

inside LASER

Winter 2010

An internal publication keeping the team informed, involved and updated.



From the Editor

The show must go on – now that the World Cup has come and gone we have been thinking about what lies ahead for South Africa, for our company and our people. We should now shift our minds from soccer and continue to show the nationalism and Africanism which was so obvious during the Fifa World Cup.

Our country is an inspiration to the world of what can be achieved if everyone believes and applies themselves to this belief. Likewise, it is important that we apply ourselves to our business goals at hand, remain focused on growing the business with vigour and the collective efforts of all.

This will be the last issue in which the centre spread is dedicated to the Proud Supporters campaign, and I thank you for all your contributions, commitment and support.

Feroza Petersen
Group Communications & Marketing

In this issue

Message from the Centre
We dreamt it, we've achieved it

World class logistics
Managing event logistics at Laser

Moving art across Africa
GAC Laser & the Qsar Al Sarab art project

Thank you, Dankie, Obrigado, Merci, Nkosi
Celebrating the World Cup in SA

First ever Multi Sport Series
Thousands participate in Time Freight sponsored events

Official logistics partner
at the Wine Show 2010

Partner Activity
*DPD grows in 2010
Celebrating 20 years of service at GAC*

Industry News
Digitise and innovate for growth

The Laser Group

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LASER

As always, it is with great pleasure that we have another opportunity to communicate and to share a few of our thoughts about the prospects for the year ahead.

Well what a journey it has been – Laser's 2010 journey – which we began just over 2 years ago. Of course 'all good things typically come to an end' and it is important that we cast our minds and aspirations forward as we seek new challenges, new objectives, new commitments. But before we do that let's for just a moment celebrate some of the successes of our journey.

Much has already been said of the incredible commitment of all South Africans and their contribution to the success. Thousands of new visitors to our country were welcomed by enthusiastic and proud South Africans. Almost unbelievably the 64 games are over - and they went off almost without a glitch!

The financial benefits emanating from the event have also been emphasised – both the tangible benefits (infrastructure spend, new employment, visitor spend etc) and those that will be derived in the years ahead as a consequence of South Africa concluding its single biggest marketing campaign.

But the successes we really want to use this message to celebrate are those of Laser and its people.

Yes, we have commented before on our determination to make sure from an early stage that we as an organisation were overtly supportive, aware of and excited by the 'possibilities'. And yes, we really believe that we got that part right - we can be proud that we led most other South African companies in initiatives such as Football Friday, Fly the Flag, Bafana Bafana fever, social responsibility programmes supporting football and youth development.

But there is much more, now that the event is over, that we can share and talk about. Successes that we have achieved

through the huge commitment and work ethic of so many of our staff who worked tirelessly on logistics activities that contributed to the success of the event. For almost 15 months we have provided dedicated warehousing support and facilities to both FIFA's Local Organising Committee and to many of the events' major sponsors and partners. Leading up to and during both the 2009 Confederations Cup and the 2010 World Cup we provided dedicated distribution support which enabled the 'dressing up' and the 'dressing down' of the stadiums and a number of other associated venues. The 32 participating teams all witnessed and enjoyed the Laser hospitality and work ethic as we attended to the daily distribution of their team cargo.

All of this was only possible with the dedication of many staff and we want to use this opportunity to thank all those involved.

Of course with every such experience comes some reflection, some learning and some new horizons. What is worth contemplating here is the amount of emphasis that all event stakeholders (most notably FIFA and the South African government) placed on zero tolerance for failure. This despite the enormity of the challenge and despite the recurring drone of many sceptics. Systematically the vision turned into reality as all the pieces of the puzzle were pieced together. The years of planning bore fruit, the ongoing evaluation of progress ensured that objectives were checked and met, the determination to succeed became palpable, then believable and then a reality.

Within Laser, we are privileged to have both a tremendous base of quality businesses and quality people. Without exception we all, as businesses and as

individuals, have our own aspirations. These of course are fluid and need continued recalibration and inevitably differ substantially between one and other. It is our determination and commitment to meet those aspirations that more often than not will determine our success. And yes, our capacity to plan, our setting and evaluating of objectives are always critical in the process.

Our 2010 business planning process will commence this quarter and will necessarily require some introspection, the setting of new horizons and the commitment to intermediary timelines and objectives. We look forward to participating in this process with you – and the success that it will bring to all of our businesses and all within Laser.

