

Winner of Sanlam Emerging Entrepreneur of the Year

In early September 2012, the winner of the 2012 Emerging Entrepreneur of the Year category, which celebrates entrepreneurs who have been in business for less than three years, was announced. She is Tabisa Nomnganga of Bravo Promotions.



Tabisa Nomnganga

[click to enlarge](#)

Established in November 2009, the company is a marketing and communications agency that sets itself apart by specialising in the design and implementation of branded entertainment communication strategies and campaigns. Targeted campaigns focus on exposing its client's brand to potential customers through dance and theatre performances, thereby ensuring that not only the brand and products are acknowledged, but that they are remembered.

According to Nomnganga, this award proves that through determination and hard work, small businesses can overcome the many obstacles that they face during the initial stages of starting a business.

"Key principle"

"The key principle of the business is brand engagement and this is achieved by building exciting, relevant and meaningful dialogues between a brand and its customers," she adds.

According to Kobus Engelbrecht, a member of the 2012 Sanlam Business Partners Entrepreneur of the Year judging panel, Nomnganga impressed the judges with her ability to recognise an opportunity and turn that into a profitable business. "She is providing an innovative new marketing channel for major brands to reach their target market."

For more, go to www.bravopromotions.co.za.

For more, visit: <https://www.bizcommunity.com>