

# NU-BREED ENTERTAINMENT

PROFILE



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TIN: 100 553 350

# BACKGROUND AND INTRODUCTION

Based in Manzini, **NU-BREED Entertainment** is a company that embraces life within you. Our aim is to create an experience that goes beyond expectations. We are a one stop shop fully equipped to produce a range of events from conception to completion. Fueled by passion and BIG ideas, **NU-BREED** provides customized, strategic event experiences where guests connect with our clients' brands and products in ways that are personally relevant and memorable.

Our approach is mainly focused on the customer's needs and the quality of service. Our team offers the creative vision, professionalism and expertise to create the best –with a constant eye towards detail, quality, originality and results. We aim for your targets and offer extended service to all our clients to build a relationship of a lifetime. With time we intend to establish our service

Many businesses in Swaziland lack flare in developing innovative advertising, blending marketing principles and methodology in the modern dynamic business context. The increasing costs of advertising has outstripped consumer price index based inflation for many years; media fragmentation, high input cost in terms of new technology, general advertising clutter and the expense of running advertising campaigns have all contributed to the rising costs of getting the company/clients or brand/service known or recognized in the market place.

**Nu-Breed Entertainment's** core business is to provide affordable entertainment based and hire services to companies and the nation at large. Our business model is based on the network of professional individuals who are always striving to produce and deliver the best services to our clients. In the past 5 years of operation the company has been privileged to be involved, manage and or organise amongst other events the following events for many organizations:

- **Futis Chicken Cottage** – Matsapha branch launch
- **Swaziland Beverages** – promotions (castle lager, castle lite, sibebe etc)
- **Conco Swaziland** – family fun days
- **Swaziland National Housing Board** – health and wellness programs
- **AIDS Healthcare Foundation** – International Condom Day, World AIDS Day, Mass HIV testing campaign, Fast Track program with CHAI
- **PSCHAC** - men's health program 2012
- **Ngwane Mills** – Long Service awards
- **Swaziland Milling** – end of year staff party
- **Getmed** – promotional road shows with Pelepele Arts Group
- **First National Bank** – end of year and farewell function
- **Time Caterers** – health institutions sports day
- **Matsapha Town Board** – farewell function
- **URC-CHS** – World TB day (Mpaka Refugee camp)

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“Vision is the art of seeing the invisible.”

— Jonathan Swift

# BACKGROUND AND INTRODUCTION

We have experience in community based programs as we have worked with Aids Healthcare Foundation (A.H.F) and Clinton Health Access Initiative (CHAI) under the FAST TRACK program in mobilizing people in the rural areas through sports and games to get tested for HIV, treatment literacy and condom distribution. We are currently in a long term contractual agreement with Matsapha Central Bar famously known as Umhlambanyatsi Bar to manage all the entertainment at the establishment. We do club nights every weekend with our renowned DJs.



“Whatever the mind can conceive and believe, it can achieve”  
-NAPOLEON HILL

Entertainment plays a very huge role in bringing people together with music accompanied by live presentation. People concentrate whilst at the same time enjoy the information they receive about the whole event and the subject being put forth. This is the model that has been proven to work all over the world especially when you are dealing with low and middle aged people which influence changes in policy and social practices in the communities irrespective of family, community, cultural or religious barriers. It is through this strategy that information is easily spread amongst people in the marginalized communities and the general population.

With its brand name as an emerging, preferred service provider, NU-BREED ENTERTAINMENT is in a position to deliver the service aligned with the expectations of many clients and establishments, and create an everlasting footprint in all events and projects we are involved in.



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# BACKGROUND AND INTRODUCTION

Your preferred service provider



“The one who cannot see your vision will be blinded by your mission.”  
-Habeb Akande







## MISSION

To serve, protect, develop, provide innovative research & development in the entertainment industry, marketing and promotions or rather branding through our innovative service delivering, personalized and convenient business solutions with guaranteed world class customer service.

## VISION

To be the media and entertainment company of choice in Swaziland and stretching to neighboring countries by delivering effective and competitive services through research and business development in the entertainment industry.