Michael Fuller and Philip Hayes



Laser's Vision

“Our vision is for Laser

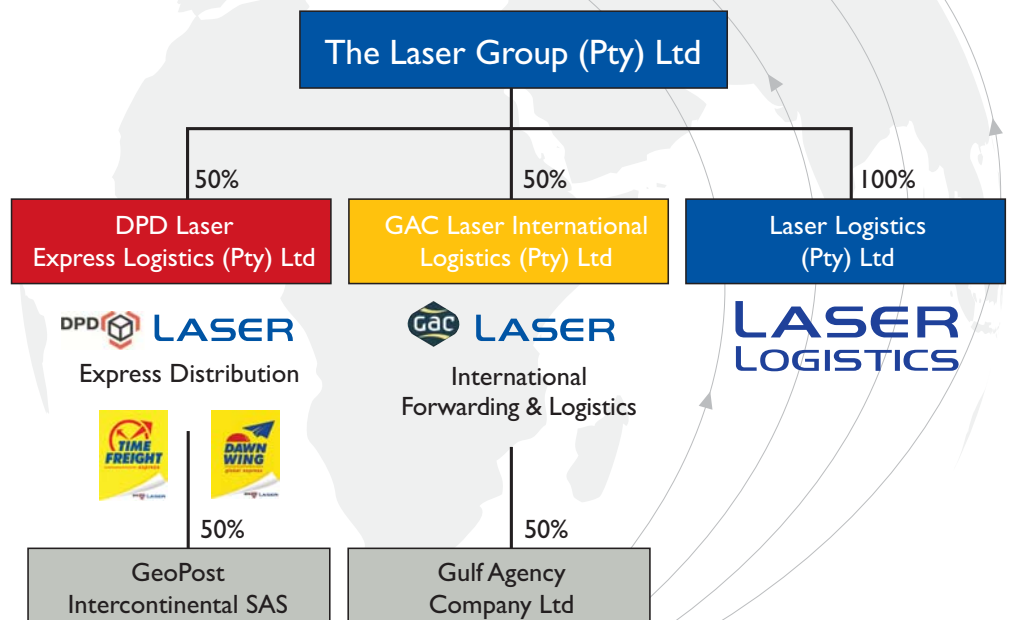
and all of its operating businesses and brands to be recognisable, influential, successful and sustainable in the market that they operate whilst providing an environment for our people that is co-operative, stimulating, rewarding and proudly South African.”



Laser's MISSION

“To be a provider of logistics services to business operating within and beyond the borders of South Africa, through innovative solutions, technology and service excellence.”

Organisational Structure



TEAM LASER MANAGES WORLD CUP EVENT LOGISTICS



Team Laser

More than 300 distribution actions, over 100 000 kms travelled, over 227 active days in 35 dedicated vehicles managing more than 150 000 tons of cargo

OUR JOURNEY

Our involvement in the 2010 Soccer World Cup started way back in mid 2008 when Laser partnered DB Schenker in the official FIFA tender for logistics business. And in preparation for the 2010 FIFA World Cup the company was approached by DB Schenker's Event Logistics team to supply distribution, warehousing and bulk haulage services for the Confederations Cup.

Craig Wynne, Business Development Executive for Laser said, "Laser Logistics was congratulated by the Local Organising Committee (LOC) and DB Schenker, for the outstanding efforts during the Confederations Cup. At that stage, it was clear to me that we would have to augment our current efforts and ensure that we enhance our resources and equipment that would be dedicated to this huge event".

TEAM LASER

'Team Laser', with Izak Rossouw of Laser Logistics heading up operations, was put together and Team Laser's base station was created inside the Isando

warehouse, with dedicated warehouse space for the World Cup committed to the LOC and DB Schenker. Planning started in earnest to ensure that Laser Logistics would be able to manage the volume of cargo that would be moved across the country to all ten stadiums efficiently and without a hitch. "This time around, we had to gear ourselves to accommodate FIFA partners and sponsors, the dedicated LOC warehouse, DB Schenker's current clients as well as all 32 teams participating in the event", indicates Craig.

