



mercatique 
consulting

SINCE 2014
10 YEARS EXPERINCE

EXPERIENCE SOLUTIONS
COMPANY PROFILE 2024



WELCOME TO MERCATIQUE

Mercatique Consulting is a dynamic solution architecture firm dedicated to elevating clients and their brands to new heights. With 10 years experience and operational since 2014, we are rooted in a genuine passion for innovation, we specialize in a wide array of services including Project Management, Brand Management, Events Management, Conferencing, Sponsorship Management, and Activations. While our journey began in event management, we have transformed into a versatile creative solutions company, offering comprehensive brand strategy and experience solutions. Our strength lies in our multidisciplinary approach, which empowers us to craft astute workflows that enhance the execution of our client's projects, marking a new era in brand management. Whether your business requires meticulous event planning, seamless conferencing, impactful product launches, or strategic brand development, we possess the skills and resources to drive your success. At Mercatique Consulting, we are not just consultants; we are partners on your journey towards excellence in branding and project execution.

Yasmine Kazadi





SERVICES



EVENTS.

Our event management expertise is a fusion of creativity, logistical precision, and client-centric synergy. We don't just execute events; we craft seamless journeys, perfectly orchestrated spectacles that fulfil our clients' visions and etch indelible memories in the hearts of their guests.

Our solutions and services focus on:

- Event Conceptualisation and Design
- Event Planning and Management
- Venue Selection and Management
- Logistics and Technical Production
- Catering and Entertainment Management
- Onsite Management
- Event Reporting and Evaluation



PROJECTS

At the heart of our project management expertise is a commitment to understanding our clients' unique needs, fostering transparent and collaborative interactions, and consistently delivering excellence. We don't just manage projects; we orchestrate success stories

We focus on:

- Project planning
- Scheduling and control
- Risk management
- Cost management
- Quality management
- Communication management, and
- Stakeholder management



PROJECTS EXPERIENCE

- **W&R SETA Retailer Development Programme**, Mpumalanga, Limpopo and Freestate , 300 SMEs
- **AB InBev Retailer Audit**. 10,000 Outlets Nationwide, December 2020
- **AB InBev Retailer Business Training**. Training of 300 Retail outlets, 2019
- Project Managing the Opening of **The Other Side Restaurant** on behalf of Chenin Noir, March 2019
- **AB InBev Report in Illicit Trade**, December 2018
- **AB InBev Africa Sustainability Challenge** August 2018, A project across the continent
- **AB InBev Entrepreneurship Roadshow** Across SA: September 2017, Nationwide roadshow



BRAND.

Our approach to Brand Management focuses on building relationships, creating opinion leaders and people of influence and the beauty of aligning people to brands. For our brand clients, we strive to create leaders that will engage with their customer and build loyalty in their community.

We use a combination of traditional and digital marketing tactics to create a comprehensive brand management strategy.

Our core service offering includes :

- **Brand Building and Strategy development**
- **Talent Wrangling**
- **Brand "network" development**
- **Brand Kit**
- **Campaign planning**
- **Analytics and reporting**



BRAND EXPERIENCE



XOLANI MANCOTYWA



CHEF WANDILE

CONFERENCING

Our services include:

These are full suite services that can be tailored based on the clients requirements on a project by project basis.

- **Venue Identification**
- **Event Design**
- **Full Suite Project Management**
- **Food & Beverage Management**
- **Attendee Experience**
- **Program, Speaker Management**
- **Stage Management**
- **Entertainment Management**
- **Budget Management**
- **Post-Event Debrief**

Additional Services (on request):

Our organisation will manage the conference and platform with our 20-day production cycle methodology. The 20-day cycle incorporates the process of planning and coordinating all elements of the event including: budgeting, scheduling, site selection, acquiring necessary permits arranging for speakers, arranging decor, event security, catering, coordinating with third-party vendors, and emergency plans



