

## Endeavor, CallForce and Stitch Wise

Endeavor is a non-profit organisation which identifies and supports innovative, high-growth entrepreneurs in emerging markets around the world. Deloitte entered into a strategic partnership with Endeavor to enhance the support and growth of a wide spectrum of promising and established South African enterprises. As a result of this partnership, Deloitte supported CallForce, a leading contact centre recruitment and human resource solutions provider to top corporate clients and government departments.

During 2013, the Strategy & Innovation (S&I) and Deloitte Digital teams of our Consulting service line provided professional pro bono and support services to CallForce. This included spending 184 hours on the project in pursuit of the objective to provide CallForce with a comprehensive growth strategy. The Deloitte team conducted an in-depth market and competitor analysis, the findings of which provided much needed insight for strategy development. We also delivered a comprehensive website and online strategy through which CallForce's online presence was enhanced. CallForce reported that the recommendations made by Deloitte have proven invaluable in their current and future strategy designs.

Also as a result of our partnership with Endeavor, Deloitte supported Stitch Wise, a supplier of innovative underground mining support products and personal protective equipment to the mining industry. The S&I team provided professional pro bono and support services to Stitch Wise, which needed to increase its customer base and revenue, while continuing to contribute and boost local communities. Following in-depth research and analysis, the S&I team provided Stitch Wise with a strategy and marketing presentation, which enabled the organisation to acquire a new mining client. As a result, jobs were created and Stitch Wise's revenue rose. The S&I team spent 265 hours on the project.