



Credit



Who are we (CREDIT)?

CREDIT is a service owned by Tutibuzz (Pty) Ltd. This service is offered to Build It hardware stores. This service is to build and manage a team of well trained and professional staff who find and acquire new customers who are looking to finance their Building, Alterations, Upgrades, and Extensions of their homes. Once we find these customers, we assist them in applying for loans through one of our four lenders; NEDBANK, FIN, KANGA, and EVOLUTION. If a customer gets a loan through one of our lenders, we issue the customer a **CREDIT** card, on which their credits for the store are loaded. They can spend those credits in the Build It in which they applied for the loan.

Why are we called CREDIT?

We have strategically branded this service **CREDIT**, because it accomplishes a number of things:

- Everybody knows what Credit is
- **CREDIT** looks and feels like it is a department within Build It

Why do we look and feel like we are a department in Build It?

Customers looking for finance in any way need to feel assured that they are dealing with a credible company, and that they know exactly what they are getting into. By adapting our brand to look and feel like we are a department within Build It, we give customers confidence in our business, and we gain their trust.

Build It is also very happy with this, as for them it feels as though they own the service and that they have a full time **CREDIT** department. The only costs to them are our fees, and they have peace of mind knowing that they have a professional team taking care of this department for them.

How do we introduce ourselves to CUSTOMERS?

We introduce ourselves as **CREDIT** at Build It. We are the credit department for Build It.

Though we are a separate company, the customer does not need to know this, as the customer is only being serviced by us, the customer is still applying for the finance through the Build It. Everything we offer is offered on behalf of Build It.

Who are our Lenders?

NEDBANK

- Offer up to **R300,000** loans, up to **72 months** repayment term
- Customer must have a **valid SA ID**
- Customer must be **18 – 65 years old**, not younger or older
- **Employed** customers must earn at least **R5,000 gross per month**
- **Self Employed** customers must earn at least **R5,000 per month**
- Must have an **active bank account in their personal name**
- Customer must receive **salary into their personal bank account**
- Customer must be able to provide **monthly bank statements**

FIN HOME LOANS

- Offer up to **R80,000** loans, up to **48 months** repayment term
- Customer must have a **valid SA ID**
- Customer must be **18 – 75 years old**, not younger or older
- **Employed** customers must earn at least **R4,000 gross per month**
- Must have an **active bank account in their personal name**
- Customer must receive **salary into their personal bank account**
- Customer must be able to provide **monthly bank statements**

KANGA FINANCE

- Offer up to **R75,000** loans, up to **36 months** repayment term
- Customer must have a **valid SA ID**
- Customer must be **18 – 81 years old**, not younger or older
- **Employed** customers must earn at least **R2,500 gross per month**
- **Pensioners** earning SASSA pension **R1960 per month**
- Must have an **active bank account in their personal name**
- Customer must receive **salary into their personal bank account**
- Customer must be able to provide **monthly bank statements**

EVOLUTION FINANCE

- Offer up to **R175,000** loans, up to **60 months** repayment term
- Customer must have a **valid SA ID**
- Customer must be **18 – 65 years old**, not younger or older
- **Employed** customers must earn at least **R2,500 gross per month**
- Must have an **active bank account in their personal name**
- Customer must receive **salary into their personal bank account**
- Customer must be able to provide **monthly bank statements**

What is the difference between Promotions and Sales?

Promotions refer to the entire set of activities, which communicate the product or service to the potential customer. The idea is to make people aware, attract and induce to buy the product, in preference over others.

In marketing, promotion refers to any type of marketing communication used to inform or persuade target audiences of the relative merits of a product, service, or brand. It helps marketers to create a distinctive place in customers' mind. The aim of promotion is to increase awareness, create interest, generate sales or create brand loyalty. It is one of the basic elements of the market mix.

The promotion that we will engage in is to create awareness around our product and service. To tell people about the product and to tell them how and where they can get it from us. This step comes before the sales effort. Through this promotion, we will identify people that are interested, and these people will then transfer to the sales side of the business.

Sales are activities related to selling a product or service. The closing of a sale in our business is called an acquisition. The reason we call it an acquisition is that we are acquiring a customer for Build It, and then we are assisting that customer to apply for **CREDIT** which they will spend at Build It (the sale).

Because the acquisition of a customer requires document collection and an application process, our promotions team must only identify the potential customer and provide their details to our Credit Admins, whom will further assist the customer at a scheduled appointment at the Build It store in their area.

How do we promote CREDIT?

We will do the following types of promotion (some may be added or removed from time to time):

- Face to Face product promotion
- Distributing flyers
- Putting up posters
- Approaching businesses to arrange presentations
- Doing presentations
- Outside activations under the gazebo
- Door to door flyer drops

These activities rely on consistency. No single activity is more important than the other, they are each equally important, as customers respond differently to promotion types, and we need to make sure that we cover all potential customers.

Consistency is created through a strategy to cover each of these types of promotion equally in the given time allotted for the total promotional effort.

