

THE **CE**  
CUTTING  
EDGE  
GROUP



CREATING LONG TERM  
VALUE & PROFIT FOR  
ORGANIZATIONS &  
INDIVIDUALS

OUR MISSION

## OUR SERVICES

Web **development**

IT support services

**Insourcing**

**Photography**

**Office** automation

Graphic **design**

**CCTV & Wi-fi** installations

**Technology** procurement

Digital **marketing**

**Human resource** optimization

## MISTAKES MADE BY EMPLOYEES

**56%**

START SAVING AT 28  
-RECOMMENDED AGE 23



ON AVERAGE  
WE INVEST ONLY **7%**  
OF OUR SALARY EVERY YEAR  
- 15% IS MINIMUM NEEDED.

**90%**

OF US DON'T  
RELOOK RETIREMENT  
SAVINGS AFTER  
INITIALLY SIGNING UP



**38%**

OF US NEVER GET  
PROFESSIONAL ADVICE ABOUT  
OUR RETIREMENT SAVINGS



## REALITIES AFTER RETIREMENT

**ONLY  
15%**

OF PENSIONERS CAN  
RETIRE WITH THE SAME  
INCOME AS THEIR CURRENT  
LIVING STANDARD

**30%**

NEED TO REJOIN THE  
WORKFORCE AFTER RETIRING



**61%**

ARE UNABLE TO SAVE FOR  
A "RAINY DAY" FUND AFTER  
RETIREMENT DUE TO PRESSURE  
OF EXPENSES.

**33%**

ARE STILL IN DEBT  
AFTER THEY RETIRE



# DOES YOUR BUSINESS HAVE A RETIREMENT PLAN?

HOW DOES AN EXTRA  
**R20 MIL- R200 MIL**  
SOUND?

- WEB DEVELOPMENT
- IT SUPPORT SERVICES
  - INSOURCING
  - PHOTOGRAPHY
- OFFICE AUTOMATION
  - GRAPHIC DESIGN
- CCTV & WI-FI INSTALLATIONS
- TECHNOLOGY PROCUREMENT
  - DIGITAL MARKETING
- HUMAN RESOURCE OPTIMIZATION

HOW CAN WE  
ACHIEVE THIS?

BY SAVING YOU  
UP TO **40%**

ON SERVICES YOU  
ALREADY USE &  
INVEST THE SAVINGS



SMALL BUSINESSES  
WE CAN SAVE  
UP TO **R44 840**



MEDIUM BUSINESSES  
WE CAN SAVE  
UP TO **R276 400**

INVESTED WITH OUR  
INVESTMENT PARTNER,  
ALLAN GRAY OVER A  
20 YEAR PERIOD

EQUATES TO  
**R20 MIL TO  
R200 MIL**

**Annual expenses**

web development & updates  
 IT support  
 Insourcing  
 Photography  
 Graphic Design  
 CCTV & Wifi  
 Technology procurement  
 Digital Marketing  
 Office automation (telephone & printing)  
 Web & Email hosting  
 Adsl internet  
 More products & services to be added

**Total**

Cost saving of up to 40%

**Savings split**

TCEG 40%  
 Your business 40%  
 Charity 10%  
 Upward Referral Comission 10%

**Your annual investment value**

Direct cashback

Referral comission for 2 medium business and 3 small businesses.

This can be your contacts, suppliers, customers

**Annual investment on your behalf**

Invested with our investment partner Allan Gray at institutional preferential rates over 20 years

This amount takes an annual increase due to inflation into account and it assumes your business does not grow. If your business grows over time so will your costs and thus your investment

**Small business**

R 3 600

R 5 000

R 3 000

R 5 000

R 4 000

R 20 000

R 20 000

R 50 000

R 1 500

R 6 000

R 118 100

R 44 840

R 17 936

R 17 936

R 4 484

R 4 484

R 17 936

R 64 732

R 82 668

**R 57 000 000**

**Medium business**

R 8 000

R 50 000

R 150 000

R 20 000

R 60 000

R 25 000

R 100 000

R 100 000

R 120 000

R 8 000

R 50 000

R 691 000

R 276 400

R 102 560

R 102 560

R 25 640

R 25 640

R 102 560

R 64 732

R 167 292

**R 114 000 000**

# [ SERVICES ]

## WEB DEVELOPMENT

Our company has been in the web development business for **over a decade** and we have done web development for **well-known** establishments. See page 7 for examples.

