



# S.A. FIRE SCHOOLS PROJECT (N.P.C.)

**HEAT • OXYGEN • FUEL**

*"Let the only flame that burns, be the flame of knowledge"*

SCHOOLS PROFILE

REGISTERED AS AN N.P.C. 2019/067950/08  
OTTERY YOUTH CARE & EDUCATION CENTRE, PLANTATION ROAD, OTTERY  
TEL: +21 7035 911; FAX: 086 435 2240; EMAIL: [info@safirewatch.co.za](mailto:info@safirewatch.co.za)



# EXECUTIVE SUMMARY

## CONCEPT

SA Fire management has conducted both primary and secondary research into the Art of training the youth in the Western Cape in Fire Safety and Fire Awareness, and has identified a significantly underserved segment within it. SA Fire's fire training ability is uniquely positioned to serve this segment of the market because of its user friendly characteristics, it's practically, and its skills attained through adventure. Management estimates that the physical work and the desire of many pupils in this market will generate future awareness of fire and safety and that South African will benefit greatly in years to come.





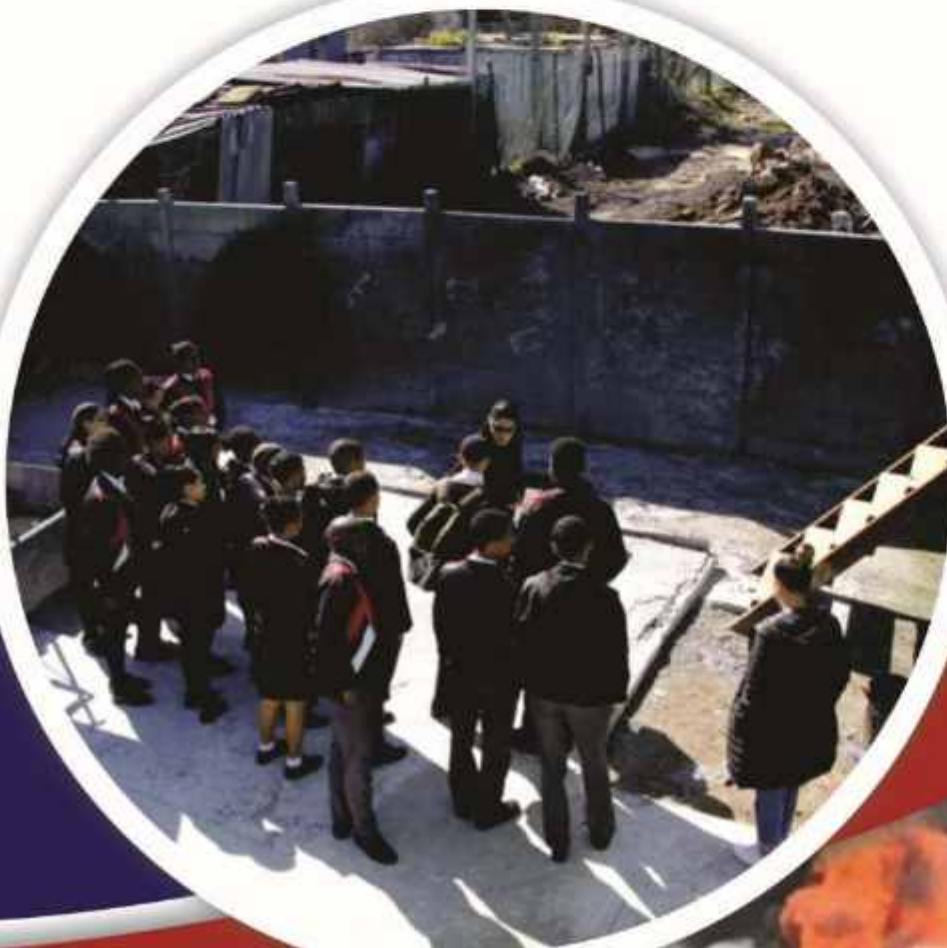
## COMPANY DESCRIPTION

In March 2006 the members of SA Fire's an alliance with the South African Youth and Business Chambers to educate the youth in fire safety and use of fire equipment. SA Fire's fire training academy is strategically located at a youth care centre and on premises suited for this purpose. Others involved in this project are small business and Principles of various schools. This project has trained to date in excess of 5000 learners across the Western Cape.



