



Improving the SEIFSA Value Proposition

7 December 2018



TOUCH POINTS: WHERE & HOW CLIENTS INTERACT WITH SEIFSA

Membership

PIPS

STC

ME Indaba

Awards

Training & Consultancy

MAH

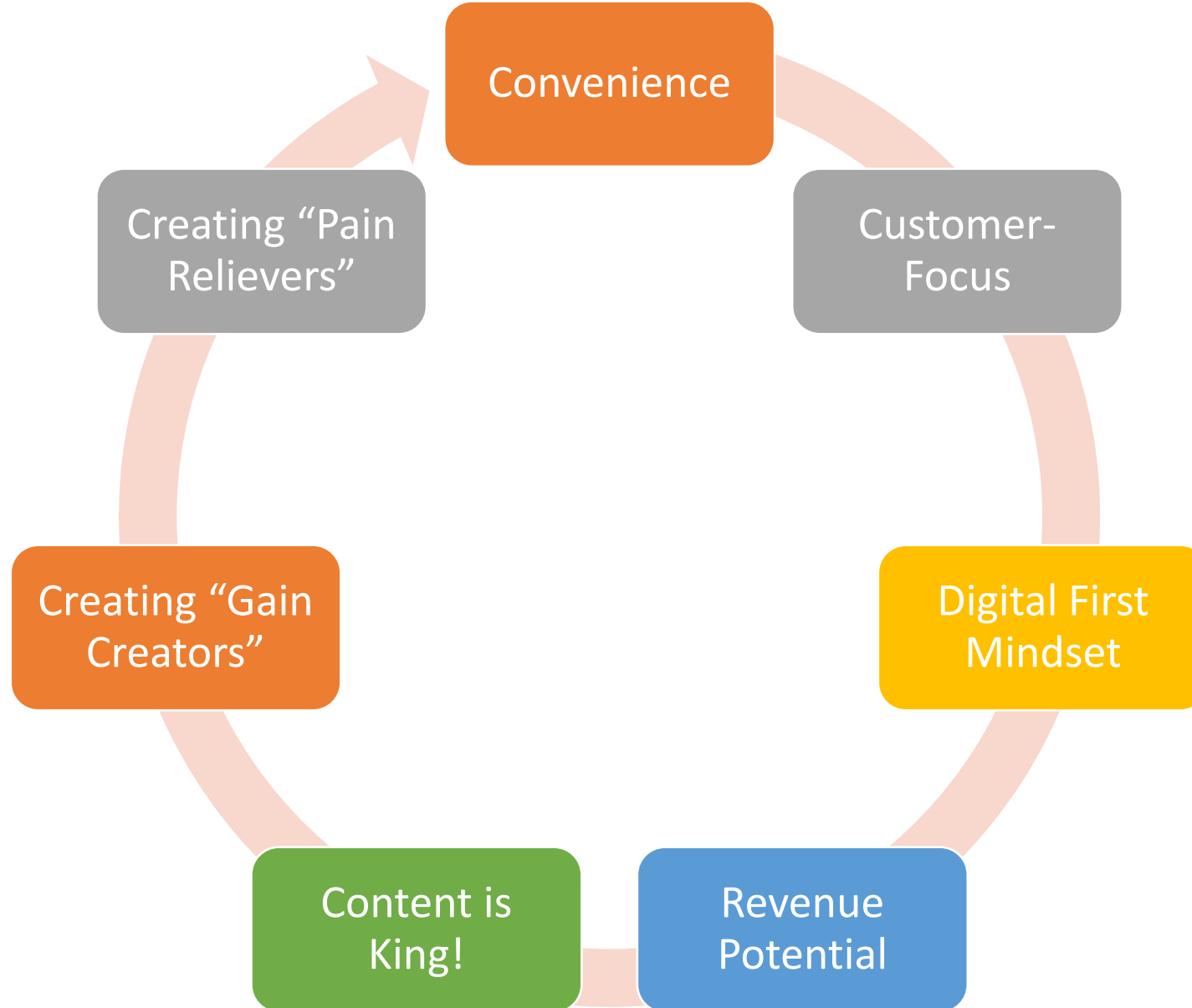
State of
Metals

Golf Day

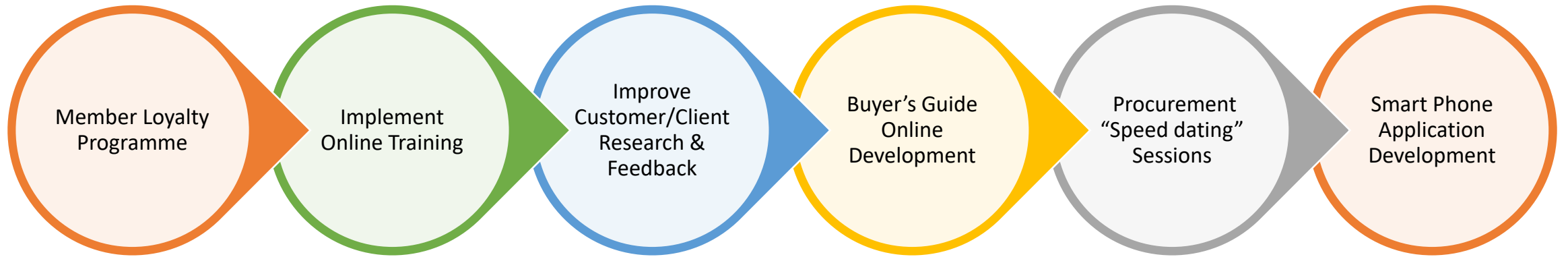
CPA

Sundry

PRINCIPLES THAT INFORM CHANGES & IMPROVEMENTS