CONFERENCES



CONFERENCING EXPERIENCE

- South African Presidential Inauguration 2024
- Produced and managed Tech and Tourism Conference 2024
- GH Media: Women in the Driving Seat Event, August 2023 SAB Kickstart Entrepreneur Awards: November 2015 - March 2017, Johannesburg, South Africa
- Technology Innovation Agency (TIA) Skills Workshop: May 2016, Durban and Cape Town
- SAB Kickstart Annual Entrepreneur Awards: November 2015, Nelspruit, Mpumalanga
- Women in Transport Forum: October 2014, Johannesburg, South Africa
- 2nd Annual Project and Construction Management Professions Conference: October 2014, Johannesburg, South Africa South African Man Expo: November 2014, Johannesburg, South Africa
- PSI: Skore Stand Build at the 2023 Johannesburg SEXPO
- AB InBev: Carling Black Label Champion Academy, Lead Project Manager for the BizPlug
- BRICS: Chef Wandile Food Preparation at the China Round Table, 2023 BRICS: Chef Wandile
- Food Preparation at the State Banquet dinner hosted by His Excellency Cyril Ramaphosa,



CONFERENCING EXPERIENCE

- 2023 BRICS: Chef Wandile Food Preparation at the Leaders Retreat Dinner for BRICS: BRICS
- Heads of State Leaders Retreat hosted by His Excellency Cyril Ramaphosa, 2023
- Chef Wandile Activation at the World Economic Forum, DAVOS Switzerland, 2023
- AB InBev Retailer Audit. 10,000 Outlets Nationwide, December 2020
- AB InBev Retailer Business Training. Training of 300 Retail outlets, 2019
- Project Managing the Opening of The Other Side Restaurant on behalf of Chenin Noir, March 2019
- AB InBev Report on Illicit Trade, December 2018
- Gala dinner sponsored by ABInBev at the Africa Investment Forum, November 2018
- AB InBev Africa Sustainability Challenge, August 2018, A project across the continent
- AB InBev Entrepreneurship Roadshow Across SA: September 2017, Nationwide roadshow
- Client Stand Management at Tourism Indaba, May 2017, Durban South Africa
- Client Stand Management at Meetings Africa, March 2017, Johannesburg