FIFA TRAINING

Critical to the preparation for the national distribution of LOC and FIFA goods, training workshops with Team Laser (photographed above) were conducted by DB Schenker. Driver and crew training days were included to familiarise all involved with the protocols, LOC and FIFA procedures, as well as the expected general distribution operations. With the clock ticking towards kick off, air and sea freight destined to the stadiums for set-up started moving through the warehouse, and onto distribution vehicles for the final delivery.

VENUE FULFILMENT

During May and June the operation hit an all time high with venues receiving final consignments

before handover to FIFA.

During May and June the Isando warehouse handled more than 5500 tons of cargo in and out of the facility. Most of this cargo was transferred to the various stadiums, hotels, the International Broadcasting Services and MATCH ticketing centres. To accommodate this, more than 300 dedicated distribution actions were completed successfully to date.

TEAM CARGO – THE MASTER PLAN

Weeks of planning also went into the master plan for distributing the team cargo - the arrival of all teams as well as their venue to venue moves and eventually their departure as the teams exited the tournament.

One of the most challenging operations during the event was the team cargo distribution. Team Brazil was the first to arrive on 27 May, and Laser Logistics transferred cargo from their base at the Fairway Hotel in Randburg. Izak learnt that this would become a 24/7 operation, with 45 arrival transfers and a further 129 venue to venue return moves as the event got under way. Laser Logistics travelled more than 100 000km and operated for 227 active days. With the distribution running at its peak, 25 dedicated six and eight-ton vehicles were employed together with 10 haulage rigs for the bulk consignments in order to manage all the capacity.

"The event has been good for Laser Logistics and the Group in more ways than one. The divisions have shared resources and operated as a unit, providing services across the Group. Those involved in the 2010 team gathered valuable experience of the international event logistics business," said Warren Hewitt CEO of Laser Logistics.



Team Laser base station

ART GOES EAST WITH



1800 specially commissioned works of art, 6 302 km and several dedicated vehicles – GAC Laser, together with the Tourism and Development Corporation (TDIC) based in Abu Dhabi and the Dubai based GAC office project managed the mammoth task of transporting all the art for the grand opening of the Qasr Al Sarab Hotel.

Mike Van Eyssen, Regional Managing Executive at GAC Laser project managed the assignment, together with his team made up of Basil Hanival who managed Customs formalities, John Collison in charge of Operations and Airfreight, Clark Pegg managing the finance, and Fabian Mangalie attending to all aspects of transport management. Before commencing the project, the team were briefed

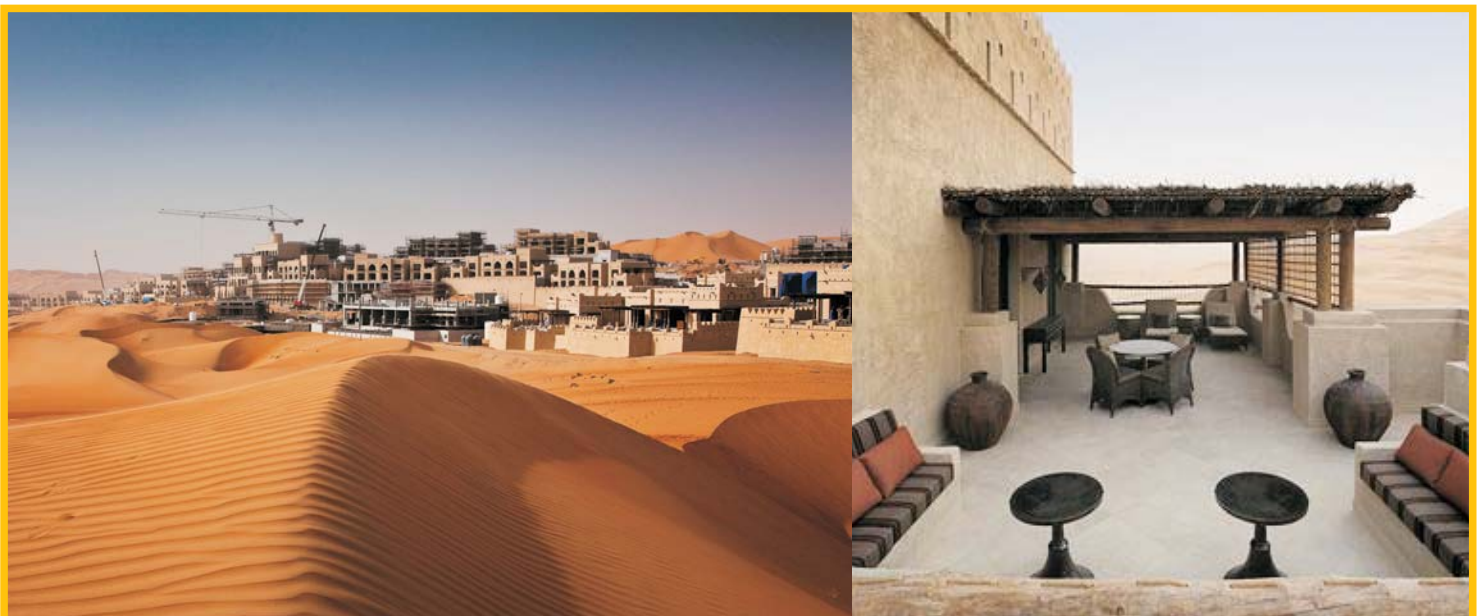
so as to fully understand the scope of work required and the effort expected.

