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When you're thinking big, you can't rule anything out. That may sound like a tagline from an action movie, but it's exactly the attitude that Simang has to acquiring and transforming businesses.
**THE SIMANG GROUP** story is one that cannot fail to inspire, especially as Africa becomes an increasingly rich locale to do business. The founders consist entirely of previously disadvantaged black South Africans, who proudly emerged from adversity, to establish successful businesses. These were eventually combined, giving rise to a highly regarded, ambitious and vibrant holdings company.

**Forward thinking**

The company was officially formed in 2008, after the heads of the different businesses realised that they shared common targets and by pooling their talents and recourses, could create a formidable enterprise. It’s a decision that they’ve never regretted.

Among the business people who merged their existing interests are Chairperson Stephen Paddy, CEO Andrew Masongwa and COO Lawrence Maram. Each has brought a combination of experience, drive and dynamism that has seen the company expand rapidly over the last three years.

As an up-and-coming investor the company’s primary goal is to monitor the market in a number of sectors and identify businesses that show potential and could eventually be galvanised. The next step is to enthusiastically purchase majority shares in those viable businesses and add them to the holding company’s major acquisitions. Once the deal is complete, Simang sets about transforming the companies by applying its successful business strategies to
the new projects, instigating growth and achieving healthy profit margins.

Its accumulation of these interests is a clear indication of the ambition and versatility that has become Simang’s trademark. The companies, although in different industries, are inseparably linked by Simang’s modern approach, passion for quality and embracing of technological advancements. This refreshing approach may well land it the platinum-rating it so desires.

In addition, Corporate Social Investment is one of the core activities within the overall strategy of Simang Group. Indeed, the company has a number of Corporate Social Investment initiatives already running, including its prestigious position as patron for the Gauteng Education Department Top Student Awards.

Variety is alive

Over the last few years Simang has compiled an impressive portfolio. It controls a whole host of companies from sectors as varied as job recruitment, consumer electronics, property development and consumer electronics. It has even taken to the skies recently by claiming a 30 per cent equity stake in the largest business aviation company in Africa, ExecuJet. With a charter fleet of over 50 aircraft, ranging from turbo props to intercontinental jets, and world class facilities at Lanseria International and Cape Town International airports, ExecuJet South Africa is widely regarded as the market leader in this industry.

It also has a number of subsidiaries, all with a Group AAA Empowerdex rating. These include Simang Developments Ltd., Simang Logistics
Chairperson Stephen Paddy reflects on Simang’s progress. “Our combined experiences and background have given us a great desire to succeed at this level of business and to thrive in an exciting and rewarding environment,” he enthuses. “On a daily basis we try very hard to stick to our entrepreneurial roots so, if there is an opportunity with a new client, or to expand the business with an existing client; we approach it wholeheartedly. The spirit within the business is very much to make things happen.”

You get what you put in
Throughout its continuing expansion Simang has operated an adventurous, inspirational and highly effective recruitment policy, which has an obligation to employ people from less fortunate upbringings. The company has discovered that by providing opportunities that its founders enjoyed, individuals from similar circumstances will invariably deliver enthusiasm, professionalism and hard work. It has witnessed this method becoming a great foundation for the company and an enhanced service for its clients.

“The most rewarding aspect of our work,
especially as we are all entrepreneurs, is seeing the seed of Simang starting to flourish. I want to see us continue to grow, do better and get stronger. This requires big personalities, ambitious plans and doing things slightly differently,” says Paddy.

After negotiating the slightly bumpy ride brought on by the global economic crisis, Simang is still in the ascendancy, with a combined workforce of 1,000 people—a figure that is due to escalate by the end of the year. For the next few years the company intends to drive forward and expand, making sure that its companies are profitable, competitive and provide quality products and services.

Even in the chase for supremacy, profits and domination there has always been an unwritten rule in business that you should always remember where you came from. In Simang’s case they never forgot. **TABj**