# MISSION STATEMENT

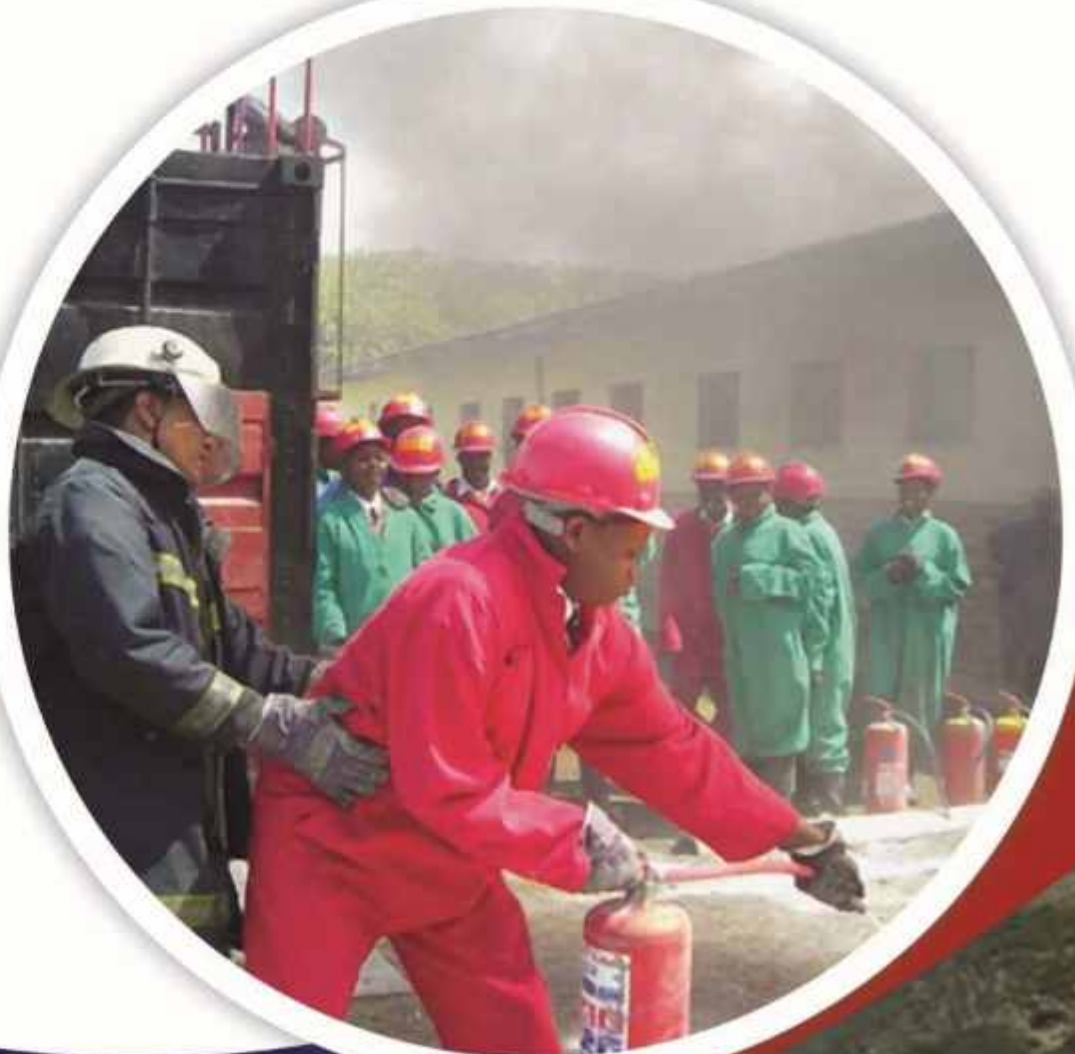
SA Fire's is an innovative, provider of the fire training that offers unparalleled service. We value integrity and respect our relationships with each other, our customers and community at large.