We have distinct geographic areas that need constant promotion, so therefore our strategy is not only split by promotion type, but also by geographical area.

CREDIT customers may only shop in one area, and may only shop in the store in which they apply for their credit. For example, if a customer applies for credit in Mthatha Build It, then they can only shop in that store with their CREDIT card. It does not matter where they are building, the goods will have to come from Mthatha Build It.

Who are our potential customers?

We are able to assist people that have the following types of income:

1. Employed People
2. Self Employed People
3. GEPF & Private Sector Pensioners
4. SASSA Pensioners

Depending on how the person earns an income, we have different requirements, and different documentation that they will need to provide us in order to check if they qualify for **CREDIT**.

1. EMPLOYED PEOPLE

- Must earn R3,500 per month or more (not less)
- Must be permanently employed for more than 6 months
- Must get a payslip
- Must receive their pay into a South African bank account each month
- Must have a valid South African ID
- Must **NOT** be under debt counselling
- Must **NOT** be under debt review
- Must **NOT** be BLACKLISTED

What do we need from EMPLOYED people to do an application?

- ❖ Latest 3 months bank statements (must **NOT** be older than 30 days)
- ❖ Latest pay slip (must **NOT** be older than 30 days)
- ❖ ID or good quality copy of ID

2. SELF-EMPLOYED PEOPLE

- Must earn R5,000 per month or more (not less)
- Must deposit at least R5,000 into a South African bank account each month
- Must deposit at least R2,500 per deposit
- Must **NOT** withdraw their money from their bank account for at least 7 days after deposit
- Must have a valid South African ID
- Must **NOT** be under debt counselling
- Must **NOT** be under debt review
- Must **NOT** be BLACKLISTED

What do we need from SELF-EMPLOYED people to do an application?

- ❖ Latest 3 months bank statements (must **NOT** be older than 30 days)
- ❖ ID or good quality copy of ID

3. GEPF & PRIVATE SECTOR PENSIONER

- Must earn R3,500 per month or more (not less)
- Must have a confirmation of pension income letter or get a pension payslip

- Must receive their pension into a South African bank account each month
- Must have a valid South African ID
- Must **NOT** be under debt counselling
- Must **NOT** be under debt review
- Must **NOT** be BLACKLISTED

What do we need from GEPF & PRIVATE SECTOR PENSIONERS to do an application?

- ❖ Latest 3 months bank statements (must **NOT** be older than 30 days)
- ❖ Confirmation of pension income letter or a pension payslip
- ❖ ID or good quality copy of ID

4. SASSA PENSIONER

- Must earn R2,090 per month or more (not less)
- Must receive their pension into a South African bank account each month
- Must **NOT** have any debit orders for more that R200 total coming off of their account each month
- Must not have any loans under their ID
- Must have a valid South African ID
- Must **NOT** be under debt counselling
- Must **NOT** be under debt review
- Must **NOT** be BLACKLISTED

What do we need from SASSA PENSIONERS to do an application?

- ❖ Latest 1 months bank statements
- ❖ ID or good quality copy of ID

We are unable to help any customer who does not meet the qualification criteria above for their type of earnings. These are hard rules, if the customer does not meet the criteria, or they do not have the documentation needed, then we are not able to assist them with **CREDIT**.

How does a promoter submit a lead?

A lead for link will be provided to all promoters and ISC's. To access this link and submit a lead, the promoter or ISC will need a device that can connect to the internet, data connection, and the device must have available data loaded on it.

When a promoter or ISC finds a customer that has shown interest in **CREDIT**, and the promoter/ISC has evaluated the customer to make sure that the customer meets the minimum criteria based on their earning type, then the promoter/ISC must open the link and ask the customer all of the questions asked on the form.

It is very important that each question is asked to the customer, and that the customer's response is recorded correctly on the form.

If one of the answers is not satisfactory, meaning that the form gives a note that we are not able to assist the customer because they do not meet the minimum criteria, then this must be explained to the customer, and the lead must not be submitted.

If the customer meets all of the minimum criteria, and the form allows the promoter/ISC to continue to the customer information section, then the promoter/ISC must collect the customer's information correctly and submit the form.

Once a promoter/ISC has done this, the customer is then allocated to them, and if a deal is closed with this customer, then the commission on that deal will be paid to them.

DEAL COMMISSIONS

Deal Commissions are paid on any paid out deals within the period. Deal Commissions are paid on a monthly basis, on or around the 29th of the month. Deal Commissions are paid in addition to Lead Commissions.

Deal	Commission
R1,000 – R5,000	R 25.00
R5,001 – R10,000	R 50.00
R10,001 – R25,000	R 100.00
R25,001 – R50,000	R 200.00
R50,000 +	R 300.00

PERFORMANCE BONUS

At R200,000 total closed sales by an individual promoter, CREDIT will pay a performance bonus of an additional **R1,000**.

GOOD LUCK!



for
Building
Materials

Credit

