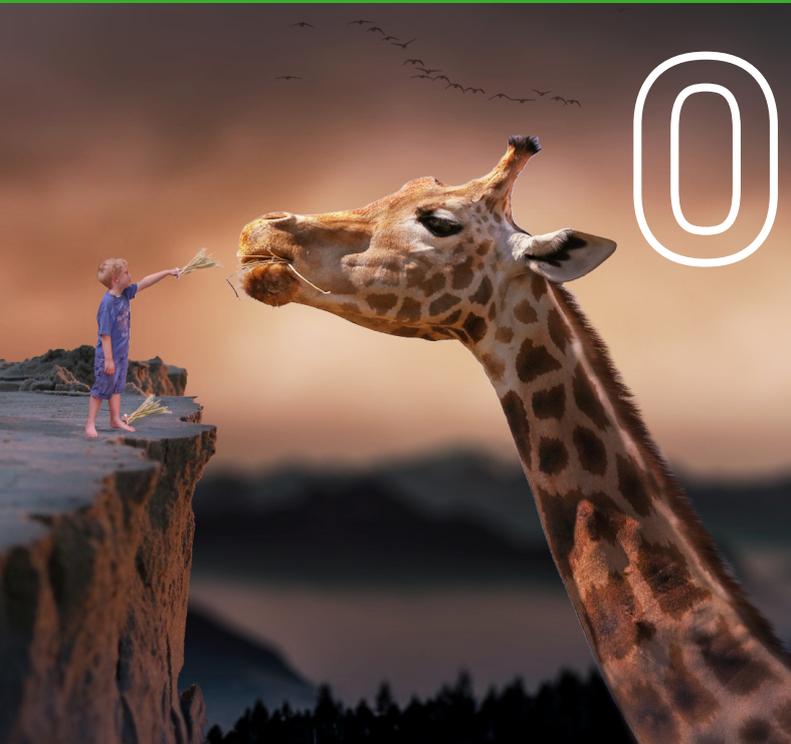


ORIGINAL AND UNIQUE

We pride ourselves on the fact that all our work is original in both design and execution for every project we undertake.



05



06

SUPERIOR SERVICE

In providing our services, there is nothing more important to us than the complete satisfaction of our clients.

SERVICES



Perfectly structured Business Plans.

Through our Custom and Unique Business Plan Writing Process, we ensure that your Business Plan conveys a professional and serious message when presented. With extensive industry experience and the latest market insights, we are the first choice of serious entrepreneurs.

We aim to present you with a comprehensive and unique Business Plan solution that correctly matches your exact expectations. We provide unique and professionally written Business Plans to small- and medium-sized companies and startup ventures that operate in South Africa.

Since JTB Consulting's establishment, we have assisted many new and existing companies in writing expert Business Plans that attain results. Our focus is on providing customer-specific solutions. We do not offer an "off-the-shelf" service as we firmly believe that it is vital to walk side-by-side with a client throughout the Business Plan Writing process. We believe in personal contact and genuinely establishing a long-term business relationship with you.

[SEE CASE STUDIES](#)

We have been able to achieve a high level of customer satisfaction and exceptional success rate not only because of the quality of our service delivery and documents we produce but also due to our personal approach to every client. Clients can rest assured that our Business Plans are written in line with the extremely stringent criteria of both local and international investors, i.e. Angel Investors, Venture Capitalists, Commercial Banks (e.g. ABSA, Nedbank, Standard Bank and FNB); Small Business Finance Institutions (e.g. SEFA and Business Partners); and Government Funding Institutions (e.g. IDC, NEF, and DTI). Our Business Plans are Bank and Investor compatible and are designed to serve as an excellent model and management tool as our clients develop and grow their businesses.





Our main goal is to **understand your business model thoroughly**, the objectives for your business venture, and **most importantly**, the vision you have.

We collaborate with various Investors and Financiers.

To attract investment capital for your business, you must think like an investor as you write your Business Plan. That is where JTB Consulting's unique solutions give you the edge.

We think like both Entrepreneurs and Investors.