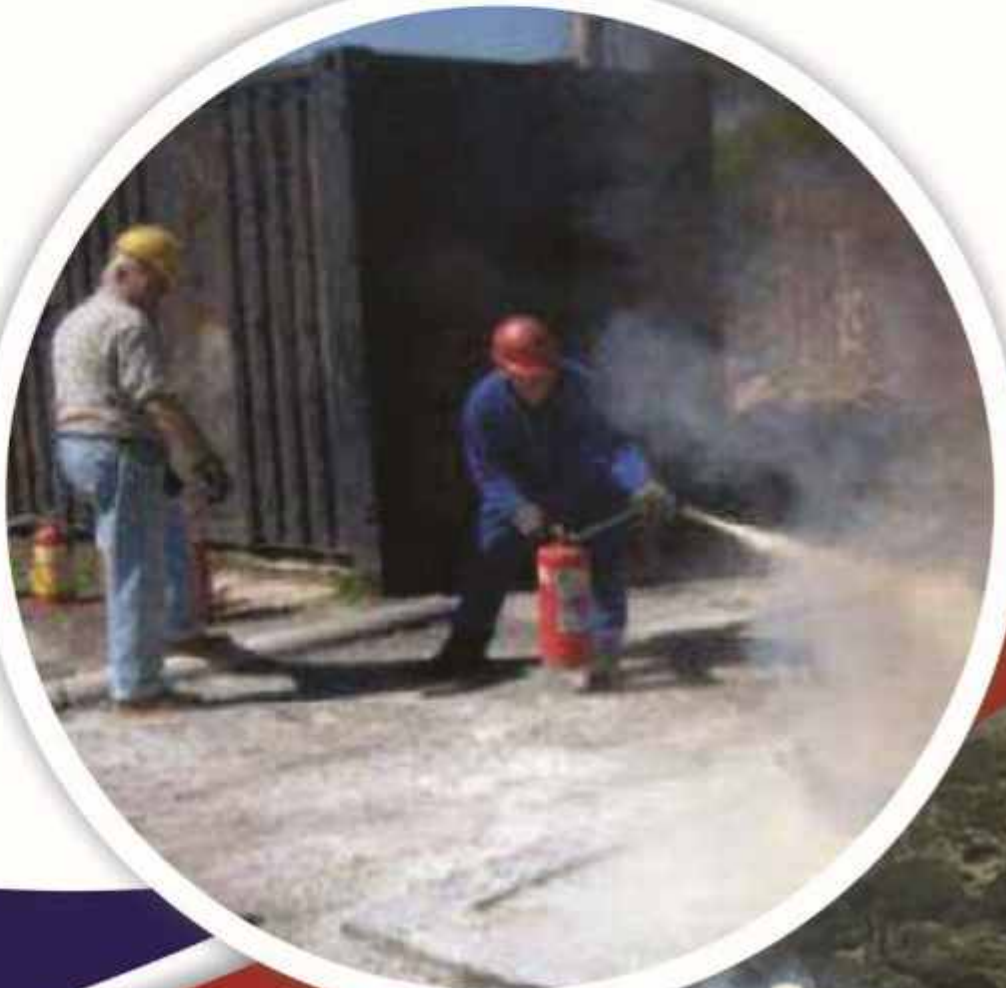
# INDUSTRY ANALYSIS

The fire industry in CAPE TOWN generated revenues of substantial amounts in recent years. Customers who bought services made up 28% of the market revenue. Evolution Media, SA Fire's marketing agency estimates that the service market will grow to 52% in 3 years.



# PRODUCTS & SERVICES

SA Fire's main service is fire compliancy ,fire installations , fire training, first aid training and safety training for the Industrial, marine and commercial sector and now including the school project, The service is unique in that it has been modulated by the International Fire Service Training Association (IFSTA), approved by TETA SETA and department of Labour.





# PRODUCTS & SERVICES

The project provides its training at different levels depending on the needs of the learning institution,

- The learners from Grade 10 to Grade 12
- The learners will be coached in the English language but provision will be made for Afrikaans and Xhosa speakers.
- Learners will be separated from Adult candidates in both theoretical and practical exercises
- A maximum of 20 learners per session and 1 course per week to meet the demand of the enquiries thus far made.
- A qualified instructor and recognized safety officer to facilitate the course.
- The course could can run during normal school hours and school holidays.





Thursday 27 August 2020 | Tel: 012 595 4000 | Email: [postmaster@timeslive.co.za](mailto:postmaster@timeslive.co.za) | Website: [www.timeslive.co.za](http://www.timeslive.co.za)

**OTTERY**

# Schools to learn about fire safety

The Ottery School will be the first of a number of schools in the district to receive a special fire safety programme. The programme is being run by the Ottery Fire Station and is aimed at children of all ages. The programme will include a visit to the fire station, a fire safety lesson in school, and a fire safety competition. The programme is being run by the Ottery Fire Station and is aimed at children of all ages. The programme will include a visit to the fire station, a fire safety lesson in school, and a fire safety competition.