Mike said, “Most of the artworks had to be commissioned, and there were times when we had to literally wait for the paint to dry”. GAC Laser collected the paintings and some sculptures, then packaged and delivered the goods to customs.

GAC Laser transported the artworks by road using dedicated vehicles kitted out with special boxes built to carry the art.

As a guest of TDIC, Mike Van Eyssen recently had the pleasure of seeing the artworks in their final resting place far in the Liwa Desert. The hotel itself is a five star luxury resort that epitomises the culture and roots of the United Arab Emirates. Qasr Al Sarab is within 90 minutes driving distance from Abu Dhabi.

“We very seldom appreciate the impact our actions have on others”, said Mike Van Eyssen. “Fortunately our efforts in completing this task were felt across the globe, as we were dealing with Emirates, British, Australian, South African, Chinese and Indian expats. It was good to be called a Saffer!”



Qasr Al Sarab in the heart of the Liwa Desert

Thank you for filling our nation with pride!



Bafana Bafana

"When you keep on fighting after you lost your strength, That's a sign of victory"

R Kelly, Sign of A Victory

Bafana made South Africa proud and helped unite the nation despite not qualifying for the second round. President Jacob Zuma was upbeat when he said, "You have done

South Africa proud. You played very well. It is sad we did not get to the second round but it was a big victory over the big side," he told the players in their dressing room after their morale-boosting win against France. "I am proud of the boys. They made this country proud. They proved that they have made progress," South Africa's Brazilian

coach Carlos Alberto Parrera said. "Bafana have won the hearts and minds of South Africans and many people around the world", Local Organising Committee chairman Danny Jordaan said. Jordaan described the team as "incredible ambassadors" who did the national team jersey proud.

Football Fever at Laser

Below: Vusi Hadebe at GAC Laser's Nandi Drive office donned full SA supporter's gear and predicted Bafana Bafana's win against France – and he was spot on!



Below: Most of Laser's operating divisions flew the 32 competing country's flags at their office and warehouses. Below we show flags flying high at Laser Logistics in Kuils River.



Above: Some of GAC Laser staff based at the Jacobs warehouse in Durban attended the FIFA World Cup Fan Fest on Durban Beach front for the opening ceremony on Friday 11 June. They said that it was an experience that they will never forget. Standing from left to right are: SMS Sam, Ngcobob and Edward, and in front, Mbanjwa, Derrick and Ephraim.



PARTNERS CELEBRATE WORLD CUP IN SA

Good cheers and lots of support as South Africa hosted the World Cup

Whilst South Africa reports more than a whopping 800 000 visitors to the country over the World Cup period, Laser is proud to have hosted its own international visitors from GeoPost and GAC over this period. Their visit to SA just happened to coincide with the World Cup!

Messages of support for the successful hosting of the World Cup, and more particularly, for a highly successful business month for Laser, came from several associates.

Photographed (alongside) at the Cape Town International Convention Centre before attending the England vs. Algeria game at Cape Town stadium, from left to right: Philip Hayes, CEO of Laser; Viv Anderson MBE, goodwill ambassador for GAC; Björn Engblom, Executive Chairman of the GAC Group; Erland Ebberstein, Regional Director GAC; William Hill, Group Vice President of GAC Logistics; and Michael Fuller, Chairman of Laser.

