

# Primedia@Home empowers employees with franchising

Issued by [Owlhurst Communications](#)

20 May 2003

The recent decision by Primedia@Home to franchise 28 of its national branches means that existing branch staff have been given the opportunity to become self-employed and create their own financial assets and estates.

Committed to accelerating the transformation process and eliminating stagnation problems, Thabiso Buku, Managing Director of Primedia@Home is thrilled with the success of the company's decision, which will drive black economic empowerment forward in Primedia@Home.

To realign disproportionate management of human and operational resources that had been inhibiting growth, Thabiso and the Board elected to focus on solving these operational issues, as well as promoting strategic marketing solutions to clients and potential clients.

With Primedia@Home managing the sales and marketing, and entrepreneurs owning the operations, greatly improved resource maintenance and durability has resulted. To ensure communication solutions continue to be executed within high standards, service level agreements were enacted with the franchisees prompting enhanced benefits to clients.

To reach critical mass, the 28 locations were demarcated into five functional regions situated in Gauteng, Free State, Limpopo, Kwa-Zulu Natal and the Cape, to service a broader economic area.

All franchisees meet half yearly to engage with their counterparts and address issues ranging from future industry trends, to operational areas needing attention. The first conference for the new franchisees was held in Bloemfontein in February 2003 focusing on the year ahead, excellent delivery platforms, and meeting and exceeding customers' expectations.

The Sales and Marketing team also attended as they are an integral part of the process needed to ensure that all departments work in harmony keeping Primedia@Home the leader in direct to home marketing.

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