The 54 First School property in Cedar Rapids is to be sold to a private company, according to a letter from the city to the school board. The letter says the city is to sell the property to a private company, which is to be determined by the city's board of directors. The letter also says that the city is to sell the property to a private company, which is to be determined by the city's board of directors.

The programme covers international issues, including the danger of food shortages, and is scheduled to be broadcast on 14 February 1978, and 20 March 1978. The first of the two programmes is about 15 min long.

Monday, Feb. 27  
The program  
of January 27  
week at the  
the department.  
The program  
of January 27  
week at the  
the department.

The SA Five Schools...  
The South African Five Schools...  
research have been an integral part of the South African...  
have identified a number of key findings which are...  
March 2006. SA Five members agreed with the South African...  
Samburu to educate the youth in five safety and care of five...  
Five Schools Project.

The training academy is strategically located at the Orlery Youth Care Centre...  
is situated for this purpose.

There are small business and enterprises based here...  
are making to Grade 9 to 12...  
at Bona

SA Fire Schools project will take place on Thursday 15 August at Barnardos

SA Fire School project will offer free basic fire training to 200 learners across the Western Cape province.

SA for Science project  
research of this project will take place  
at high school.  
project has trained, to date, more than 2,000 learners  
in the nationalise this project with other partners in various provinces  
Africa," Adu added.  
scale of this project will be on the learners as they are the ones who would be  
g school soon.  
Indonesia to train at the very minimum 40 learners per week, at no cost to  
it, parents and the department. The duration per class of 20 learners, will last  
hours.

He says although the programme is intense, that's what makes it so special.

it is our social responsibility to give back," says Allie.

He says he feels like they have a responsibility to teach learners these skills and ensure safety at schools.

Allie says the learners can take these skills and apply it at home. "The learners will understand what is being taught and they will be able to confidently extinguish a fire."

They are not trying to make firemen or firewomen but are assisting learners and schools by teaching them extra skills, he says. "This programme is aimed at assisting children and can potentially save lives in the community."

He says when the learners leave the premises, they are excited and go to their schools and tell the other learners about their experience.

"We save children and provide them with an extra skill."

Allie says he believes this programme has made a difference in the community. Children speak about the programme and encourage other kids to come to their premises.

Allie says he hopes schools will take advantage of this opportunity and encourage all schools to get in touch with the SA Fire Schools Project.

► The SA Fire Watch is situated at the Ottery Youth Care Centre in Plantation Road, Ottery. For more information visit [www.safewatch.co.za](http://www.safewatch.co.za) or visit the SA Fire Watch Facebook page.



# TARGET MARKET

The project managers recognize an enormous unmet need in Schools Fire training , 95% of school surveyed recently said they were either very likely or likely to participate if the training was made available. The segment of the market has tremendous potential that has been untapped by any of SA Fire's competitors in the industry. It is our primary target audience.





# MARKETING & FUNDRAISING STRATEGY

SA Fire's marketing strategy is to represent its schools fire training as the best and most logical solution to the Social needs currently existing in some of our schools and communities. We are positioning the company as the highest quality provider of Fire training in the marketplace. The company will use a variety of marketing approaches and materials including brochures, white papers, trade shows, seminars, website and advertising boards to highlight the organizations partnering in the project.

Fund Raising for the company's Schools fire training project will be handled by internal sales force. A telemarketing and advertising firm will be hired to assist with building awareness of the project and generating leads.







## COMPETITION

SA Fire's distinguishes itself from its competitors through it being a unique supplier of training to fire industry and having unique facilities to operate in the fire training industry. Its competitive edge is its ability to provide service to its customers of better quality than any of its competitors.

## MANAGEMENT

The core management team of SA Fire's includes several members with successful backgrounds in the Fire and emergency service and experienced Facilitators has over 50 years of experience.