WHAT ELSE SHOULD SEIFSA DO TO OFFER VALUE? (NEW)



Convenience:	7
Customer 1 st :	10
Revenue	9
Digital 1	10
Content	6
Gain Creator	10
Pain Reliever	9

Convenience:	10
Customer 1 st :	10
Revenue	10
Digital 1	10
Content	10
Gain Creator	10
Pain Reliever	10

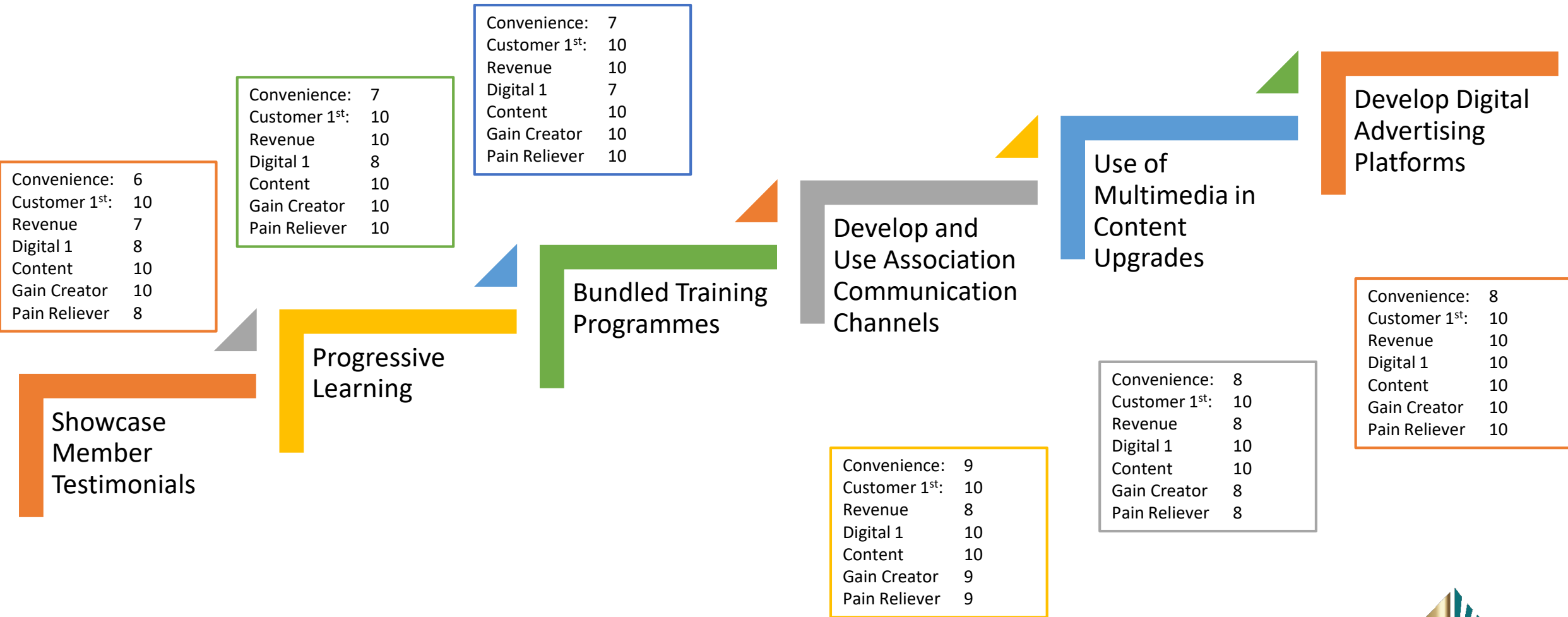
Convenience:	7
Customer 1 st :	10
Revenue	8
Digital 1	10
Content	6
Gain Creator	8
Pain Reliever	8