SKILLS

Programme Implementation

Project Management

Marketing Research

Marketing Strategy

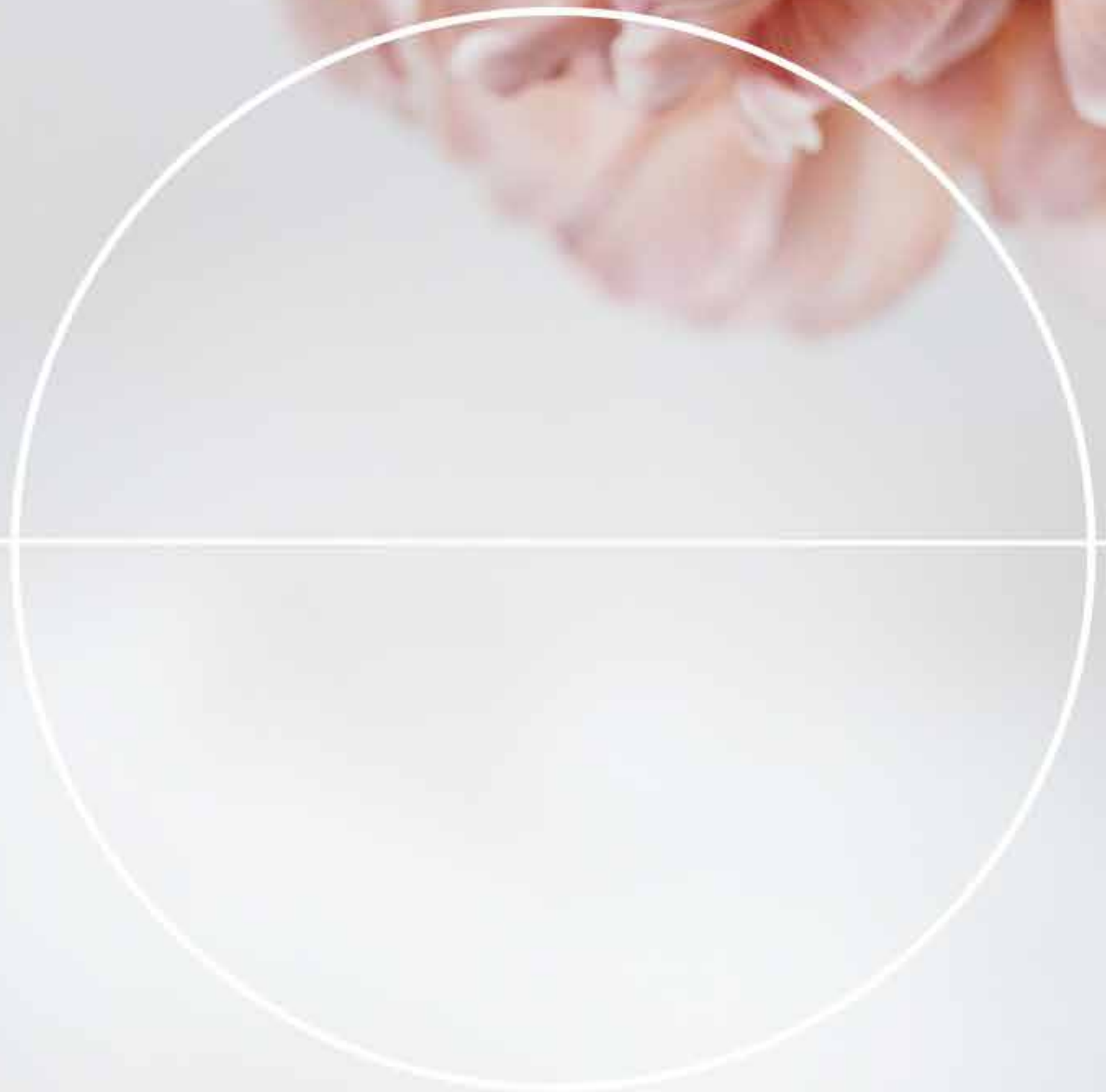
Stakeholder Management

Risk Management and Evaluation

Conference Production

Content Development





ABOUT



ABOUT US.

YASMINE KAZADI

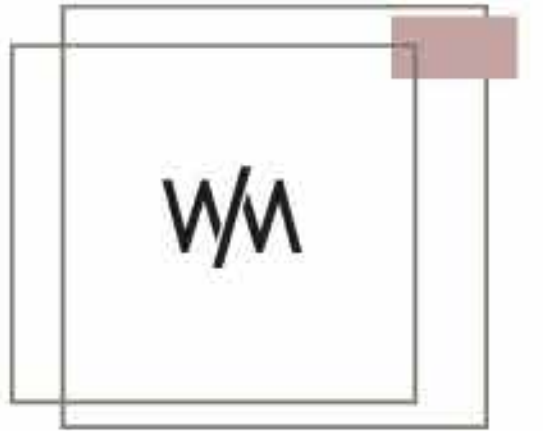
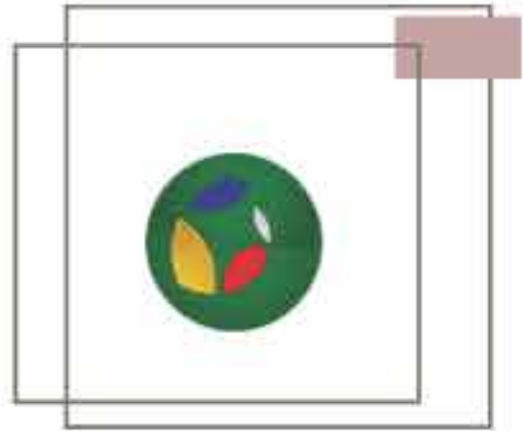


