

WODS

Business Portfolio

Founded in 2024, WODS was established to address the growing demand for flexible service solutions in various industries. Since then, we have evolved to become a leader in on-demand service delivery.

Executive Summary

WODS offers flexible, on-demand services for individuals and businesses. Its mission is to connect clients with skilled professionals for high-quality service anytime, anywhere, simplifying the process of finding and hiring services for greater efficiency.

*Relible. Flexible.
Ready when you are.*





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Business Model: WODS operates on a commission-based model, connecting service providers with clients and taking a percentage of each transaction.

Market Analysis

- **Industry Overview:** We understand that businesses often require specialized skills for specific tasks, but not on a long-term basis. That's why we specialize in providing skilled professionals on demand—ready to step in, complete the job, and leave once the task is done
- **Target Market:** Our primary audience includes busy professionals, SME's seeking various services such as Administrative Support, ISAAS (Infrastructure support as a Service), Creative Services, IT Consulting Services and Resource Staffing Solutions
- **Competitive Analysis:** Key competitors include Information Technology Corporate instances and Medium IT support business WODS differentiates itself through a robust vetting process, customer support, and a diverse range of services.



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Services and Offerings:

Administrative Support: Virtual assistance, project management, data entry, document preparation, financial administration, office management.

Infrastructure Support as a Service: IT support, technical writing, software support, onsite & remote support, cabling.

Creative Services: Website design, social media management, content creation & scheduling, data analytics, paid media management, campaign management, SME marketing support, wellness surveys.

IT Consulting Services: Service delivery management, service level management, change control management, problem management, incident management, training & workshops, service desk services.

Resource Staffing Solutions: Access to skilled professionals, flexible staffing options, resource screening.

Unique Selling Proposition:

Empower businesses with seamless access to specialized on-demand services, enhancing operational efficiency with rapid turnaround times and no long-term commitments.



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Marketing Strategy

Branding: Establish WODS as the go-to platform for reliable, on-demand services through effective branding and messaging.

Marketing Channels:

Digital marketing: SEO, social media advertising, and content marketing.

Partnerships: Collaborating with local businesses and influencers to expand reach.

Customer Engagement: Regular newsletters, loyalty programs, and feedback loops to enhance user experience.

Operational Plan

Service Delivery: Utilize a tech-driven platform that connects clients with available service providers in real-time.

Technology:

Website and mobile app for bookings, payments, and reviews.
Analytics tools to track service performance and customer satisfaction.

Financial Projections

Revenue Streams:

Commission from service transactions.

Subscription services for premium offerings.



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Team and Management

Director: Rudi Herbst – With over 25 years of experience in IT Service Management across diverse industries including Petrochemical, Commercial, Telecommunications (Africa), Infrastructure Support, Manufacturing and Mining, he brings a wealth of knowledge and a proven track record of success to every project. His strong educational background and extensive hands-on experience have equipped him with the skills and insights necessary to excel as a Service Delivery Manager and Consultant.

Throughout Rudi's career, he has consistently received excellent feedback from both employers and team members, highlighting his commitment to delivering professional and effective services. His ability to manage and lead teams while also thriving in independent roles demonstrates his versatility and dedication. He is passionate about optimizing service delivery processes, enhancing operational efficiency, and driving continuous improvements.

Organizational Structure: A flat structure to encourage collaboration and innovation across teams.



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Future Growth Opportunities

Expansion Plans:
Launching additional service
categories based on market
demand.

Exploring national SME
markets for growth.



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