

COMPANY PROFILE



INICIO VISION

PROJECT MANAGEMENT

SIMPLIFY

ENHANCE

SUCCEED

Your Partner in Business Solutions!

FOUNDED ON PASSION

At Inicio Vision, our core focus lies in delivering comprehensive solutions to meet the unique demands of businesses. From refining marketing strategies and enhancing brand visibility to organising flawlessly executed events, we ensure your brand receives the attention it deserves.

Moreover, our expertise extends to sourcing and distributing essential PPE and corporate clothing, equipping your workforce for success. Through our expert supply chain management services, we facilitate seamless coordination and timely delivery of essential supplies, empowering businesses to streamline their operations and achieve their objectives.

Founded in 2023 by Chanita Pretorius, Inicio Vision emerged from a passion for streamlining processes and providing support in navigating uncertainties. Chanita recognised the value of tailored solutions and aims to extend this assistance to others in their projects.

Our clientele includes a diverse range of industries and sectors, reflecting our commitment to providing comprehensive solutions to businesses of all sizes and types. We serve corporate enterprises, small and medium enterprises (SMEs), government agencies, non-profit organisations, educational institutions, healthcare providers, retailers, hospitality businesses, startups, and entrepreneurial ventures.

At Inicio Vision, we stand as your dedicated partner in success, committed to simplifying your business processes and fostering efficiency every step of the way.

OUR VISION

To be the leading provider of comprehensive business support services, recognised for our commitment to excellence, innovation, and client satisfaction. We aim to have a strong presence in local and international markets.

OUR MISSION

To simplify operations and enhance efficiency for our clients across various critical areas of business support services. We exist to be the trusted partner that businesses rely on for seamless procurement, cost-effective services, and reliable execution. Our commitment to simplifying operations and enhancing efficiency is ingrained in everything we do.

OUR VALUES

- Excellence
- Integrity
- Innovation
- Collaboration
- Client-Centricity
- Continuous Improvement



WHY CHOOSE US?



Quality Assurance

We are dedicated to maintaining stringent quality standards throughout our entire range of products and services. From the initial procurement phase to final delivery, we prioritize excellence in every aspect of our operations, ensuring consistent delivery of high-quality outcomes.



Expertise and Experience

With a background in strategic planning, brand management, and client relations, we deliver results-driven solutions tailored to each client's unique needs.



Track Record of Success

We've successfully collaborated with numerous clients and brands, earning a reputation for delivering exceptional results across businesses of all sizes.



Market Understanding

Our in-depth comprehension of market dynamics, trends, and emerging opportunities empowers us to stay at the forefront of industry evolution. Through meticulous market research and analysis, we identify avenues for growth and innovation, allowing us to anticipate and capitalize on market shifts effectively.



Adaptability and Resilience

In an ever-changing business landscape filled with challenges and opportunities, Inicio Vision remains adaptable and resilient. Embracing change, we proactively adjust our strategies to navigate market shifts and disruptions with agility and effectiveness.



Passion and Dedication

Our deep passion for what we do shines through in our work. We're committed to going above and beyond to exceed our clients' expectations.



Attention to Detail

Meticulous attention to every detail ensures excellence in every aspect of our collaboration.



Client-Centric Approach

The client always comes first. We take the time to truly understand our clients' needs, working collaboratively to develop tailored solutions that meet and exceed expectations.



Innovation and Creativity

Thriving on innovation and creativity, we constantly seek new ideas and strategies to drive impactful solutions for our clients.



Reliability and Trustworthiness

Clients can count on us to deliver results with integrity and reliability, building long-term relationships based on honesty, transparency, and mutual respect.

SERVICES WE OFFER

We offer a range of services, including those mentioned, but our assistance extends beyond these offerings. Whether it's supplies such as printing paper, toilet paper, stationery, or any other requirement, we can provide support with whatever your company needs.

BRANDING, GIFTING, AND MARKETING STRATEGIES

- **Personalised Gifts:** Branded Merchandise, Premium Gift Sets and Corporate Hampers
- **Promotional Items:** Branded Products, Corporate Gifts, Event Giveaways, Branded Banners and Gazebos, Flyers, Posters, Business Cards, Pamphlets and Billboards
- **Branding Services:** Brand Strategy, Branding Elements, Creative Solutions and Social Media Implementation and Strategies



CORPORATE CLOTHING, WORK AND SAFETY WEAR (PPE), HARDWARE SOLUTIONS

- **Professional Clothing:** Suits, Golf Shirts, T-Shirts and Blouses
- **Workwear:** Technicians, Construction Workers, Medical Professionals and Hospitality Industry
- **Safety Gear:** Helmets, Gloves, Goggles and High-Visibility Vests
- **Physical Hardware Solutions:** Tools, Paints, Tiles, Equipment and Machinery



EVENTS PLANNING AND MANAGEMENT

For Conferences, Promo Events, Weddings and Parties

- **Event Planning:** Venue Selection, Budgeting and Scheduling
- **Event Coordination and Execution:** Setup, Decorations and Audiovisuals



MEET OUR DIRECTOR

I'm Chanita Pretorius, the driving force behind Inicio Vision. With a Bachelor of Social Sciences degree specialising in Marketing and Communication & Media Studies from Monash South Africa, I embarked on a career journey that has enriched my expertise and fueled my passion for delivering exceptional results.

Over the years, I've had the privilege of collaborating with renowned clients and brands such as Bothongo Group, Bothongo Rhino & Lion Nature Reserve, Haagen-Dazs, Renew, Old El Passo, and many more. Each project has contributed to my growth and deepened my understanding of client needs.

One of my proudest achievements was when my team and I at SafetyGrip won 1st place for the Best Activation award for our outstanding work on the Jacaranda Good Morning Angels Golf Day activation.

Before founding Inicio Vision, I honed my skills as an Account Manager at Brand Factor, where I worked with a diverse portfolio of brands including The Fat Olive, Neck and Deck Restaurant, Stornoway Lodge, The Beach Bar, Wayguard Drift, Bounty Brands, Goldenmarc, and more.

In previous roles as a Marketing Executive and Marketing Manager at CardCo / Gemini Octopus / Espriso and SafetyGrip respectively, I gained invaluable experience in strategic planning, brand management, and client relations.

Driven by a dedication to excellence and a commitment to client success, I lead Inicio Vision with the goal of empowering businesses to thrive in today's competitive landscape."



WHAT OUR CLIENTS SAY

"We are so grateful to Chanita and the whole team at Inicio Vision for making our wedding day absolutely perfect. The attention to detail, creativity, and professionalism exceeded our expectations every step of the way. Chanita took the time to understand our vision for our special day and went above and beyond to make it a reality. From choosing the perfect venue to taking care of every last detail, she made sure everything ran smoothly and seamlessly. Thanks to Inicio Vision, our wedding day was everything we dreamed of and more. We can't thank Chanita and her team enough for their hard work, dedication, and passion for creating unforgettable experiences. We highly recommend Inicio Vision to anyone looking for exceptional event planning services." - **Jean and Courtney**

"We would like to thank Inicio Vision's team for the hard work and effort they had dedicated in providing us with excellent services and quality products for our event. It was a pleasure working with you on this project and we will definitely make use of your services again in the future."- **The Watermark Group**

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CONTACT US

Contact us today to discover how we can simplify your business operations and help you achieve your goals.



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Tax Reference Number: 9116106270