Vivian Anderson MBE (second left) addressed some of Laser's clients at a hospitality event hosted by Laser on 18 June. Viv is an English football player and coach, who played for clubs including Nottingham Forest, Arsenal, Manchester United and Sheffield Wednesday in the 1970's and 1980's. He is also notable for being the first Black football player to represent England in a full international match.

Viv recently launched his autobiography and handed Laser's guests a personalised copy of his book *First Among Unequals*. The book reviews the highs of his career, his relationships with key influencers of British Football, and his encounters with racism in football and with the BNP. Today, Viv is a goodwill ambassador for the Football Association as well as an ambassador for the 2018 English bid.



Above: And blowing their hearts out on Blow the Vuvuzela day at 12 noon on Wednesday 9 June were from left to right: Athenia Munro, Lesley Burger and Mariana Goncalves of Laser Central Services in Newlands.

Below: An internal team competition at Dawn Wing's Airport city offices saw the winning department with the grooviest disk dance moves, the brightest soccer kit and the most awesome World Cup spirit, from left to right: Amanda Tosen, Shamila Waldien, Bronwyn Swartz, Lorenda Baartman with Allison Kraemer seated.



Below: Team Time Freight donned their new soccer shirts made specially in support of the World Cup.

Above: Port Elizabeth's Dawn Wing office held an internal office competition called the SuperStriker competition, and four support hampers were also up for grabs.



First ever Time Freight Multi Sport Series



The Pont, Port Edward – provided a new venue for the first event in the Time Freight Multi Sport Series. Defending series champion and Dusi winner Andrew Birkett showed no mercy in taking a clear win in the Multi Sport Long Course over a 5km trail run, 20km mountain bike and 5km paddle on the beautiful Mtamvuna River.

Since the late 1980's Time Freight has supported and sponsored a number of sporting codes, as well as individual sportsmen and women. This historical support and sponsorship continues and will reach an all time high in 2010.

1. The Title Sponsorship rights for the 2010 Time Freight Multi Sport Series, contested over four separate events held in KwaZulu-Natal over winter and spring.

2. The Time Freight Hare Scramble Series which is contested over six separate off – road events by motorcyclists where they accumulate points towards Provincial recognition.

Sporting codes which have benefitted from Time Freight's support over the years include: Road, Track and Mountain Bike Cycling; Individual Multi Sport participants; Motor Racing including motor cycles and karts; Canoeing; Equestrian sport; Golf; Lawn Bowls; Action Cricket; Road Running; Squash; and Swimming, especially the annual "Midmar Mile".

Dirtfest Family Fun Ride

And for those less daring, the "Dirtfest" family fun ride was an easier, alternate race around the more difficult racing sections. The whole family could participate in a more gentle, yet fun ride. The Dirtfest took place on 6 June.

"We use this event to 'give back' to the landowners, and donated half the entry fee to the local farmers committee. One of the highlights of the day was to see more than one thousand participants passing under the Time Freight blow-up arch throughout the day", said Mike Burton, Divisional Executive at Time Freight.

Time Freight painting the town yellow for the disabled

Sponsor of the Outeniqua Wheelchair Challenge, Time Freight was part of an event with a unique experience for persons with physical disabilities. But raising the awareness of the disabled to the able-bodied supporters was the most significant outcome of the event.

The main objectives of the event are to assist South Africa's local and national athletes in identifying their talent and to introduce a new challenge in South Africa for International marathon athletes as well as creating an opportunity for ordinary persons with physical disabilities to build their self-esteem and restore dignity in lives that have long forgotten their own abilities.

Most of the participating athletes are from disadvantaged communities all over South Africa and this year a total of 656 athletes entered.

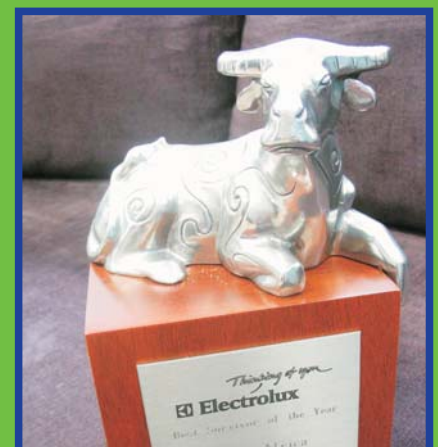
LASER CLIENT ELECTROLUX SRD LOGISTICS RECEIVES TWO AWARDS

Key Laser Logistics client, Electrolux SRD, was recognised with two awards for outstanding achievement. This took place at the APMEA (Asia Pacific, Middle East and Africa regions) Conference in Bali. The theme at the 2010 conference was Eyes On Target, which focused on the areas of acceleration, focus and growth.

