



2016 PROFILE



ELEVATING SOFTWARE DEVELOPMENT

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EXECUTIVE SUMMARY

ESD Software Development (PTY)LTD Is located in Johannesburg, It is a 100% Black owned company that started operation in 2012 doing small projects for small companies, ESD Software Development has a Level 1 BEE certificate.

**ESD was founded by Velaphi Mathebula,
Thato Shebe and Shane Maluleke.**

“Since then the company has grown and is now working with industry leaders to bring quality services to various clients, from start up to well established organisations.”

GENERAL DESCRIPTION

Business Description

ESD Software Development is a Technology Company that provides high quality technical services to its clients.

We are a SME (Small-medium enterprise) organization that continues growing after partnering with well-established companies like Gelela tele-communication, LAN access, Business ETC company that is the majority shareholder of Iburst.

Our approach and strong technology backgrounds led us to design our initial products EduSmarty, MusicOfAfrica, Inventory management system, afribizcharts (music charts) and a lottery app.

We have setup local Area Network and maintenance for SOC (Alexkor) and companies like Xtremetec Management and consulting and Boitshoko under the company Business ETC.

We offer high tech solutions to all our clients.

ESD targets Government, private sector and individuals

Mission Statement

Our mission at ESD Software Development is to provide reliable and efficient services that we can proud of.

Official business name

ESD Software Development

Contact information

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At ESD Software Development, our philosophy is one that emphasizes adaptability and integration.

The accuracy of information and a realization that an effective monitoring system to our provided services.

The company's strategy is to build a reputation amongstclients as an innovative alternative to the network systems, Software development and application development.

We will continuously work to develop our technologies, and build our reputation.

Objectives

- Offer a first reliable service at a competitive rate.
- Make sure that all our clients are a first priority.
- Pursue an aggressive marketing campaign to create public awareness of our products and its benefits and service.

Business Philosophy

- At ESD our values define who we are.
- By incorporating your needs with our findings, we can create cost-effective and time-saving technological solutions for your business.
- Dedication to our work and clients, honest answers, fair pricing, and friendly professionalism lie at the core of our company. We develop your software needs and build our future.

Company Organizational Chart

ESD software Development has Directors that oversees the management and operation of the business. This people have complete discretion in the day-to-day operations helping the business meet it ultimate goals.

The business has three Department Heads who are responsible for the individuals in his/her department while problem solving, motivating and training staff.

These people are ultimately responsible for the overall worker performance and management of their respected departments.

The staff consists of dedicated workers who will provide their expertise in their selected fields while representing ESD software Development's values, creativity, service, and dedication to our objective of your personal satisfaction.

Company Structure

Our company is divided into different divisions that we have participated in and showed interest in for the past few years.



ESD Connect Is a division that deals with networking. The demand of internet connectivity has grown over the years, and we provide advanced technology to the ICT world.



ESD Innovations We live in a world where everything is constantly evolving. That's why we provide services that are innovative and that help bring a better service to the larger community.



ESD Software Development We develop and maintain a system that fits your needs and have a team of young professionals who are able to deliver reliable systems.



ESD Designs Our team provides different types of design to suit different individuals.



ESD Research and Development We research the trends taking place in technology to keep our solutions are ahead of competitors.

SWOT

The following SWOT analysis captures the key strengths and weaknesses within our business, as well as the opportunities and threats that present themselves from outside the business.

Strengths

- Vast knowledge of technologies and how they can enhance customers.
- Products that help us monitor the service given to clients
- We are a local run business with roots in the community. We are part of the community that will benefit from new software products that we develop. And new network solutions we provide.
- We are innovative and diverse; allowing us to bring together many unique and relevant solutions to difficult issues.

Weaknesses

- General apathy for the business.
- Tough economic times might stymie interest in our products.

Threats

- Competition from other SME IT businesses.
- Lack of investor support.

PRODUCTS/SERVICES

ESD Software Development answers the call for more appealing more effective technical software products that are designed with you the customer in mind (human centered).

We have expand our technological offerings in order to accommodate the diversifying needs of our clientele.

“ESD Software Development offers their clients a reporting tool that gets all technical problems sorted out fast.”

Services include

- Software Development
- Design
- Network Solutions
- Monitoring System
- Hosting
- Application Development

THE INTERNET