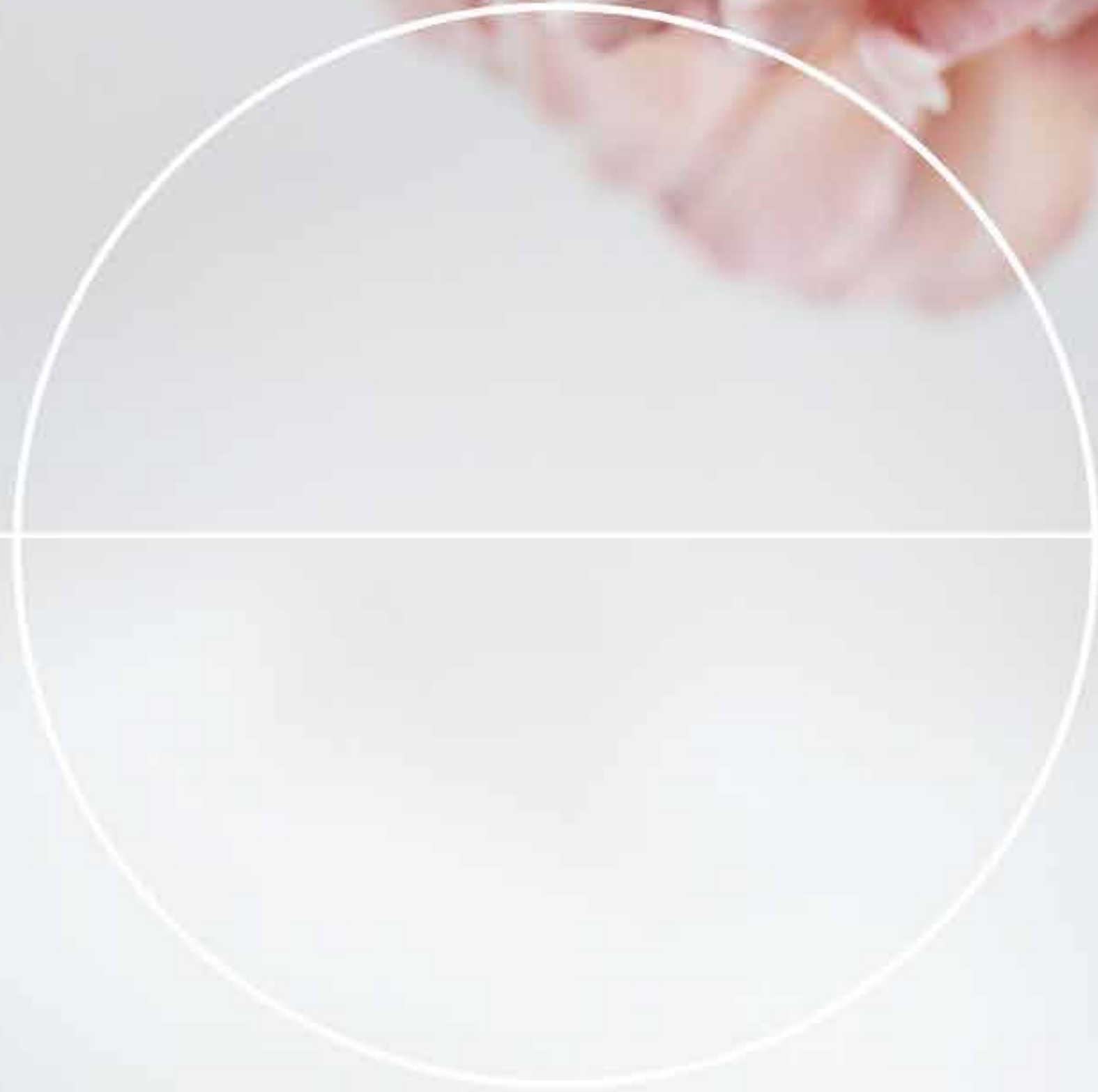
MANAGING DIRECTOR

Her drive is rooted in providing creative and strategic insight into new market initiatives, offering innovative techniques that drive efficiency for her clients to understand the bottom line. Yasmine has over Ten years' experience and knowledge in Corporate Operations and Project Management.