Convenience:	10
Customer 1 st :	10
Revenue	10
Digital 1	10
Content	10
Gain Creator	10
Pain Reliever	10

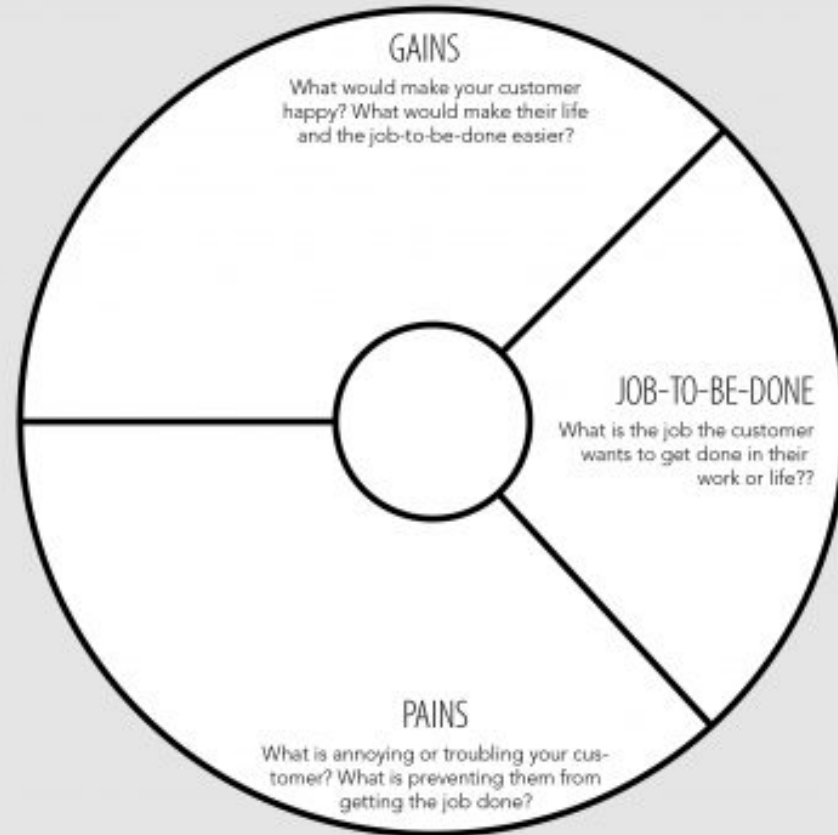
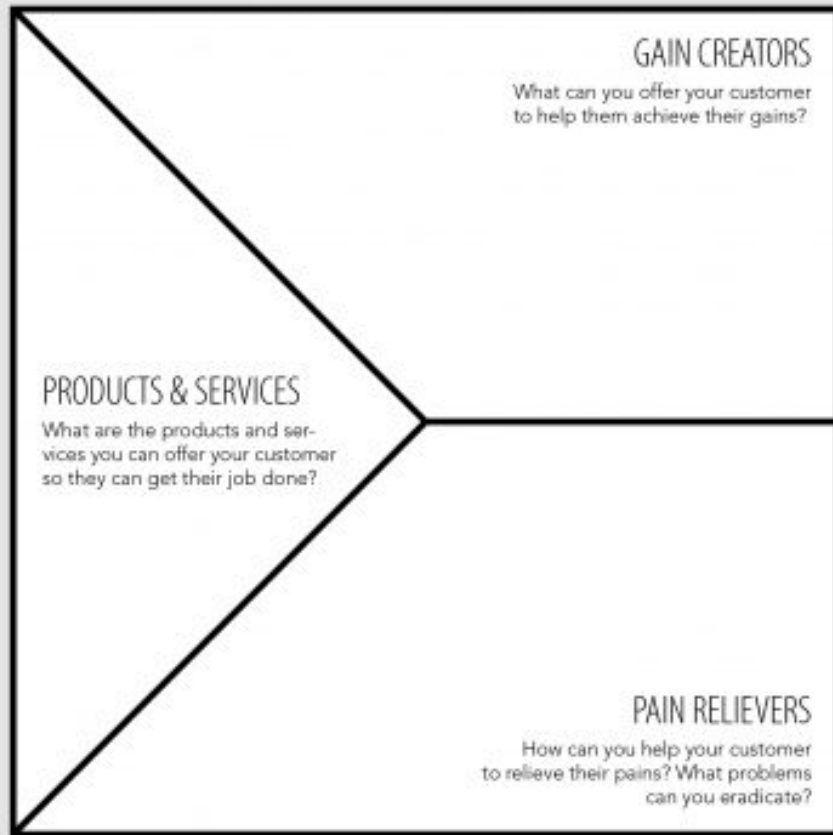
Convenience:	10
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Revenue	10
Digital 1	10
Content	10
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Pain Reliever	10

