



**Urban**  
COMPLEX MEDIA

**PROFILE**

# Company Background

Urban Complex Media is a young and highly creative media communications services' company specialized in corporate communications. The company was established 2015/304367/07 and its 100% black owned. The organizational structure includes technical teams with Creative and Marketing Director, Video Production Director, Director of Photography; Sound Engineering Department, TV Broadcasting Director, Project Manager. We aim to enhance our client's branding visibility through creating world class communications quality standard that will be disseminated on multiple media platforms to reach the widest audience possible.

## Mission

Offer highly creative and competitive quality Media communications services and Broadcasting Production that aim to enhance visibility and distinction to all businesses from small, medium and large sized creating consumer's adequate awareness to meet the fulfilment of needs of goods and services available in the market.

## Vision

Youth empowerment through job creation and progressively apply advanced media information technology solutions aiming to remain competitive and achieve sustainable growth and efficiently deliver world class quality standard products and services nationwide and enlarge the current presence of our brand internationally.

## Values

- Ethics
- Positive attitude
- Adding Value to our Customers
- Commitment/ Accountability/ Responsibility

# Our Services

## Video services

- Corporate Video services
- Online broadcast video Services
- Film & Television
- Event video Services
- Video crew & videography
- Corporate Training video services
- Arial video Services
- Induction Videos



## EDITING AND FX

- Broadcast Graphics
- Green Screen
- Offline/Online Editing
- 2D / 3D Animation Studio
- Motion Graphics
- Final Cut Pro X, Avid, Premier



## WEBSITES

- Website Design and Implementation
- e-Commerce Solutions
- Product or Micro Sites
- Hosting & Maintenance
- Software Development



## ADVERTISING SOLUTIONS

- Corporate Identity
- Design and Printing
- Strategic Planning
- Public Relations
- Brand Activations



# Project Management Plan

Project management is the discipline of planning, organizing, and managing resources to bring about the successful completion of specific project goals and objectives. It is often closely related to and sometimes conflated with program management. A project is a temporary endeavor, having a defined beginning and end (usually constrained by date, but can be by funding or deliverables), undertaken to meet particular goals and objectives, usually to bring about beneficial change or added value.

The temporary nature of projects stands in contrast to business as usual (or operations), which are repetitive, permanent or semi-permanent functional work to produce products or services. In practice, the management of these two systems is often found to be quite different, and as such requires the development of distinct technical skills and the adoption of separate management.

The primary challenge of project management is to achieve all of the project goals and objectives while honoring the preconceived project constraints. Typical constraints are scope, time, and budget.

The secondary and more ambitious challenge is to optimize the allocation and integration of inputs necessary to meet pre-defined objectives.

## Our team

### 1. Ernest Sithole – Founder & creative director

Ernest Xolani Sithole is a young dynamic, highly creative and technically proficient videographer with over 7 years in the Film, TV and Video industry of South Africa. He is knowledgeable about all aspects of video production from preproduction, production and post production, with a diploma in broadcast engineering. He is extremely skilled in camera operations working with high end cameras such Black Magic, Arri Alexa, Red Camera as well as DSLR Cameras. He is also a first class editor who edits on Adobe Premiere CC and motion graphic design using Adobe After Effects, His vision is the desire to live and operate urban complex media within God's will.

### 2. Aaron Phiri – Marketing & Communications

Aaron Phiri is creative and dynamic passionate media practitioner with 16 years experience in the Film, TV and Video Industry. He is a multi talented individual who is able to function in the capacity of Director, Producer, Camera Operator, Scriptwriter and Video Editor. His motto is "Excellence is the only option" and his dream is to see Urban Complex Media become the number one media company in South Africa.

### 3. Dinis Banze – CFO & Operations Director

As an individual my personality is driven by key values and principles being integrity, ethics, accountability, career goals oriented and high sense of responsibility which include comprehensive and sound professional skills acquired over 16 years working experience in different areas of Finance as Senior Financial Accountant and Manager in multinational large organizations, with relevant academic skills and competences and supplementary corporate trainings attended. Notwithstanding the positive attitude consisting in continues knowledge seeking in harmony with sound team working ability as well as challenge overcoming skills, effectiveness in communication of new organization goals setting, business growth evaluation on short, medium and long term basis.

#### **BEE Policy**

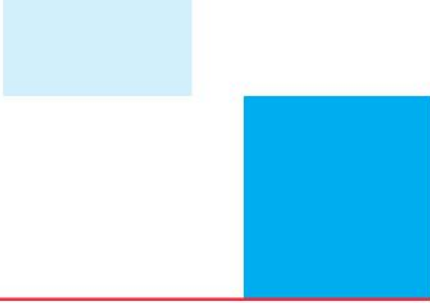
Expand the corporation to provide opportunities that will present (PDI's) Previously Disadvantaged Individuals with the option to benefit as majority shareholders.

If possible to utilize companies that are at a minimum 50% Previously Disadvantaged Individuals owned. To simultaneously employ the services of Previously Disadvantaged Individuals sub – contractors within the corporation, training and mentorship as we grow from the skills acquired from our Mentors.

#### **Corporate Governance**

The Management is committed to the proper administration of the business to the highest business ethical norms, governing laws of South Africa and Business Ethical Codes of our respective customers.

Various control measures are in place to ensure that the appropriate policies, procedures and laws are adhered to including the core elements as identified by ourselves within the industry



# Company Contact Details

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REG.NO:  
2015/304367/07