Electrolux SRD was presented with the Best Survivor Award, which included best nett

sales and EBIT growth. The second award received was for their remarkable input into their Sustainability programme. "Green Day" as it was known, which took place in 5 regions and included education at schools, tree planting, cleaning up of beaches, energy saving product demonstration and viewing of the film Earth.

Laser Logistics is proud to have Electrolux as one of their key clients.



OFFICIAL LOGISTICS PARTNER TO THE WINE SHOW



Dawn Wing's Fine Wine Exhibition stand



Dawn Wing, through its dedicated wine courier service Fine Wine Express provided a premium logistics service transporting South Africa's finest wines from various wine estates to The Wine Show Jo'burg 2010, and offered an express solution for the home delivery of wine purchased at the show.

Dawn Wing consolidated and delivered approximately 70 pallets of stock to the show. "Appointed as the official logistics partner to The

Wine Show, Dawn Wing also participated in the expo with a café themed exhibition stand, which generated much interest", said CEO of Dawn Wing, Eddie Vosloo.

The company also displayed its unique Fine Wine packaging, which is used in its traditional Fine Wine business. The wine boxes and special inserts are designed to industry standards in order to protect the contents, minimise breakages and allow for easy carrying.

"We wanted to make it easy for international tourists and for South Africans from all over the country to access wines with ease and confidence. We felt that we could offer expertise and excellent service in this sector by creating a dedicated fine wine express delivery service. With our extensive Cape Town office, we are able to support the wine estates based in the Cape with a large national footprint and access to a highly substantive global network via our international partner, DPD," explained Benita Buitendag of Dawn Wing.

QUESTION IT? SEE IT...REPORT IT!

April this year saw the launch of the Question it, See it, Report it (QSR) hotline at Dawn Wing, which enables employees to report unlawful and inappropriate activities in the workplace anonymously.

The QSR hotline is managed independently by an external ethics and crime disclosure service provider, to ensure the strictest confidentiality. A key objective of this programme is to facilitate the elimination of all forms of corruption

and improper behaviour in the workplace.

It's quite an easy process to report crime or inappropriate behaviour and all one needs to do is to call the toll free number on Free Call 0800 113 113, email dawnwing@beheard.co.za or sms 082 678 7777.

Calls are answered in multiple languages, and the caller is given a reference number. All calls are recorded and stored on a database, not accessible to Dawn Wing's management team. A report of all anonymous disclosures is sent to Dawn Wing for further investigation. All employees are encouraged to do the right

thing, make the call, and report unlawful or inappropriate behaviour, thereby securing Dawn Wing and all its people.

Blow the whistle!