## IT SUPPORT SERVICES

We provide IT services on a **retainer and ad-hoc basis**. This service is also available as an **insourcing option**, to ensure that you have an IT technician at your establishment throughout the year. Our company also provides **critical after hour support** to help ensure that your business is always operating productively.

## INSOURCING

Combining the benefits of outsourcing with the focus and **dedication** of having full-time employees. We place IT, design and web development staff in your business and **manage them on your behalf**. For smaller organizations we offer **retainer packages** at a reduced hourly rate. This reduces your employment costs, gives you access to more than one employee and no need to look for temps or replacements when they are on leave.

## PHOTOGRAPHY

The first step to an incredible web & graphic design is great photos. We trust **Vivente** Photography to deliver photos of the **highest standard**. **Contact [barbara@tceg.co.za](mailto:barbara@tceg.co.za)** for more information.

## OFFICE AUTOMATION

We have access to a wide variety of brands which means we can tailor the best technology from a wider base of brands while **saving you costs**. Some of the brands we offer are **HP, Lexmark, Canon, Ricoh, Samsung**.

# [ SERVICES }

## DIGITAL MARKETING

Our company can assist your marketing department with **search engine optimization** (SEO), **pay per click** and **social media marketing**, in order to **boost your brand awareness** and sales.

## GRAPHIC DESIGN

Whether you already have a strong brand image that has been developed by fellow brand agencies, we can offer you design services at **competitive rates** by following strict guidelines that have already been developed priorly or we can create your own **unique** and **fresh brand** identity to suit the needs of your business.

## CCTV & WIFI - PROJECTS & MAINTENANCE

**We have the expertise** to maintain and install small to large **wifi** and **CCTV networks**. Remote and on-site maintenance ensure that our technicians are on standby to assist with you problems **fast and efficiently**.

## TECHNOLOGY PROCUREMENT

**We are registered** with various wholesalers where we buy IT equipment at wholesale prices and provide these products to our customers at a **significant discount**.

## HUMAN RESOURCE OPTIMIZATION

**Sensory Intelligence** is advanced Nero-Science research applied to human resources, office layouts and recruitment to **increase staff efficiency**, work flow efficiency and **reduce staff turnover**.

# CUTTING EDGE RATES

## WEB DEVELOPMENT

### STANDARD WEBSITE

- Cost: R8 900** excl hosting or (R350 per month including hosting)
- If you pay once off the hosting cost per month is R59
  - If you host with us you will receive 15% discount on the design cost

### CONTENT MANAGEMENT WEBSITE

- Cost: R11 500** excl hosting or (R450 per month including hosting)
- If you pay once off the hosting cost per month is R149
  - If you host with us you will receive 15% discount on the above mentioned price



Each of these website packages comes with 3 design concepts and 2 revisions of chosen concepts.

Add extra design concepts:  
R1000 for 2 extra Concepts  
R2000 for 4 extra Concepts  
R5000 for 30 Concepts

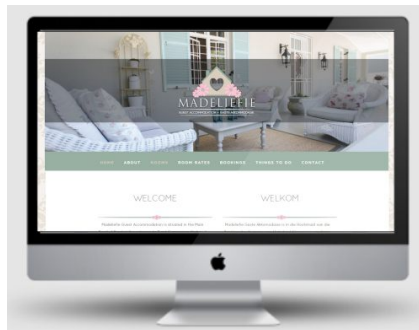
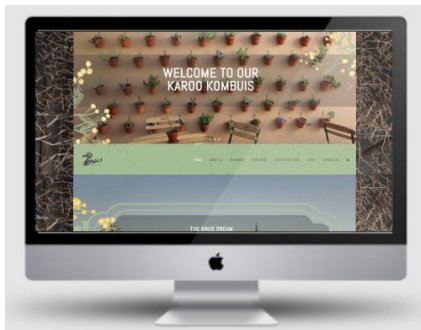
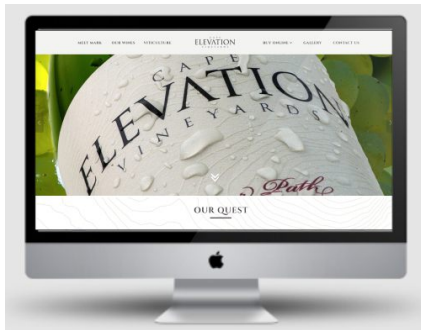