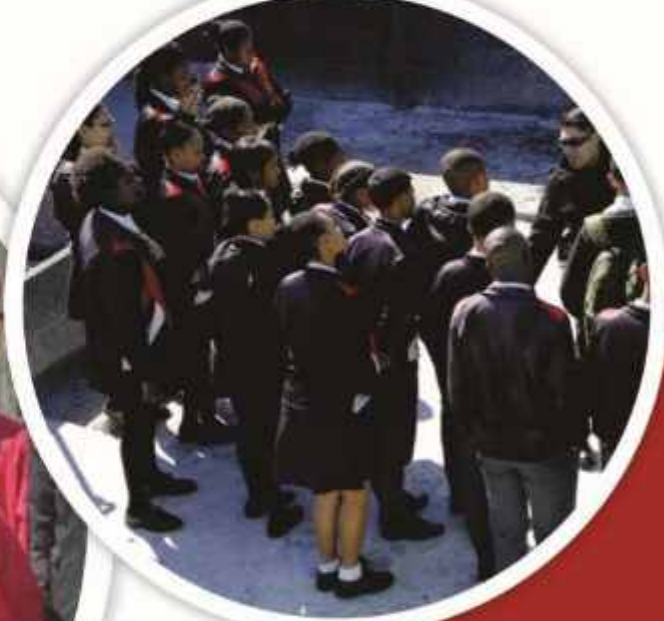


# OPERATIONS

SA Fire operates from The OTTERY YOUTH CARE AND EDUCATION CENTRE located at 175 PLANTATION ROAD OTTERY CAPE TOWN it provides its services at the D BLOCK facility where it has a burn license to make CLASS A and B fires. Key supporters are multinational companies and oil companies. Quality control to customers is handled by quality Assurance manager at the facility.

# FINANCIALS

Audited financials are available on request. By achieving its training targets, SA Fire will position itself for exceptional gratification and growth. The table below is a brief summary of the SA Fire's FIXED COSTING statement for the year 2007 to date at fixed cost.







## LONG TERM GOALS

SA Fire hope to purchase extra classrooms to specifically see to the needs of the schools project. The need for a bus for transportation of learners to and from the Academy.

Financially SA Fire are looking for support on this project for at least the next three years and beyond.

## SOURCES AND USE OF FUNDS

Management is seeking an investment over a 3 years period in addition to the startup capital invested by the founders.





## MOBILE BUS TRAINING SIMULATOR

The Mobile Bus Training Simulator is fabricated and fully insulated burn module. It is continuously welded to a 20' student observation module. The simulator has been specifically designed for observation and recognition of fire behavior (from rollover to flashover) by varying fuel loading and altering ventilation.