CLIENTS





SERVICES



Event Management Expertise

Our event management expertise is a fusion of creativity, logistical precision, and client-centric synergy.

Our solutions and services focus on:

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- Event Planning and Management
- Venue Selection and Management
- Logistics and Technical Production
- Guest Management and Communication
- Catering and Entertainment Management
- Onsite Management
- Event Reporting and Evaluation

Revolutionize your corporate events with Expert Event Admin Support!

Tired of budget overruns and administrative headaches? Say goodbye to event planning stress! Our tailored service ensures precision in cost management, transparency, and efficiency at every stage.

Comprehensive Event Costing

We don't settle for one option. Get three quotes per item to make informed decisions.

Streamlined Procurement

Align payment processes seamlessly to save time and resources.

Detailed Cost-Effectiveness Report

Receive a crystal-clear breakdown of costs, empowering you to stay on budget without compromising quality.

Bonus

Facilitate efficient payments through a single vendor onboarding process, reducing admin burdens for your team



ELEVATE YOUR EVENT TO EXCELLENCE IN JUST 20 DAYS!

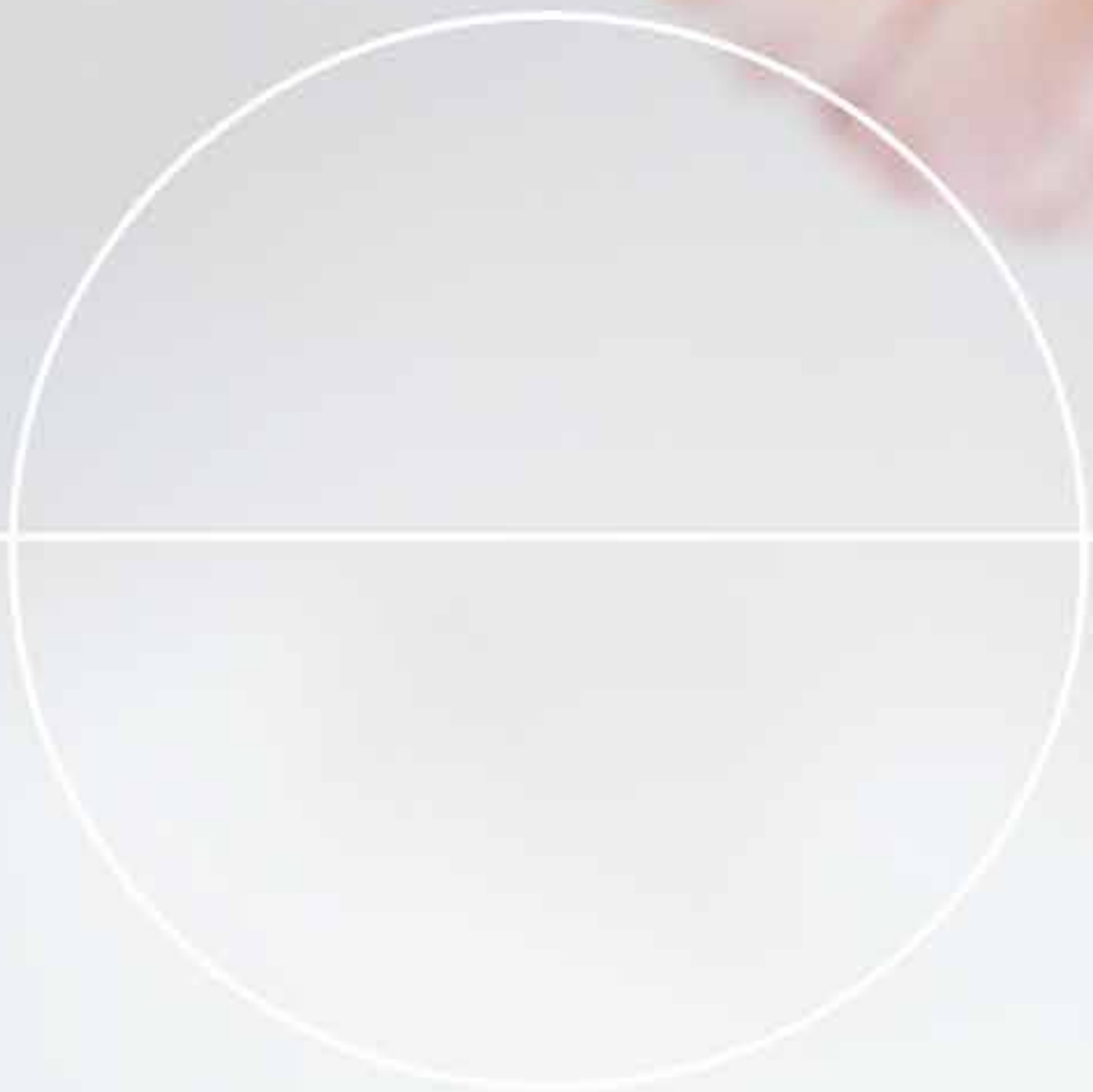
Ready to host an unforgettable conference or event? Look no further!