Banks, venture capitalists, financial institutions and angel investors have the difficult task of balancing risk versus reward in their decisions. Your first challenge is to show them the commercial opportunity you are presenting to them. You need to demonstrate what you have done to mitigate risk. Demonstrating a real value proposition is a tremendous challenge.

Let JTB Consulting partner with you and show you how.

Clients can rest assure that we write our Business Plans in line with the extremely stringent criteria of both local and international investors, i.e. Angel Investors, Venture Capitalists, Commercial Banks (e.g. ABSA, Nedbank, Investec, Standard Bank and FNB); Small Business Finance Institutions (e.g. SEFA and Business Partners); and Government Funding Institutions (e.g. IDC, NEF, and DTI).

Our Business Plans are Bank and Investor compatible, designed to serve as an excellent model and management tool as our clients develop and grow their businesses.



FUNDING SUCCESS RATE

79 %



CLIENT SATISFACTION RATE

98 %





INVESTOR PITCH DECKS

The story you tell about your idea, team and concept is what will ultimately determine if your Pitch Deck is appealing or not. Primarily used by existing companies to convey an idea or new project to stakeholders, and startup companies presenting a new business venture or idea, a Pitch Deck is of vital importance.

A Pitch Deck (in cases referred to as a Prospectus), is a brief presentation (created using PowerPoint), that provides your audience with a professional overview of your Business Plan. You will generally use your Pitch Deck during face-to-face or online meetings with potential investors, customers, partners, and co-founders. If your audience don't have the time or inclination to read through a lengthy Business Plan, an Investor Pitch Deck will most certainly be the best alternative.



FINANCIAL PROJECTIONS

With our Financial Projections service, you can communicate your idea in numbers. See your data come alive with our sharp and accurate charts for all key reports – expense, revenue, payroll, and capital.

No prior business experience or not good with numbers? No problem. With JTB Consulting you don't have to worry about navigating complex spreadsheets. Whether you are starting a business or are already operating, we've got you covered with our extensive forecasting options.



MARKET RESEARCH

Depending on your specific needs, we conduct comprehensive (desktop/secondary) market research. A detailed market- and industry analysis reveals not only valuable information and facts on the market but also competitors, clients, risks, opportunities and the overall attractiveness of the business venture. Our dedicated Market Research Team supports our Business Plan Consultants with invaluable market insights, strategic advice, and recommendations on your business venture.

Market Research is essential for the survival and growth of your business. It enables you to improve the competitive nature of your business and reduce your risks. Far too many businesses embark on projects or ventures without proper market research. Good entrepreneurs are in fact risk minimisers rather than risk takers, and market research is the primary tool that enables you to reduce risks. Our team can conduct desktop market research across most countries, industries, and markets at a fraction of the price it would cost you to engage a primary market research consultancy.



SME COACHING AND CONSULTATIONS

Commonly, businesses that have not found a business coach or a mentor haven't done so because they believe it's a costly relationship they can't afford. The truth is, this is a relationship that you can't afford to do without.

As an entrepreneur, you started off as a specialist: You had a great idea for a business, and you launched. As a newfound business owner, you're now stuck with the job of the generalist. This can work for a while, but you'll soon realise that you don't have time to stay on top of all the things you need to do, or challenges too complex for your experience. You can continue to hack it, or you can get some help.

As SME Coaches, we help your business tackle specific tasks and objectives. The relationship with a business coach is most often short term, but we help set the objectives, and determine the number of sessions needed to meet your goals. Our SME Coaching and Consultation Session can be conducted face-to-face, via telephone, Skype or Video Chat.



PROPOSALS AND TENDERS

Each year, both Governments and the Private Sector invite companies to submit competitive bids for the supply of products and services. Tender processes can be daunting and extremely intimidating. Our team has experience in preparing Proposals for a broad range of industries. From planning your tender response strategy (based on the Request for Proposal Invitation), to identifying action plans and key resources and eventually writing a compelling bid, our team can assist.



SERVICES TO GOVERNMENT

JTB Consulting is an approved supplier to government and is registered to provide services nationally. Government representatives and departments are welcome to contact us and request our services or invite us to tender for upcoming projects.

Our Supplier Number on the Central Supplier Database for Government is MAAA0885860.



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