



Company Profile

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www.crmenterprise.co.za



Ready To Serve You With Excellence

About Us ●

CRM Enterprise is a fast-growing, ethically driven promotional merchandise provider in South Africa, led by a woman entrepreneur, with a strong emphasis on rapid delivery, affordable pricing, and bulk-branded corporate solutions. Backed by strong social media engagement and a reputation built on referrals and service excellence, the company is strategically positioned for clients seeking supplier diversity, and community impact.

Company Overview ●

CRM Enterprise (Pty) Ltd is a specialist provider of comprehensive branding solutions, committed to fast turnaround times, competitive pricing, and personalised customer service.

Established in **November 2018**, the company is **100% Black woman-owned** and holds a **Level 1 Broad-Based Black Economic Empowerment (BBBEE)** certification. Founded and led by a visionary woman entrepreneur, CRM Enterprise places a strong emphasis on transparency, partnership, and a commitment to continuous improvement across all operations.

Proudly **township-based**, the business operates from **Klipfontein View in Midrand, Johannesburg**, and is deeply invested in contributing to **local economic development** through inclusive growth, empowerment, and sustainable job creation.



Ownership & Leadership ●

Connie Matlejoane is the Founder, Chief Executive Officer, and Business Development Manager of CRM Enterprise. A seasoned marketing professional and entrepreneur, Connie is directly involved in the company's day-to-day operations, client relations, and strategic direction.

Connie began CRM Enterprise with minimal resources—a desk, laptop, cell phone, and funding from her provident fund and small grant from her former employer Aruze Gaming Global. Through resilience and determination, she transformed the business

into a sustainable and growing enterprise that employs youth from her local township community and serves clients across various sectors.

In addition to her leadership role at CRM Enterprise, Connie Matlejoane is the Founder of the Leruo Foundation, a registered non-profit organization dedicated to empowering South African youth entrepreneurs. Through the foundation, she leads the Leruo 10-Month Changemakers Incubation Programme, which provides structured mentorship, grassroots business support, and training workshops designed to equip young entrepreneurs with the tools and skills needed to build sustainable enterprises.



Qualifications & Professional Background ●

Connie Matlejoane brings more than 20 years of expertise in branding, business development, and sales. Her professional journey began in the gaming and hospitality sector, where she gained extensive operational and customer service experience through various roles at Gold Reef City Casino, Montecasino, and Aruze Gaming Global.

Academic Qualifications:

- BCom in Marketing and Management Science – IMM Graduate School
- National Certificate in Business Management – University of Johannesburg
- National Diploma in Tourism Management – UNISA
- Additional certifications in taxation, payroll, and business management from the University of Cape Town and other institutions

Services & Solutions ●



1. Branded Promotional Merchandise

We offer a wide range of high-quality branded products tailored to elevate your brand identity.

Our offerings include:

- Branded Corporate Apparel
- Custom-branded Merchandise and Corporate Gifts
- Executive and Promotional Gifts
- Personal Protective Equipment (PPE)
- Indoor and Outdoor Signage



2. Vehicle Branding & Wrapping

Transform your company vehicles into mobile marketing assets through our comprehensive vehicle branding and wrapping solutions.

Ideal for:

- Corporate fleets
- Promotional campaigns
- Increasing brand visibility on the move



3. CRM Connect

An extension of our business support services designed to empower small businesses and entrepreneurs.

CRM Connect provides:

- Internet café and digital access services
- Small Business Support and Admin Services
- Company Registration Facilitation and Guidance



Unique Value Propositions ●

Speed, Price & Care:

Their competitive advantage lies in a combination of exceptional responsiveness efficient delivery, cost-effectiveness, and high levels of customer service.

Women-owned & BBBEE Level 1:

Aligns with Broad-Based Black Economic Empowerment (BBBEE) requirements and ideal for clients seeking supplier diversity and compliant suppliers.

Community Empowerment:

Actively employing and training youth from the local township.

Adaptive Capability:

Flexible service delivery, able to accommodate last-minute orders and low quantities.





Top Clients & Market Reach

Targeting corporate clients and organizations needing **bulk branded merchandise**, CRM Enterprise positions itself as a reliable partner for businesses looking for branded products and promotional solutions. The focus on branded orders (rather than individual items) makes the company a logical supplier for institutional and corporate volume orders.

CRM Enterprise proudly serves clients across South Africa, with a reputation that extends well beyond its Gauteng base. While we do not publicly disclose a dedicated client list, our clientele includes a diverse range of corporate and institutional customers across multiple sectors.

Our strong market presence is continually reinforced through:

- Ongoing referrals from satisfied clients
- Active participation in industry and networking events
- High levels of repeat business from local and national organisations

Sources such as womenontop.co.za and Skills Portal have highlighted our consistent engagement and impact across the country.

Vision & Growth ●

Driven by a passion for excellence and community development, **Founder and Managing Director Connie Matlejoane** envisions the establishment of a **state-of-the-art branding facility and showroom** within her local township. This future facility will serve as both a production hub and a creative space, showcasing a wide range of branded merchandise, corporate gifts, and promotional solutions.

In addition, plans are underway to launch a **walk-in PPE retail store**, designed to meet the urgent and on-demand needs of clients, particularly small businesses and local organisations that require quick access to essential safety gear and equipment.

Through these initiatives, CRM Enterprise is not only positioning itself for sustainable growth but also contributing to **township revitalisation, entrepreneurial empowerment**, and the creation of **local employment opportunities**.

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