ITHALETHU
MAINTENANCE HOLDINGS
PTY LTD
BUILDING. MAINTAINING. EMPOWERING.

INNOVATION SHOWCASE 2025-2026

BUILDING. MAINTAINING. EMPOWERING.

Reg No: 2025/333139/07

Plumbing - Leak repairs & installations

Electrical - Certified wiring & safety

Painting - Interior & exterior finishing

Building - Repairs & renovations

Cleaning - Commercial & sanitation

Landscaping - Garden & outdoor upkeep

0692905663 | ithalethumaintenanceholding@gmail.com

East London | Buffalo City | Eastern Cape

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ITHALETHU MAINTENANCE HOLDINGS PTY LTD

Reg No: 2025/333139/07
Director: Ayabonga Wili | ID: 9706135897083

ABOUT US
Ithalethu Maintenance Holdings (Pty) Ltd is a 100% black-owned company founded in 2025 in East London. We provide integrated maintenance solutions.

OUR INNOVATION (2025-2026)
One-stop rapid-response model combining 6 trades into one service call. Reduces costs by 30% and downtime. Smart scheduling with Maintenance Log 2025-2026.

WHY CHOOSE US?
- Fast response in Buffalo City
- Certified & safety compliant
- Affordable bundled services
- Local job creation & empowerment
- 2025-2026 Track Record

CONTACT US
East London, Eastern Cape
Cell: 0692905663
Email: ithalethumaintenanceholding@gmail.com
Reg: 2025/333139/07
Slogan: Building. Maintaining. Empowering.

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BUSINESS PLAN 2025-2026

EXECUTIVE SUMMARY

Legal Name: ITHALETHU MAINTENANCE HOLDINGS PTY LTD
Reg No: 2025/333139/07
Founder: Ayabonga Wili | ID: 9706135897083
Location: East London, Eastern Cape
Contact: 0692905663 | ithalethumaintenanceholding@gmail.com
Period: 2025-2026

Ithalethu is a 100% black-owned maintenance enterprise founded in 2025. We solve Buffalo City's fragmented contractor problem.

Innovation: ONE-STOP RAPID-RESPONSE MODEL
- Single call handles 6 trades
- Smart Maintenance Log System (2025-2026)
- Bundled services reducing costs by 30%
- Preventative scheduling

Mission: Building. Maintaining. Empowering.
Vision: Eastern Cape's most reliable maintenance partner.

Market: Residential, SMEs, government, schools, commercial buildings in Buffalo City Metro.

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Company & Director

COMPANY OVERVIEW & DIRECTOR

Company: ITHALETHU MAINTENANCE HOLDINGS PTY LTD
Reg: 2025/333139/07
Founded: 2025 | Showcase: 2025-2026
Director: Ayabonga Wili | ID: 9706135897083
Location: East London, Eastern Cape
Slogan: Building. Maintaining. Empowering.
Contact: 0692905663 | ithalethumaintenanceholding@gmail.com

DIRECTOR PAGE

Name: Ayabonga Wili
ID Number: 9706135897083
Role: Founder & Managing Director
Contributions: Leadership, vision, client relations, finance, strategic growth, quality control.

Innovation Timeline:
2025 Q1 - Registration 2025/333139/07 & market research
2025 Q2 - Team assembly & certification
2025 Q3 - Launch 6-in-1 service model
2025 Q4 - First 20 clients, Log 2025-2026
2026 Q1-Q2 - Scaling, van branding, retention

Core Services: Plumbing, Electrical, Painting, Building, Cleaning, Landscaping - all certified.

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Market & Team

MARKET ANALYSIS & TEAM

Market Need - East London:
- Aging infrastructure constant upkeep
- Municipality backlogs create private demand
- Businesses need reliable SLA maintenance
- 70% complain about unreliable artisans

Competitive Advantage:
- All trades under one management
- 24/7 response in Buffalo City
- Quality guarantee & safety compliance
- Single invoice for multiple services

TEAM MEMBERS & CONTRIBUTIONS

1. Ayabonga Wili - Founder & Managing Director
   ID: 9706135897083
   - Leadership, vision, client relations, finance

2. Operations Manager
   - Scheduling, quality control, supervision

3. Technical Lead - Electrical & Plumbing
   - Certified skills, safety, mentoring

4. Field Team (4-6 members)
   - Cleaning, painting, landscaping, support
   - Local job creation & empowerment

Team brings reliability, diverse skills, local knowledge, strong work ethic, multiple project handling.

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Financials & Growth

FINANCIALS & GROWTH 2025-2026

Reg No: 2025/333139/07

Contact: 0692905663 | ithalethumaintenanceholding@gmail.com

Revenue Model:
- Call-out fee + labour + materials
- Monthly retainer for commercial clients
- Bundled packages

Projected Growth:
- 2025: R350k turnover (startup phase)
- 2026: R850k turnover (growth & retainers)
- Target: 5 commercial retainer clients by Dec 2026

Use of Funds:
- 40% Tools & Equipment
- 25% Branded Van & Safety PPE
- 20% Marketing & Certifications
- 15% Working capital & training

Marketing:
- WhatsApp Business: 0692905663 & Facebook
- Flyers East London suburbs & townships
- Partnerships estate agents & schools
- Referral discounts

Compliance:
- PPE, COC electrical/plumbing
- PTY LTD 2025/333139/07, tax compliant
- Quality & customer excellence

Director: Ayabonga Wili - 9706135897083

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PROSPECTUS 2025-2026

PROSPECTUS / COMPANY PROFILE

Legal Entity: ITHALETHU MAINTENANCE HOLDINGS PTY LTD
Reg No: 2025/333139/07
Trading Name: Ithalethu Maintenance
Founded: 2025 | Showcase: 2025-2026
Director: Ayabonga Wili
ID: 9706135897083
Headquarters: East London, Buffalo City, EC
Industry: Facilities Maintenance & Civil Works

Slogan: BUILDING. MAINTAINING. EMPOWERING.

Company Purpose:
Reliable, affordable, integrated maintenance that empowers local communities through job creation.

Core Capabilities:
- Plumbing & Drainage
- Electrical & Safety Inspections
- Painting & Finishing
- Building Repairs & Renovations
- Commercial Cleaning & Sanitation
- Landscaping & Outdoor Upkeep

Innovation 2025-2026:
Maintenance Log System & One-Stop Model reduces costs and improves turnaround time.

Compliance:
- PTY LTD 2025/333139/07 Registered
- Safety PPE Compliant
- Certified Artisans
- Tax Compliant

Contact:
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Email: ithalethumaintenanceholding@gmail.com
Location: East London, Eastern Cape

Ready for Partnerships, Tenders & Retainers.

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