Convenience:	10
Customer 1 st :	10
Revenue	8
Digital 1	10
Content	9
Gain Creator	9
Pain Reliever	9

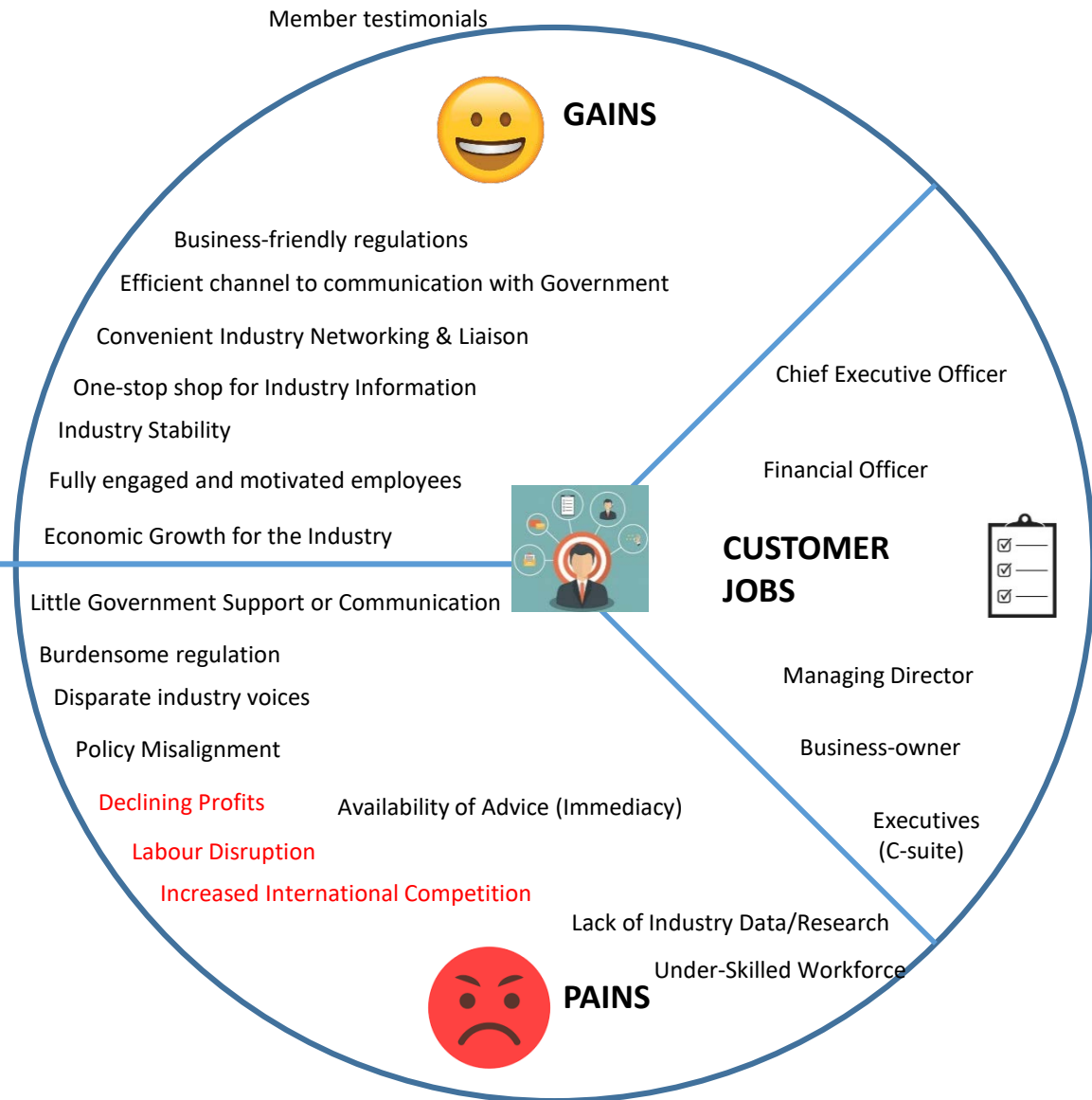
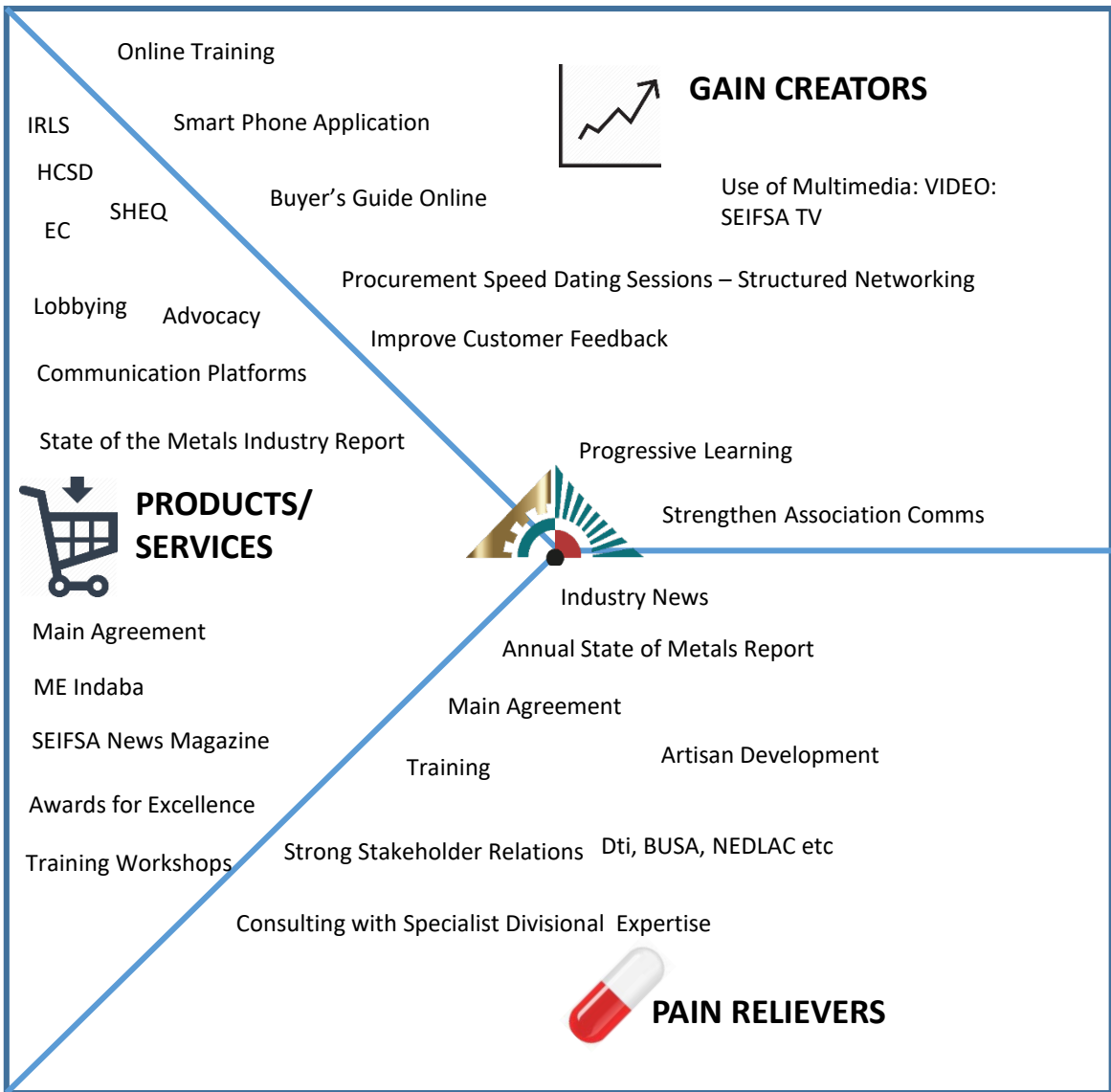
WHAT SHOULD SEIFSA DO DIFFERENTLY TO ENHANCE VALUE?



VALUE PROPOSITION CANVAS



Membership: Member Companies





Thank You

The Team

Rajendra Rajcoomar, Mark Lotter, Nuraan Alli, Marique Kruger, Zolile Moyikwa, Zandile Ngubeni, Michelle Norris & Lerato Lebeko