## VALUES

-  **QUALITY** - We work hard to achieve positive results and we are proud to stand behind the quality we deliver.
-  **CUSTOMERS** - We listen to our customers to understand and meet their needs.
-  **TEAMWORK** - We respect one another and archive more by working together across CSR.
-  **PASSION** - We work with passion, act professionally and have FUN while doing it.
-  **INTEGRITY** - We always act with integrity through honesty, fairness and accountability to all stakeholders,
-  **INNOVATIVE** - We strive to develop new ideas and continuously improve the way we do business.

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# SERVICES

## WE OFFER FULL SERVICES IN-HOUSE



“Success is the sum of all efforts, repeated day in and day out.”  
- Robert Collier



### MARKETING AND PROMOTIONS

If there is any code we live by; we would describe that as 'innovative'. We have so many marketing strategies that we use in the modern marketing industry. With our marketing principles and our innovative strategies we guarantee the best results in services/brand promotions.

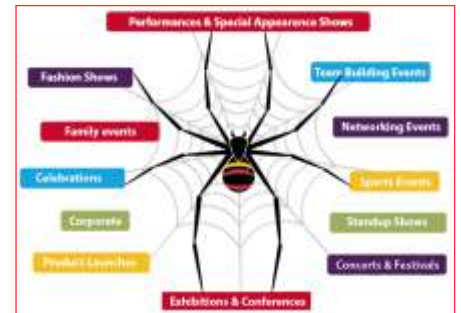
We use the basic principles of marketing and how these apply in our business. These principles include research capabilities, forecast, branding and strategic marketing. The marketing plan all depends on the product/service needs. Research shows that 50% of every advertising works. With this line we will deliver the best campaigns that are effective and measurable to suit the profile of your clients.

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# SERVICES

## **EVENTS MANAGEMENT AND ORGANISING**

Welcome to the future of event planning! Nu-Breed Entertainment brings to the Swazi nation a new breath of air in the event planning market. By combining old fashioned values, going the extra mile, and using cutting edge event-planning software, we lead the market and providing the same quality results, every time.



With great attention to detail, NU-BREED oversees events from inception to completion. We can manage every aspect of an event, including concept, creative, design, direction, artist booking, contract negotiation, strategic marketing/publicity, onsite and supplier management, budget management, sponsorship co-ordination and event delivery.

### **Concept Development**

Working with clients to understand their objectives, NU-BREED is passionate about developing high quality events. WE can develop an event from the initial thought to the reality and manage the brand continuity and direction.

### **Creative Direction**

Not only do we manage events, we also produce and develop the creative direction of the event/show and manage the creative process prior to and on site through stage and production management.

With this service we assist you to plan, manage your budget and co-ordinate all your special events. These include:

- Product/service launch
- Trade promotions
- Road shows
- Parties
- Team building, retreats
- Meetings
- Weddings and receptions
- Nightclub events

and any other event that needs planning. Our team will take care of all the hassles of your event while you relax and make sure that whatever they do is for the best.

The fast pace of the world we live in leaves little time for extra things we would like to do, like plan events, parties, and social get-together. Nu-Breed Entertainment fills the need by being available to take on the burden of planning so that people can spend time on more important things, like family and friends. We guarantee satisfaction in the areas of appearance, performance, and taste.

“Productivity is never an accident. It is always the result of a commitment to excellence, intelligent planning, and focused effort.”  
- Paul J. Meyer

# SERVICES



## AUDIO AND VIDEO PRODUCTION

MARKETING CAN BE DONE IN SO MANY WAYS AS LONG AS IT HAS BEEN TESTED AND PROVEN TO WORK. THIS IS YET ANOTHER WAY TO PENETRATE THE MARKET. WE DO:

RADIO JINGLES  
RADIO PROGRAMS  
NARRATIONS AND VOICE OVERS  
MUSIC PRODUCTION  
TELEVISION PROGRAMS  
FILMS  
DOCUMENTARIES  
TELEVISION ADS AND SLIDE SHOWS  
ALL AUDIO/VIDEO BASED PRODUCTIONS

ALL THESE HAVE A GOOD RECEPTION TO THE FINAL CONSUMER. WE PRODUCE ALL THESE IN OUR

## DUPLICATION / TRANSCODING



We are not limited to our audio and video production as we do music videos, weddings, parties, corporate functions, documentaries, tours, musical albums and many more. All our productions are of international quality thus making sure our clients are happy with our work.