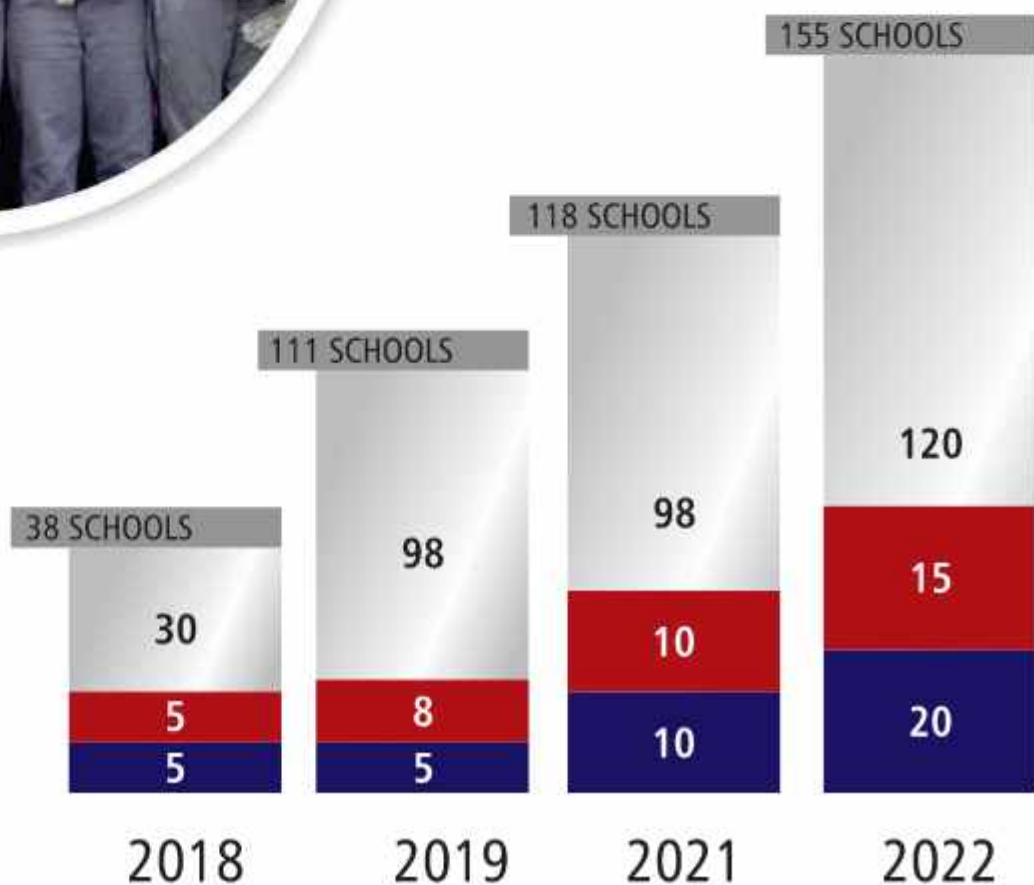




# SCHOOLS FIRE TRAINING

## SCHOOLS BY AREA

- CAPE TOWN
- BOLAND
- OVERBERG







# ADOPT A LEARNER

Sponsor one child  
grade 10 - 12  
per session  
for R450

By adopting a learner you will be helping to protect a child against a fire emergency be it at home, school or in a public transport vehicle. The target is to reach all schools in the Western Cape and have an on-going training program in every region.

## **BANKING DETAILS**

REGISTRATION IDENTITY NUMBER: 2019/067950/08

**ACCOUNT NAME :** S.A. FIRE SCHOOL PROJECT NPC

**BANK :** STANDARD BANK OF SOUTH AFRICA LTD

**BRANCH CODE :** 025909

**BRANCH NAME :** VANGATE MALL

**TYPE OF ACCOUNT :** BUSINESS CURRENT ACCOUNT

**ACCOUNT NUMBER :** 061 730 564





# **ADOPT A SCHOOL**

**Grade 10 - 12 per  
session for R8000**

**A GROUP OF 20 LEARNERS FROM THE SAME SCHOOL**

By adopting a school you will be helping to protect a child against a fire emergency be it at home, school or in a public transport vehicle. The target is to reach all schools in the Western Cape and have an on-going training program in every region.

## **BANKING DETAILS**

**REGISTRATION IDENTITY NUMBER: 2019/067950/08**

**ACCOUNT NAME : S.A. FIRE SCHOOL PROJECT NPC**

**BANK : STANDARD BANK OF SOUTH AFRICA LTD**

**BRANCH CODE : 025909**

**BRANCH NAME : VANGATE MALL**

**TYPE OF ACCOUNT : BUSINESS CURRENT ACCOUNT**

**ACCOUNT NUMBER : 061 730 564**





# CSI DONATIONS per school per month for R25 000

Yes, I want to Sponsor S.A. Fire Schools Project as part of my organisations community social initiative program.

Your donation will keep the continuity of your selected schools, thus keeping our schools safe from fire and related emergencies.

## **BANKING DETAILS**

REGISTRATION IDENTITY NUMBER: 2019/067950/08

ACCOUNT NAME : **S.A. FIRE SCHOOL PROJECT NPC**  
BANK : **STANDARD BANK OF SOUTH AFRICA LTD**  
BRANCH CODE : **025909**  
BRANCH NAME : **VANGATE MALL**  
TYPE OF ACCOUNT : **BUSINESS CURRENT ACCOUNT**  
ACCOUNT NUMBER : **061 730 564**



# EXIT SUMMARY

Given the financial results expressed above, management believes it will be in excellent positions to capitalize on its success of the schools project and to seek partners in this venture. A reasonable valuation can be placed on the project for it to run for many years.

Thank you..



OTTERY YOUTH CARE & EDUCATION CENTRE  
PLANTATION ROAD, OTTERY  
[www.safirewatch.co.za](http://www.safirewatch.co.za)  
N.P.C. 2019/067950/08

Tel: +21 7035 911  
Fax: 086 435 2240  
Cell: 076 547 5060  
Email: [info@safirewatch.co.za](mailto:info@safirewatch.co.za)

HEAT • OXYGEN • FUEL



**S.A. FIRE SCHOOLS PROJECT (N.P.C.)**

*"Let the only flame that burns, be the flame of knowledge"*

