

ISSUE 1, DEC 2023

# KEANEEO TIMES

PROPELLED VISIONS

## LEGACY BUILDING

the power of  
collaboration

# 2023 @ KEANEEO



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# FOUNDER'S LETTER



Ladies and Gentlemen, it's that time of the year where we audit the past 365 days and hopefully have the courage to account for our contributions to the wins and not so great moments of the year. The importance of accountability comes in handy when you start executing planning for the next step, next phase or reworking what previously didn't succeed.

Our organisation has been blessed with opportunities, resources and stakeholders that kept us accountable throughout the year. Making it possible for us to grow in leaps far beyond our comprehension.

We have experienced remarkable changes in our field of operations, changes that were blessings in disguise because they propelled us to the great heights we are on today.

Our diverse portfolio was inspired by the need to remain competitive, profitable and most importantly to inspire positive change in the spending habits of our community. Financial literacy is at the core of our organisation. We aim to impact change so significant that each customer's journey to legacy building is not only profitable but also sustainable through the lineage which we plan on achieving through instilling the importance of the correct education on financial accountability.

We are truly grateful for everyone who has had an impact on our journey, and we hope you will continue to support our growth. Thank you for the reshares, the likes, and the constructive feedback. We look forward to the elevation.

# THE POWER OF COLLABORATION

One of our driving missions is exposing the cheat code of business collaborations to our community. The African philosophy of *Ubuntu* in modern day commerce to improve our impoverished and under resourced communities we call home.

Call it a barter deal or trade exchange, the essence of the strategy is to use each other's networks, resources, efforts and skill set to execute a project that will ultimately benefit all parties involved. Emphasis on ultimately, because not all profits or monetary value, aka a paycheck will be produced immediately. The key in the strategy is leveraging. Using the project to grow your individual entity from the resources provided for the project.

Our CEO was brave enough to test out the concept through a venture called Sunset Sip N Paint Kaofela.

Our contribution was sponsoring the participation of well-known Influencer @Malumfoodie in the Traditional and Digital Marketing efforts of the event.

The joint effort was able to secure a radio interview with Tshwane FM, menu item sponsorship from Spar Ninapark and exceed ticket sales far beyond expectations.



SCAN ME FOR MORE



At first glance, one would have thought the brand might lack the numbers to pull a crowd, but the joint efforts of every participating party was able to deliver a spectacular occasion. Let's leave you with a question. If a cellphone manufacturer and a network service provider can join forces to provide the same service that benefits them both, what is stopping you from reaching out in your network of people to do the same?

Follow us on socials to check out more of our future collaborations.

# 2023 @ KEA NEO

JAN&FEB



## A NEW ERA

We started off the year with our first delivery in Limpopo Province and supported Mamenemene Biker Club on their fund raising efforts for road to Kururman in support of Madesperado

MARCH&APRIL



## TAKE OFF

Our expansion endeavors were implemented with the launch of our Comprehensive Insurance offering. Making it possible for our clients to have peace of mind over their acquisitions.



MAY&JUNE



## UP IN THE CLOUDS

Our business was blessed with our first Big Body Delivery, the BMW X7 M40D. We also took initiative to expand our horizon by attending VELOCE Special Operation's open day expo showcasing the latest and greatest upgrades, accessories, and modifications available for the various 4X4's and SUV's on the market.

JULY&AUG



## WEALTH STATE OF MIND

Our Wealth talk campaign spear headed us into the second half of the year. A initiative inspired by our mandate to educate on wealth building. The conversation continued on a bigger scale when our CEO accepted the invitation to share he's expertise on KayaFM's Point of View hosted by Phemelo Motene.

SEP-OCT



## M<sup>2</sup>

Spring welcomed us with new relationships. We delivered what would be the first of many Mahindra Bakies, the most under rated, workhorse vehicle to hit the market. We wrapped up the month of October with delivering the ultimate luxurious Mercedes Benz V Class.

NOV-DEC



## GRATEFUL

The last 60 days of 2023 have been nothing short of excitement, dedication and propelled interactions. From our collaborative efforts to our almost daily deliveries. We have been truly blessed and remain grateful!



# LEGACY BUILDING

Let's discuss generational wealth.

What money interactions do you have with your children?

Are the heirs to your throne, to whom you are leaving a living legacy, even left a legacy? What are you teaching them as they grow older and move through life? Are you instilling what we term a Consumer attitude or a Supplier mentality? Is what you're portraying training kids to be huge spenders, or are you teaching them to be frugal with their money? Are you teaching them about saving and investing? Are you passing on generational wealth and sustainability?

It has been argued that consuming is more than just what you eat or put in your mouth.

Consumption, on the contrary hand, is related to the information you take in. What you look at, what you think about, what you expose yourself to in terms of environmental aspects. It is all consumption, as is the type of music you listen to.

So, what are you teaching your children?

Children are going to emulate what you do rather than what you say.

I was just having a talk with my children.

I was teaching them that the power of discipline in everything that you do. I realised that if I'm not teaching my kids how to use money, then what I'll leave to them will be wasted. Do they know that you need to maintain a car whether it's paid off or not? When to change tires, take the car for brake services, the maintenance element of life. If you taught them, to put away money. Even if they get a lump sum of money, they know to spread it evenly so that it lasts them over a term or period not just for the moment.

When we're talking legacies, what comes to mind is, I need to be able to cater to my grandchildren. And not necessarily my immediate children. I need to make sure that whatever impact I'm having right now will influence my grandchildren. That's what we talked about general generational wealth.

Jay Z speaks on topics like buying artwork in his album 444. He reflects on how he should have bought a painting that would have cost 2 million dollars. By the time he gives it to he's kids, it will be worth 4 million dollars. Another example of legacy building is investing in property.

Buy a block of flats, keep it well maintained and it will triple the amount because of the equity in a few years. It's very rare that profit property depreciates depending on the area.

Part of the conversation with my children was getting their perspective on how my entrepreneurship journey has affected them. They shared words that inspire and motivate me through the hard times:

## FROM THE FUTURE LEADERS

"Don't listen to what people have to say, just keep going!"

"Even bad days have lessons in them, learn the lesson, keep it moving don't let the bad day derail you from your dreams!"


"What inspired me from your entrepreneurial journey is if you want it bad enough, you will get it."

These statements are on my wall as we speak, and I can't wait to reiterate them when they venture into their respective careers.

*Jean Swoze*

CEO AND FOUNDER





**TO THE FRANCHISE  
DEALER NETWORK  
AT LARGE**

**TO  
OUR  
FAMILY  
&  
FRIENDS**

**THANK YOU**

**TO  
OUR  
SUPPORTIVE  
SUPPLIERS**

**TO OUR  
VALUED  
CUSTOMERS**



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