



BustQue has been in existence for over 12 years and has attained an average annual turnover of forty two million rand. Now with branches in Bloemfontein and Port Elizabeth, we are better suited to service our customers. At BustQue we have built ourselves around the following values:

- To always provide the very best service and products possible to the client
- To make realistic promises and over-deliver on those promises
- To always conduct business with pride and ethics
- To always remain a true BEE company, not only providing work opportunities, but through previously disadvantaged people, managing the company
- To treat all people related to the company directly and indirectly with respect and dignity

These simple philosophies have served as a foundation for BustQue to date and will continue to guide us in the coming years. This is evident in the fact that we remain a competitive business, thriving in an industry where only the strongest survive.

But in this mission lies our driving **vision**:

“To grow our business in order to provide greater working opportunities for more people, to show that the smaller companies do stand a chance in the free market system.”

Finally, our **goal** is simple:

Our **mission** is simple unlike many others in the business world:

“BustQue will become a force to be reckoned with in the distribution of information technology, we will strive become one of the leaders and set the trend in the industry.”

By continually setting ourselves new challenges and striving to achieve these, we can only grow from strength to strength. We support and challenge other SMME’s to also grow and contribute to the South African economy.

## **The Company**

BustQue currently consists of a total staff compliment of 20 people. These people are set in the key areas of general management, sales, administration, finance, store and inventory management, and delivery. Other areas have either not yet become necessary (roles overlap from division to division) or have been outsourced. This provides a streamlined organisation, with less red tape.

This gives the customer the advantage of quick turnaround times and gives the company the advantage of being able to give the customer excellent service e.g. it will not take forever to get an additional discount. A key advantage of being an SMME is that each person is empowered within his or her particular key area.

The company is 100% BEE, and currently has a female component of 50%. This is above generally accepted norms of around 25%. It must be stressed, however, that our Equity Policy of maintains that the best people for the job be put into those positions. At no point will the company compromise by resorting to “window dressing” to make up the numbers.

We strive to ensure that all people involved in the company add value for the end user and are provided with equal opportunities.



BustQue was established and is guided by our Managing Member Riaz Choonara, who has more than 20 years of experience, having worked for and achieved success for one of the biggest players in the industry. His network and networking abilities have allowed BustQue to get the vital foot in the door and been able to capitalise in on those opportunities by delivering outstanding products and services.

His leadership, experience and expertise have been instrumental in the growth of our business thus far and will indeed be vital to future development of BustQue.

The rest of the team is combination of youth and experience. They have been placed in key positions on the basis of potential and/or experience and/or skills. BustQue believes in allowing people the freedom to grow into positions, consistent with the theory of the learning environment. This encourages people to reach their full potential in way best. This undoubtedly fosters a relationship between worker and employer that will be rewarded by loyalty on both sides, thus ensuring a stable and strong team, an imperative ingredient in the building of a strong business.