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## At a glance

African Corporate Cleaning is a Gauteng-based, black empowered cleaning company. Its major activities comprise the supply and management of a broad spectrum of cleaning services and related cleaning products to its enterprise client base. Its key focus is to make the lives of its clients less cumbersome and to help them make a good first impression through the highest standards of cleanliness.



## Vision

African Corporate Cleaning strives to be the 'first-to-mind' cleaning solutions provider to businesses, embassies, departments and parastatals in Gauteng and the surrounding areas by providing unwavering levels of service, investing in its workforce and embracing economic empowerment. The company aspires to be a company of significance to its employees, clients and to the cleaning industry as a whole.

## A bit of history



The company was established in February 2006 with one client and 20 cleaners and has grown into a strong operation with over 400 cleaners and more than 100 clients. The company's footprint spans the whole of Gauteng including the surrounding areas. The company operates from its head office in Pretoria.

## A message from the boss

First and foremost, I would like to thank you, our wonderful clients who have allowed us to grow with you - your success is our success. We will always be ready to keep adding value to you and your businesses.

Secondly I would like to thank all the cleaning staff who work so diligently with our clients everyday. Their daily commitment is the biggest contributor to helping us keep our clients happy.

I must also thank the area managers for being such a valued link between the cleaners and the clients, as well as the admin support staff who ensure the vital support functions are completed correctly and on time to keep the wheels turning.

I am committed to this team and to the clients that we serve. New projects are planned for this year that will take our service achievements to the next level and I look forward to introducing these exciting initiatives to you in due time.

We'll be in touch.

*Savitri N. Green*

## Why African Corporate Cleaning keeps winning market share

African Corporate Cleaning attributes its growing success to its:

- Hands-on management;
- Clear business strategy and tight operational controls;
- Strong customer focus underlined by friendly and professional relations;
- Steadfast ethics;
- Quality products;
- Superior service levels;
- Staff dedication;
- Empowerment profile;
- Workforce capabilities and commitment to ongoing training; and
- Clear work descriptions and effective communication systems.

## A cut above the rest - new kit boosts staff morale

African Corporate Cleaning has kitted out their staff with sophisticated and versatile cleaning attire. The attractive navy and white pin-striped uniforms, complete with elegant ribbon finishes, are fit for a fuller spectrum of clients - from a five-star hotel to a corporate office park.

Sarita Green, Director at African Corporate Cleaning says: "The move from traditional cleaning uniforms to a more formal outfit has not only instilled a higher sense of pride amongst the staff, but has also been favourably received by all our clients."

"Staff members wear their high quality uniforms with a bigger smile than before. Staff morale and satisfaction levels are top human resource objectives and we are happy to see that our investment is paying off," Sarita concludes.



## African Corporate Cleaning Brand goes mobile

African Corporate Cleaning is fixed on increasing its road presence through its fully branded vehicle fleet. These mobile adverts have reinforced the company's commitment to its strategy to become the "first-to-mind" contract cleaning company in and around Gauteng.



"It gives us great pleasure to see the growing fleet boasting the company's livery." Says Sarita Green, Director at African Corporate Cleaning.

The ten-strong fleet boasts the bold iconic colours of the company, as well as the message that the company garnered the GNCCI (Gauteng North Chamber of Commerce and Industry) Small Business Enterprise award for 2009. The award recognises African Corporate Cleaning as the best overall performer amongst other young businesses in terms of growth, entrepreneurial vision as well as achievements and objectives for the short- and medium-term.

"The company's branding strategy has significantly contributed towards increased company awareness within the greater Gauteng region. The branded vehicle fleet is going a long way to achieving this objective." Green concludes.

## Are African Corporate Cleaning's colours gold?

The Gauteng-based, black empowered contract cleaning company stands a good chance to snatch up a golden service award in the upcoming Kimberly-Clark Professional annual Golden Service Awards to be held in Sandton in October 2010.

The Golden Service Awards recognise the cleaning players' commitment to very high standards of achievement in the industry and are open to all contract cleaning companies.

African Corporate Cleaning has entered the Commercial, Healthcare and Industrial sector categories.

"Winning competitions does not indicate our ability to deliver top quality services, but they help build comradeship amongst the staff and allow the company to be seen as a supporter of the industry." Says Sarita Green, Director at African Corporate Cleaning. "We wish all the participating companies the best of luck during the competition and look forward to the awards evening where we get to spend some valuable networking time together."



**Customer focus**

**Hands-on management**

**Empowerment**

**Commitment**

**Training**

**Quality products**

**Superior service levels**

## Safer driving adds to African Corporate Cleaning's bottom line

African Corporate Cleaning has identified the need for advanced driving training for its applicable staff members. This driver training program is designed to equip the driver to reduce potential collisions and in so doing, protect the driver, passengers and the vehicle.

Added benefits include financial savings through:

- Reduced vehicle incidents;
- Reduced client inconvenience through minimised absenteeism;
- Improved client service; and
- Maximum vehicle up-time.

Staff training is an on-going process and a key performance-driver at African Corporate Cleaning. "Our focus on training fuelled the appointment of the Siyaya Skills Institute in 2006 to manage all of the company's training requirements." Says Gavin Green, Director at African Corporate Cleaning.

The advanced driver training falls under the company's professional training arm. This type of specialist training adds to the company's competitive edge and contributes to the betterment of the company's operations.

"Our company is better equipped to render uncompromised service levels as a result of the top notch training that staff members receive." Says Green. "Specialist driving training will not only add to the bottom line, but will help build morale as staff benefit from our commitment to their personal development."

**The company's training model is two-pronged:**

**In-house training** - ensures that staff are up to date with the latest technical cleaning methodologies as well as each client's unique cleaning requirements.

**Professional training** - is ongoing as the need is identified.



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