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VMS TURNAROUND PLANS FOR BUSINESS OPERATIONS

1. PURPOSE

The overall purpose of the turnaround plan is to align VMS business operations to its objectives in terms of financial advisors, office administrators and directors. The right existence of VMS is to sign up new clients so that the business can grow in terms of quantity and quality of clients.

2. BACKGROUND

VMS Professional Services is a new kid in the block with limited experience in the financial sector or industry. The conceptualization of the company began in 2019. It was officially registered in 2020 with the primary goal of getting to understand how finance industry operates as it is predominantly White controlled sector. The focus areas of the company are: long-term funeral policies funeral services, repatriation services and tombstone services.

Furthermore, the company was registered in August 2023 with FSCA with the FSP Number – 53153. The initial offices of the company were situated in George and few months VMS relocated her offices to Gqeberha (Port Elizabeth). This was a strategic move because the

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majority of VMS clients are mainly from the Eastern Cape and it make sense to have her office closer to its clients. Sanlam is the underwriter; LexCorp and Ness Consulting are the administrators of VMS Professional Services.

3. OBJECTIVES

The objectives of the turnaround plan are:

- a) To brand the office to be accessible and visible.
- b) To encourage walk-ins to the office.
- c) To put up stalls at the shopping malls or centres.
- d) To distribute brochures to churches, clinics, schools, gas stations and funerals.
- e) To add a new benefit of funeral services to the marketing material.
- f) To add to additional personnel to the office staff to help with signing up of new clients.

4. KEY BUSINESS FOCUS AREAS

The initial business focus of VMS is as follows:

- a) Repatriation Services.
- b) Tombstone Services.
- c) Financial Services.

5. PROPOSED GROUP SCHEMES AS ADDITIONAL BUSINESS FOCUS AREAS

VMS proposes Group Schemes as mechanisms to accelerate the growth of our business. The following business focus areas for consideration and approval in order to increase and improve clientele base on the business.





- a) Cooperatives.
- b) Churches.
- c) Foreign nationals.
- d) Funeral Services.
- e) Partnership with funeral parlours.
- f) Non-Profit Organisation/Company.
- g) Small -farmers.
- h) SMME employees.
- i) Trade unions.
- j) Taxi associations.

VMS will submit a detailed template with proposed premium for each group scheme for consideration and approval to LexCorp and Ness Consulting. In addition, the two business associates will assist VMS to put package the group scheme premiums together.

6. CHALLENGES

VMS had experienced the following challenges whilst since the relocation of offices from George to Gqeberha and changing of the administrator:

- a) Setting up of a new office with high monthly rental was a challenge.
- b) There were no funds to finance the daily operations of the office (creditors are not paid).
- c) No capital injection to grow and development the business.
- d) No income received since April 2024 after the administrator stopped the recruitment of new clients.
- e) The change of administrator resulted to cancellation of policies by a sizeable number of reliable clients.





- f) Small-scale operations of the business were-paid from individual pockets of founder(s).
- g) Previous investors withdrew their financial support because of their financial difficulties.
- h) Sales representatives did not produce quality results whilst they were trained and commission paid to them.
- i) No response to financial proposals sent to FDIs etc.

REMEDIAL ACTIONS / PROPOSALS

VMS board is therefore proposing the following as remedial actions:

- a) Five hundred (500) application forms for Citizen Protector Funeral Plan were printed.
- b) Five hundred (500) application forms for Grand Voyager Funeral Plan were printed.
- c) Signing up of new business shall commence on Monday, 08 June 2025.
- d) VMS will operate in two regions namely; Nelson Mandela Region and Southern Cape.
- e) Office branding shall be complete on Friday, 6 June 2025 (access & visibility, walk-inns and writing of new business).
- f) VMS will use four (4) Financial Advisors to write new business in the both regions.
- g) VMS will take the risk of paying each of the financial advisors Fifty Rand (R50.00) for each Application signed and submitted to the office.
- h) Printing of marketing brochure is underway (distribution to key taxi ranks and shopping malls/centres).
- i) Word of mouth used to market and publicize the business.
- j) Directors and founders of VMS are leading the sales campaigns.
- k) LexCorp and Ness Consulting to provide assistance and guidance to the marketing plan.

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- l) LexCorp Call Centre to assist with sales campaigns in order to increase the client base.
- m) VMS is open to any proposal from a potential investor who wants to purchase shares that shall help to grow the business in order to improve systems and processes of the business.
- n) VMS requires substantial amount of capital injection that shall help to restructure and reposition the operations of the company.
- o) Purchase a similar house like the current VMS offices at 55 Mbanga Street in Zwide, open, and start a funeral parlour.

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