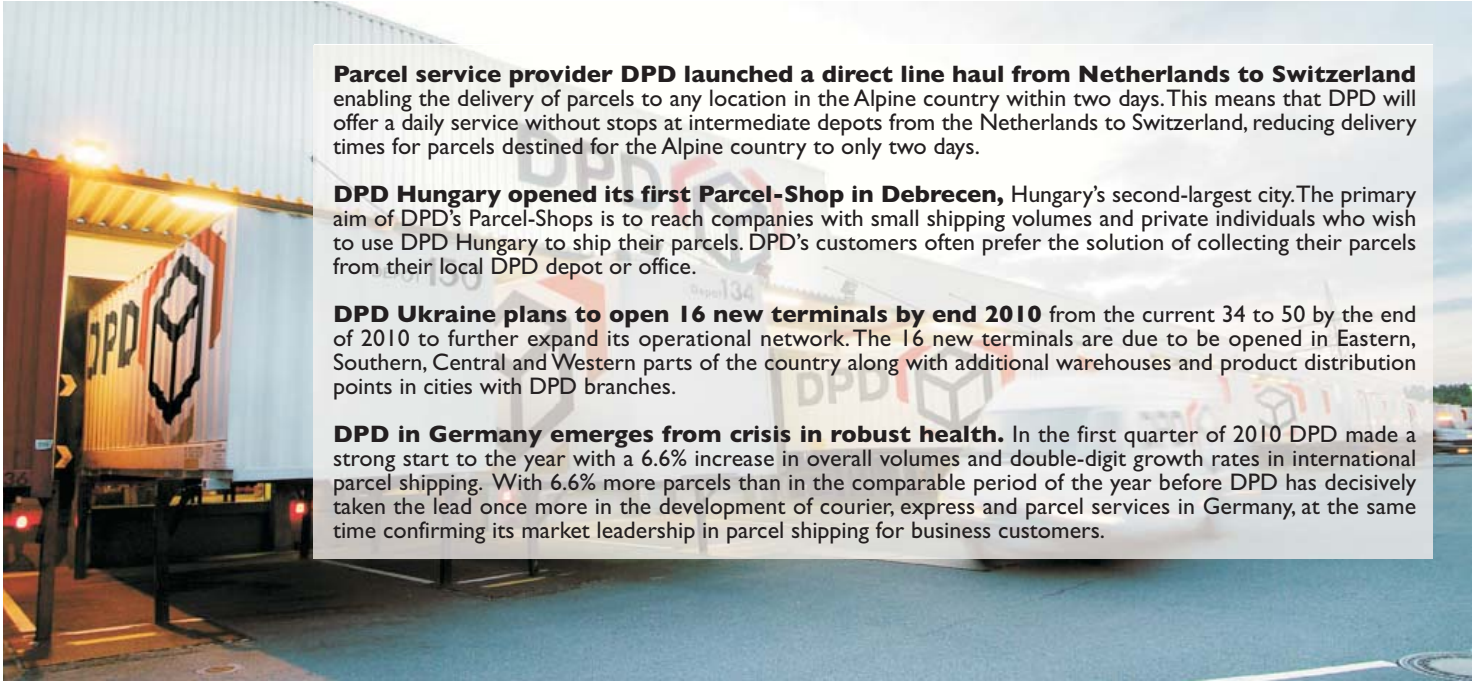
Partner Activity

Partner developments on the global front.

Laser's international partners are themselves substantial global logistics businesses. Laser partnered with GeoPost Intercontinental SAS (a subsidiary of La Poste, the French Post Office) in its Express Distribution business and with Gulf Agency Company Ltd (GAC) in its International Forwarding business.



DPD Laser Express Logistics is a company jointly owned and controlled by Laser and GeoPost Intercontinental SAS, a wholly owned subsidiary of GeoPost, a parcel distributor specialist made up of the Express subsidiaries of the La Poste Group. GeoPost, through its operating subsidiaries, is the second largest express operator in Europe. Branded DPD, GeoPost aspires to be the world's 5th largest integrator.



Parcel service provider DPD launched a direct line haul from Netherlands to Switzerland enabling the delivery of parcels to any location in the Alpine country within two days. This means that DPD will offer a daily service without stops at intermediate depots from the Netherlands to Switzerland, reducing delivery times for parcels destined for the Alpine country to only two days.

DPD Hungary opened its first Parcel-Shop in Debrecen, Hungary's second-largest city. The primary aim of DPD's Parcel-Shops is to reach companies with small shipping volumes and private individuals who wish to use DPD Hungary to ship their parcels. DPD's customers often prefer the solution of collecting their parcels from their local DPD depot or office.

DPD Ukraine plans to open 16 new terminals by end 2010 from the current 34 to 50 by the end of 2010 to further expand its operational network. The 16 new terminals are due to be opened in Eastern, Southern, Central and Western parts of the country along with additional warehouses and product distribution points in cities with DPD branches.

DPD in Germany emerges from crisis in robust health. In the first quarter of 2010 DPD made a strong start to the year with a 6.6% increase in overall volumes and double-digit growth rates in international parcel shipping. With 6.6% more parcels than in the comparable period of the year before DPD has decisively taken the lead once more in the development of courier, express and parcel services in Germany, at the same time confirming its market leadership in parcel shipping for business customers.



GAC Laser International Logistics is a company jointly owned and controlled by The Laser Group and Gulf Agency Limited (GAC). GAC was established in 1956, and is the largest independent shipping, marine and logistics provider in the world, with more than 300 offices covering 1 000 locations worldwide.