Our 20-Day Cycle: A Blueprint for Success

Collaborate with us to create an extraordinary conference experience that leaves a lasting impression. Contact us today for a comprehensive blend of research, analysis, communication, strategy, networking, adaptability, and collaboration - the core competencies that set us apart in conference production services.

Step-by-step, we elevate your conference production in just 20 days. From topic brief meetings to a speaker acquisitions, every detail is meticulously planned to create an event that resonates.





Referral Letters





THE PRESIDENCY: THE REPUBLIC OF SOUTH AFRICA
Private Bag X1020, Pretoria, 0001

TO WHOM IT MAY CONCERN

This is to inform you that Mercatique Consulting, under the leadership of Ms. Yasmine Kazadi, participated in the 15th BRICS summit hosted in Johannesburg from 22 to 24 August 2023.

The project involved menu development, wine pairing and selection, as well as the management of Chef Wandile Mabaso and Sommelier Mr. Xolani Mancotywa for the following events:

- Leaders Retreat Hosted by His Excellency, President Ramaphosa: 15 Guests
- State Banquet hosted in conjunction with Naspers: 380 VIP guests
- China Round Table Hosted by His Excellency, President Ramaphosa and His Excellency Xi Jinping: 15 Heads of State, 70 Media guests, and 30 Support staff

Mercatique Consulting, led by Chef Wandile and Xolani Mancotywa's teams, also developed Standard Operating Procedures (SOP) for waiters and butlers. These procedures were developed to ensure that proper protocol is followed when serving Heads of States and VIPs, and that it showcases South Africa's hospitality to the esteemed guests.

Given that the primary clients were Heads of State from BRICS countries and other foreign dignitaries, the summit required a team capable of operating at a strategic level in planning catering activities. Ms. Kazadi successfully planned and managed the scope of work for the above listed events.

In my opinion, I would recommend Mercatique Consulting for any high-level event in the hospitality and catering industry, as they possess the necessary skills to fulfil clients' requirements with professionalism and integrity.

Sincerely
Ms Khusela Diko
Chief Director: Events, Protocol & Ceremonial Services
Chairperson: 2023 BRICS Banqueting Work Stream
Date: 23 October 2023



GAGASI HEART MEDIA GROUP

Pirrell Farm (Block F) 164 Katherine Street, Barlow Park
Sandton, 2148
010 442 5231
ghmediagroup.co.za

11 January 2024

To Whom it may concern,

I am writing this letter to endorse Mercatique Consulting for their exceptional event management services during our Women in the Driving Seat event on August 24, 2023. The team at Mercatique Consulting demonstrated unwavering dedication and professionalism, making them a top choice for future event management needs.

