



SOUNDS DIVINE STUDIOS



C O M P A N Y

P R O F I L E

ABOUT SOUNDS DIVINE STUDIOS

Sounds Divine Studios is a post-production facility specializing in audio voice production: (from Interactive Voice Response all the way to voice for commercials, audio drama, podcast, basically voice for every media platforms and introducing voice Impersonation for every event).

Since it was founded in 2015, and started operating in 2017, with a client called MMI, to which we worked on the IVR recording, we are looking to expand our horizon and broaden our portfolio in also event management as well as artist management, Broadcasting, Imaging as well as Video Production, plus we are looking to bring innovation to every portfolio we work on.



MANAGEMENT TEAM / ORGANOGRAM

THEMBA MTSALI
CEO/ FOUNDER

MAGGIE MOTSAATHEBE
FINANCIAL DIRECTOR

RADIMEKO TLADI
MARKETING DIRECTOR

COMPANY PROFILE



Themba Mtsali:

Themba Mtsali has the background in Sound Engineering as well as business management, to which he obtained a diploma in Sound Engineering (Damelin) and before that, he obtained a N4 certificate in Business Management (Flavius Mareka FET College) and also he upgraded his business acumen in SEDA Training, ranging from Quality Management Systems, Start Up Training and Business Skills.

As a CEO/ Founder:

He is going to oversee that the vision of Sounds Divine Studios is being implemented and that he is going to execute the creative direction of Sounds Divine Studios in terms of strategy

Radimeko Tladi:

Radimeko Tladi has completed his diploma in Advertising Management and he has the marketing and sales background.

As a Marketing Director:

He's the marketing genius behind Sounds Divine Studios and his expertise in advertising as well as marketing and sales will bring impact to the company, therefore taking it to far heights.

Maggie Motsaathebe:

Maggie Motsaathebe has the background in Accounting and she will be our money crunching lady and she has worked in a lot of well known banking institutions and with her expertise on finance, she will bring value to the company.

As a Financial Director:

Maggie will focus on the financials of the company(with her expertise on accounting and management accounts) and she will ensure that the sustainability of the company will be achieved from the financial standpoint.



PORTFOLIOS

POST PRODUCTION :

2017: IVR RECORDING
(WITH MMI HOLDINGS)

EVENTS MANAGEMENT :

2018: SASTOWN
ENTERTAINMENT

VOICE TALENT/ ARTIST MANAGEMENT :

2018: TEEKAY'S 1ST MUSIC &
SASTOWN ENTERTAINMENT

ADVERTISING :

2018: MONKEY CONCEPTS
(SUPPLYING JINGLE MUSIC)



Sounds Divine Studios plans to become the pioneers of innovation and scale up into a Broadcasting studio in the next 10 years.

V I S I O N



M I S S I O N

It is to venture into different portfolios as its growth strategy therefore creating strong brands as well as achieving long term sustainability.

With our broadcast media services, we are calling out all content creators to monetize their final finished content through our channel monetization and so we are planning to build relationships with the players of our value chain.

PRODUCTS & SERVICES

- Event solutions.
- Music for advertising agencies/Music publishing.
- Sound and stage hire.
- Artist Management.
- Music and voice over recordings.
- Post Production services (final mix, sound design etc.)
- Imaging/Video Production
- Content Creation/Content Distribution (Broadcasting Streaming Services.

SUCCESS STORIES

- Metropolitan Life Group IVR
- The Wild
- Castle Lite

FUNDERS

- Castle Lite
- Emfuleni Local Municipality
- Dumko Holdings

SWOT ANALYSIS

Strengths:

Sounds Divine Studios is capable of scaling up its Operations all because of its expertise to diverse into different portfolios.

We are also reliable and a turnkey solution to most of our clients' problems

Usage of technology towards our advantage as a competitive advantage.

Although scalability is the aim, we have strategic partners who assist us in growing exponentially

Weaknesses:

Lack of administration

Sounds Divine Studios is about people, processes and product, we have the people and the product but ineffective processes.

Opportunities:

Sounds Divine Studios can position itself as the client's choice

With the business opportunities that it is fishing for, it can also become a strong brand over time

The whole business concept is flexible and adaptable, therefore Sounds Divine Studios can indulge into other portfolios including producing and broadcast its own content

It can offer distribution and publishing services as an add on service

Threats:

Too many competition in the market

Political factors could hinder the company's growth

Pricing factor could be affected due to the country's economic status

THIS IS OUR GAME PLAN (SOUNDS DIVINE STUDIOS)

| Content creation | Production | Post-production | Programming | Packaging | Transmission and delivery | Sales |
|--|--|---|---|---|---|---|
| <i>Producer</i> | <i>Producer</i> | <i>Producer</i> | <i>Broadcasters</i> | <i>Broadcasters</i> <i>Telecom operators</i> | <i>Telecom operators</i> | <i>Broadcasters</i> |
| <ul style="list-style-type: none"> •Formulating idea •Acquiring rights •Preparing the outline •Seeking financing •Seeking creative talents •Preparing budget •Preparing production schedule | <ul style="list-style-type: none"> •Finalising production budget •Establishing locations •Booking facilities and stages | <ul style="list-style-type: none"> •Scriptwriting •Direction •Production •Filming •Controlling | <ul style="list-style-type: none"> •Acquisition of programme •Selection of the type of programme •Marketing research | <ul style="list-style-type: none"> •Selection of channels •Bundling | <ul style="list-style-type: none"> •Technological choice for signal transmission •Decoding technologies •Network ownership | <ul style="list-style-type: none"> •TV screening •Video-on-demand •Interactive services etc. |