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The future belongs to those who see possibilities before they become obvious."

— John Scully





# SOUND & STAGE HIRE

We are a Entertainment and Audio Visual hire company specialising in the hire of professional sound & lighting equipment We are committed to providing a high quality, no compromise service complemented by the very best equipment and great prices.



## **Full Technical Support**

We can provide whatever support you require. If you just want PA hire at a low cost price we will provide you with a great quote. However our technicians always come along handle the whole event for you. We deliver the equipment, set it up and provide full technical support throughout the event.

## **Complete Commitment to Meeting your Needs**

If there is any kind of audio service you want that isn't covered on our profile, please contact us to get assistance and a custom quote. We will always endeavor to meet whatever needs you have, and will happily take the time to give you a free quote. All of our equipment is of the highest quality so you can be assured of the best service available.

The only good system is a SOUND SYSTEM.

- Anonymous



There is no bad thing like having an event with a very poor sound system, squeaks and cut-offs. We have the solution to that with our affordable high quality sound system. We do stage setup, stage backdrops and special effects with audio-visual equipment.

No event is big or small to us. We cater for **meetings, campaigns, parties, gigs, family gathering, thanks giving, weddings, corporate functions, night clubs** and many more. Whenever you need a sound system, we are always here for you.

Without us, there's no fun and dignity in your event.

*We are the sound system people.*





# GRAPHIC DESIGN



We offer affordable yet quality graphic design that can help promote your business, product, or ideas. Our own in-house graphic designer will ensure your creative and design needs on your budget and level. We translate your thoughts and ideas into creative graphic designs that bring out superior results. We ensure that our creativity is not run-of-the-mill, but stresses on creating custom graphics that work to your advantage.

## WHAT WE CAN DO FOR YOU;

- Business cards
- Company logos
- Brochures
- Fliers / posters
- Letterheads
- Signage
- CD inlays
- bookmarks
- Business forms
- Labels
- Menus

“There are three responses to a piece of design - yes, no and WOW! Wow is the one to aim for.”

— Milton Glaser

# ARTIST BOOKING AND MANAGEMENT

We support, guide and manage outstanding new acts in the entertainment industry. We bring together our skills in what will be the new vision for the arts world: a fast moving, effective and streamlined company equipped to deal with diverse projects and artists either for general management, project management or consultancy. We hope our straightforward, honest approach and skill-sets will compliment those of our clients. We not only get you the artist you need but also work closely with you to figure out the best suited artists and performers to make your event highly successful.



We pride ourselves in providing to clients clear projections about what the future holds for the artists we work with. We believe in providing value over the long term, for both the client and the artist. Our focus lies in identifying and nurturing the talents of tomorrow, thereby providing tremendous mutual value to our clients and to the brands they work with. Our wide range of network helps to provide a complete solution of managing professional artists.

We are in a continuous process of conceptualizing LIVE events and are building or database of professional artists and vendors. We also aim at providing a platform for fresh talent. We help you to make your event a great success with different performances of artists as per your requirement and budget. We provide artists management services in all categories ranging from:

- Singers
- Dancers
- Bands
- Djs
- Comedians
- Theater groups

You name it, we get it for you.

“Every artist was first an amateur.”

— Ralph Waldo Emerson

**CONTACT US**



FOR ALL YOUR EVENTS MANAGEMENT & ORGANISING, SOUND HIRE FOR ALL FUNCTIONS, DEEJAYING FOR ANY EVENT, MARKETING AND PROMOTIONS, AUDIO & VIDEO PRODUCTION, GRAPHIC DESIGN, ARTIST BOOKING AND MANAGEMENT E.T.C

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