Mercatique Consulting flawlessly managed a wide array of services, including conceptualizing the event, overseeing supplier management by sourcing, and coordinating with suppliers, providing comprehensive supplier briefs, and handling timely and accurate supplier payments. Moreover, their efficient management of the event RSVPs and meticulous curation and approval of the menu for the day were outstanding. They also played a pivotal role in ensuring a visually stunning decor setup that impressed all attendees.

Based on my experience, I truly recommend Mercatique Consulting for any high-level event. Their exemplary skill set enables them to consistently meet client requirements with unparalleled professionalism and unwavering integrity.

Thank you for your attention to this matter. Should you require any additional information or have further inquiries, please do not hesitate to reach out to me.

Yours sincerely,

Kind Regards,

Ziphelele Ndokweni
Customer Experience Marketing Manager
GH Media Group

GAGASI HEART MEDIA GROUP (PTY) LTD REG NO: 2014/001524/07

Director: Rene Shuttle
Pirrell Farm (Block F) 164 Katherine Street, Barlow Park
Sandton, 2148



ABInBev



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The South African
Breweries (Pty) Ltd
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56 Grosvenor Road,
Bryanston, 2192
PO Box 782178
Sandton
2146
South Africa

30 November 2017
Ms Yasmine Kazadi
Mercatique Consulting, Managing Director

Per email

RE: APPRECIATION OF SUPPORT FOR THE SAB ENTREPRENEURSHIP PROGRAMME ROADSHOW

Dear Ms Kazadi,

We wish to extend our gratitude for your partnership with us on our SAB Entrepreneurship Programme roadshow.

Through our inaugural national roadshow as the collective umbrella for our four entrepreneurship development programmes (SAB Foundation, SAB KickStart, SAB Thrive Fund, SAB Accelerator), we have successfully delivered SAB's biggest search for entrepreneurs that we are looking to support. For this, we have you to thank as a partner as we were able to unite to tend to the needs of aspiring entrepreneurs.

We greatly appreciate that through our partnership, our roadshow visited 8 national townships, 5 national provinces and engaged with close to 1300 aspiring entrepreneurs. We thank you for delivering a commendable service of managing these activation events.

What we are most proud of is the outcome of this roadshow, which was the onsite support to entrepreneurs to apply to our programmes for the 2018 intake.

As today is the final day for applications, we look forward to sharing with you the overall results of our applications in the next few weeks.

We wish to thank you and the support of your team for the agile and succinct delivery of this intervention.

As we begin preparations for the 2018 programme rollout, we look forward to future collaborations with your organization.

Yours Faithfully,

David Hauxwell
Vice President, Procurement Africa
AB Inbev
Email: david.hauxwell@abtmiller.com
Phone: + 27 (0)11 881-8858

Directors
W H Rogie, R D Bromcock, A Qizwa, L Swartz, D Koo
Company Secretary D Pash
Reg. No. 1990/006775/07



A proud part of the
ABInBev family

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PO Box 782178 Sandton 2146 South Africa

Yasmine Kazadi
Managing Director
Mercatique Consulting
yasmine@mercatiqueconsulting.co.za

June 2019

To whom it may concern

I am the Senior Director: Corporate Affairs at Anheuser-Busch InBev and would highly recommend the Event Management services of Mercatique Consulting under the management of Yasmine Kazadi.

Mercatique Consulting has created and successfully implemented several Events, for our Business Unit, including the successful implementation of our participation at the 2018 Africa Investment Forum Cocktail Function.

As the Cocktail Function Sponsor, Yasmine and her team successfully executed our participation at the forum that hosted over 600 African delegations. As a critical stakeholder to the hosts of the Africa Investment Forum, it was pertinent that our corporate image was maintained. The nuances and protocol that comes with managing the large scale event came with many details and requirements that needed to be achieved with attention to detail.

The Mercatique Consulting team managed to conduct the needs of our sponsorship and the needs of the delegates that resulted in a successful event. The Business Unit and our Stakeholders well received the execution from Yasmine's team.

