



1. INTRODUCTION

What started as a simple idea has grown into a business that creates:

- Memorable event experiences
- Provides employment opportunities
- Contributes to our local economy.

Don't worry I didn't bring cocktails for everyone this morning. But I did bring a business idea that I'd love to share with you.

Good morning to our ***distinguished leaders, honoured guests and sponsors, the Student Governance and Leadership Development team, and lastly, to my fellow student entrepreneurs.***

Behind every successful event is a hardworking team, and I am truly humbled and grateful for the opportunity to stand before you today and share the story of my business.

My name is Rodger Maphutha, Founder and CEO of Freeze's Signature Cocktails.

We have faced several challenges in our business:

- We struggled to find staff who knew how to make cocktails and give good customer service.
- We did not have enough equipment for big events.
- Some staff members would cancel at the last minute or not tell us they were not coming to work.
- We did not have enough uniforms for all our employees (Aprons, Bow ties, and ties)
- Running out of stock before or during an event
- More competition from other cocktail businesses

Solutions to solve these problems:

- On **16 December 2025**, we had a **cocktail training day**. All staff attended, signed their contracts, and learned how to make cocktails and serve customers well.
- We used the budget to buy more **equipment, such as a bar table, cocktail tools, takeaway cups, gloves, and straws.**
- We made **workplace rules**. Staff who miss work without telling us get a **written warning**, and staff who arrive late **face a penalty fee**. This helps everyone be responsible and professional.
- We used some of our business income to buy more **uniforms, including aprons, bow ties, and ties**, so that all staff look neat and professional.
- Our **budget is small, so we only buy stock that we can afford**. After every event, we use some of the profit to buy more stock for the next event.
- We always give good customer service, keep our staff neat, and make high-quality cocktails and mocktails. This helps us attract more customers and stand out from other businesses.

Our target market includes:

- Weddings
- Graduation celebrations, Birthday parties
- Anniversaries, Corporate events
- And other special occasions where cocktail and waiter services are needed.
- We also rent stalls at events, where we pay the stall fee and sell our cocktails to customers.
- In addition, we provide trained waiters and waitresses for VIP areas at events when organisers need professional staff.

What Makes My Business Unique?

- We always make sure our staff are clean, neat, and dressed in full uniform.
- Hygiene is very important to us, so our staff wear gloves when preparing and serving drinks.
- We don't only serve cocktails we also make mocktails for people who don't drink alcohol.
- We also have offer with Platters (Snacks and Fruits)

How We Charge??

One of our main package's costs R15,000. It includes:

- Alcohol
- Mixers and cocktail ingredients
- Fruit and snack platters
- Our transport
- Plastic and glass cups
- Professional cocktail service from our trained staff

Another package is R6500

Our aim is to give every customer great service and make every event special.

Where I stock?

- I stock my drinks and mixtures at **MAKRO** with bulks or combos because that's where i find them affordable

Why do you need this money? Or sponsors?

I need the money because my business is growing. I want to improve our equipment, buy enough uniforms for all employees, and expand our services so we can take on bigger events and give our customers the best experience.

- We want money to be able to travel to different places
- Be able to open class lessons to teach other people to open their business
- Buy ice machine because ice very much needed and it must be efficient, if possible, I can also start another business of selling ice on the other side
- Printing marketing material like banners, flyers, and business cards.
- Buying a branded gazebo or trailer to make the business look more professional.
- Getting business licences or permits, if required.
- Storage space to keep equipment and stock safely.
- Buying a business vehicle to transport equipment more easily because Fuel price increases, making travel to events more expensive

How to find us??

- Instagram, Facebook, TikTok, WhatsApp, Email

We are always ready to answer your questions, take bookings, and help you plan your event. We are available 24/7 to assist our customers.

Conclusion

With **your support and subsidy**, we can grow our business and create more jobs and share knowledge to upcoming entrepreneurs. Because of time, for those who have more questions to ask i will be available, and once again I thank you.