# CUTTING EDGE RATES

## WEB DEVELOPMENT

CONTENT MANAGEMENT WEBSITE (RESPONSIVE)  
(CAN BE UPDATED BY YOURSELF)

**Cost: R14 500** excl hosting or (R650 per month including hosting)  
-If you pay once off the hosting cost per month is R149  
-If you host with us you will receive 15% discount on the above mentioned price



# [ CUTTING EDGE RATES ] SEO - SEARCH ENGINE OPTIMISATION

## BASIC SEO ONLY ON WEBSITE

R350 PER MONTH INCLUDES:

- 2 hours per month
- Keyword analysis
- Keyword optimisation
- Internal structure and link optimisation

## STANDARD SEO & MARKETING

R850 PER MONTH INCLUDES:

- 5 hours per month
- Keyword analysis
- Keyword optimisation
- Internal structure and link optimisation
- External marketing
- Backlink building
- Pagerank enhancement
- Blog marketing

## ADVANCED SEO, MARKETING & SOCIAL MEDIA

R1 850 PER MONTH INCLUDES:

- 12 hours per month
- Keyword analysis
- Keyword optimisation
- Internal structure and link optimisation
- External Marketing
- Backlink Building
- Pagerank enhancement
- Blog marketing
- Social media marketing
- Additional domains that focus on key phrases ( if you sell cookies in Cape Town and your business name is thecookiejar.co.za then we register domains like paarlcookies.co.za and build an entire additional website to promote your main site.  
For additional sites like these, the cost is R350 per month.

# CUTTING EDGE RATES SOCIAL MEDIA PACKAGES

## SOCIAL MEDIA MANAGEMENT

**Cost: R2 500 per month** for up to three Social Media Platforms including weekly posts, campaign designs & management of social media pages.



## SOCIAL MEDIA MANAGEMENT & BOOSTED ADS

**Cost: R4 500 per month** including advertising cost paid to third party social media platforms to boost social media reach. These posts will be designed and managed by us.



# [ CUTTING EDGE RATES }

## DESIGN

### LOGO DESIGN

ENTRY -	2 Concepts + 2 Revisions for chosen concept - <b>R900</b>
STANDARD -	4 Concepts + 2 Revisions for chosen concept - <b>R1 200</b>
MORE IS MORE -	6 Concepts + 4 Revisions for chosen concept - <b>R1 800</b>
SHOTGUN -	More than 40 Concepts from 5 or more designers + 4 Revisions for chosen concept - <b>R3 800</b>

### FLYER / ADVERT DESIGN

ENTRY -	2 Concepts + 2 Revisions for chosen concept - <b>R700</b>
STANDARD -	4 Concepts + 2 Revisions for chosen concept - <b>R1 500</b>
MORE IS MORE	6 Concepts + 4 Revisions for chosen concept - <b>R2 500</b>
SHOTGUN -	More than 40 Concepts from 5 or more designers + 4 Revisions for chosen concept - <b>R4 500</b>

### LETTERHEAD, EMAIL SIGNATURE & FULL BRANDING PACKAGES

**Cost: R400** per letterhead or email signature ( Free if you take both of the above).

We will also give you an additional R1 500 discount if you go for the full branding package at a rate of **R25 000** which includes the logo, all stationary (business cards, letterhead, email signature etc), flyer and the website.

### STANDARD HOURLY RATE FOR OTHER DESIGNS

Our hourly charge is R350 for other designs such as sign boards, newspaper & magazine adverts, booklets, photobooks, social media branding and advertising, web graphics and basically anything you need.

**Give us a call or send us an email for a quote today.**



CONTACT US FOR MORE INFO:

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