I would recommend Mercatique Consulting for any activations and events management needs for your business.

If you have any further questions, please feel free to contact me. Regards,

Yours Sincerely

ZOLEKA LISA
SENIOR DIRECTOR: CORPORATE AFFAIRS

Directors
J A Soane Dabna, R Hazemola, A S Parrey, D T Rousselle, L A Swartz, A Quayle
Company Secretary D Pash
Reg. No. 1990/006775/07

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Phone: +27 10 546 1711 | WhatsApp: +27 83 000 7100
Email: info@thebizplug.co.za | Web: www.thebizplug.co.za



TO WHOM IT MAY CONCERN

I am writing to highly recommend Mercatique Consulting for their outstanding end-to-end Project Management work on the Rural Supplier Skills Development program with the Wholesale & Retail SETA (W&RSETA) and The Biz Plug. Under the exceptional leadership of Ms. Yasmine Kazadi, Mercatique Consulting has demonstrated exemplary project management skills and a deep commitment to the success of the program.

Throughout the project, Mercatique Consulting played a crucial role in various aspects, including the recruitment of **1000 youth in Rural Mpumalanga, Free State, and Limpopo**. Their expertise in coordinating the recruitment process and hosting recruitment days for learners applying to the program was invaluable.

Mercatique Consulting played a vital role in the closeout of the program, creating a comprehensive and insightful report based on the monitoring and evaluation of the program. Their ability to analyze data and provide meaningful recommendations for future improvement demonstrated their expertise and commitment to delivering exceptional results.

Based on our experience working with Mercatique Consulting, I have no hesitation in recommending their services. Their professionalism, attention to detail, and dedication to achieving results make them an ideal partner for any project management needs.

I am confident that they will continue to excel in their future endeavours.

Kind Regards,

Selebogo Molefe

Managing Director

The Biz Plug

What is The Biz Plug?

A SETA & SETA-registered SMME focused, client-led, impact-driven venture builder that works closely with various organisations (large & small in size), creates & grows entrepreneurs based in township and rural economies across SA in building sustainable enterprises and an ecosystem with South Africa's National Development Plan (NDP) 2030 (2022) pillars (growth, jobs, environmental, social, and economic) and the United Nations' Sustainable Development Goals (SDG). We believe it is possible to build thriving business using sustainable principles based on African Ubuntu philosophy. We believe that through resilience and tenacity, we can build a more equitable, inclusive, and sustainable future for all. We believe in the power of community and that we can build a better future together.

Office: 108 Bessie Drive, Soweto, Johannesburg, K. Rep.
Phone: +27 10 546 1711 | WhatsApp: +27 83 000 7100



060 405 3092
chair@saatog.co.za
www.saatog.co.za

October 22, 2023

To whom it may concern

I am writing on behalf of the South African Association of Trainees in Obstetrics and Gynaecology (SAATOG) to express our sincere appreciation for the exceptional event management services provided by Mercatique Consulting for our recent SAATOG Research Symposium in March 2023.

SAATOG is dedicated to advancing the field of obstetrics and gynecology training and education in South Africa. We work closely with our parent organization, the World Association of Trainees in Obstetrics and Gynecology (WATOG), which serves as the global network for young obstetricians and gynecologists.

Mercatique Consulting played a crucial role in managing our symposium, which was instrumental in its success. The team exhibited professionalism, meticulous attention to detail, and a profound understanding of our sector, resulting in a seamless and memorable experience for all participants. Your understanding and expertise greatly contributed to the growth and success of SAATOG. The contributions made by Mercatique Consulting to the SAATOG Research Symposium in March 2023 will be remembered and appreciated for years to come.

Your commitment and expertise have been invaluable to SAATOG, and we are grateful for the level of service provided.

Sincerely,
Dr. Nancy Tshala Kazadi
Co-President
SAATOG

Thank You,



SEND US A BRIEF

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South Africa But Virtually Everywhere