Executive Chairman of GAC, Björn Engblom celebrated 21 years of service at GAC Group

Björn Engblom became the head of the GAC Group in 1989 when the company had about 68 offices and little more than 1 000 staff. Twenty-one years later, it is a global organisation with almost 9 000 staff, more than 300 offices and many agency-relationships around the globe. The achievement is substantial and Björn quietly acknowledges his part in it. When asked about his career at GAC, Björn said, "I wake up each day and I am happy – happy to go to work and continue to do what needs to be done for the Group."

GAC opened a full-fledged ship agency operation in Rio de Janeiro

The importance of Brazil in the shipping and oil & gas sector has prompted the GAC Group to establish its latest port agency operation, with its coordination office in Rio de Janeiro.

GAC wins 'Shipping Agent of the Year' Award at SCAT 2010

GAC has been named "Shipping Agent of the Year" at the Supply Chain & Transport (SCAT) Awards 2010, the leading awards event for the Middle East's transport and logistics industry. It was the second time that GAC clinched the prestigious award, having won the inaugural Award in 2007.

GAC helps Sri Lanka government upgrade its rail network

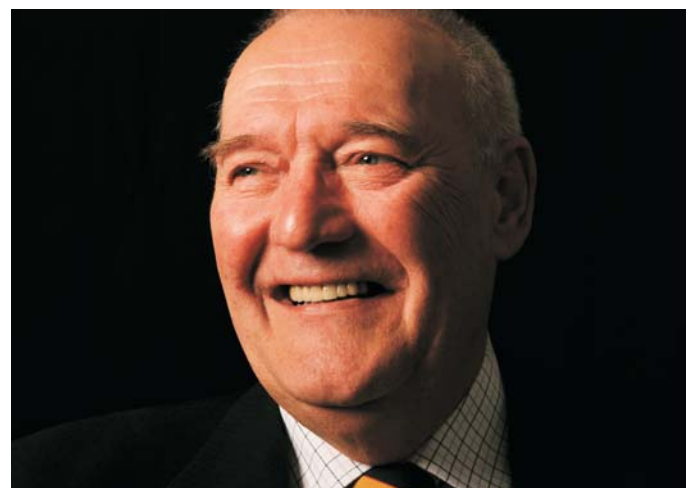
GAC Sri Lanka has played a key role in the forty-five kilometre rail track rehabilitation between Galle and Matara. GAC has coordinated the delivery of 15 000 metric tons of concrete sleepers, intersection and steel girders and other equipment in more than 500 containers from India.

Air Products signs GAC to handle helium shipments

GAC Qatar has signed a deal with international gas producer Air Products USA to handle helium deliveries from Qatar to the UAE. The new deal sees GAC Qatar providing a wide range of specialised shipping and logistics services to support the movement of helium.

GAC brings exhibition to Bahrain

When renowned architect and designer Zaha Hadid staged his first exhibition in the Middle East recently, it was GAC Bahrain that was trusted with the safe shipment of his works valued at millions of dollars, to the Shaikh Ebrahim bin Mohammed Al Khalifa Centre for Culture and Research.



Björn Engblom

GIVING A SPORTING CHANCE



4 000 children coached and equipped nationally through Street Soccer programme.

Transport and delivery of soccer balls, goal posts, soccer kits and other equipment to children participating in the Street Soccer tournament around the country was another one of Laser Logistics' Corporate Social Responsibility efforts this year.

The Street Soccer project, managed by Sporting Chance, is a three phase programme that uses soccer as the vehicle to educate the community's children about the advantages of leading a healthy lifestyle. The Street Soccer programme reached 4000 children under the age of 13 from 20 regions around South Africa. These children were given the opportunity to participate in Street Soccer leagues and in health education programmes. And Laser Logistics is pleased to have been a part of it all.

"We are proud to have been in a position to contribute to the project and we are pleased that every participating child who completed the four months of health education training together with the soccer programme qualified to receive a ticket to watch a 2010 FIFA World Cup match. And in addition to this, those children who showcased talent and impressed the PSL partners, have been incorporated into their academy structures to hopefully develop into future professional players", commented Warren Hewitt, CEO of Laser Logistics.

Local PSL team Ajax Cape Town have committed to coach, mentor and scout for potential talent, and some of the children have already been invited to attend the Ajax youth trials.

For more information, visit the Sporting Chance web site on sportingchance.co.za



Cape Town

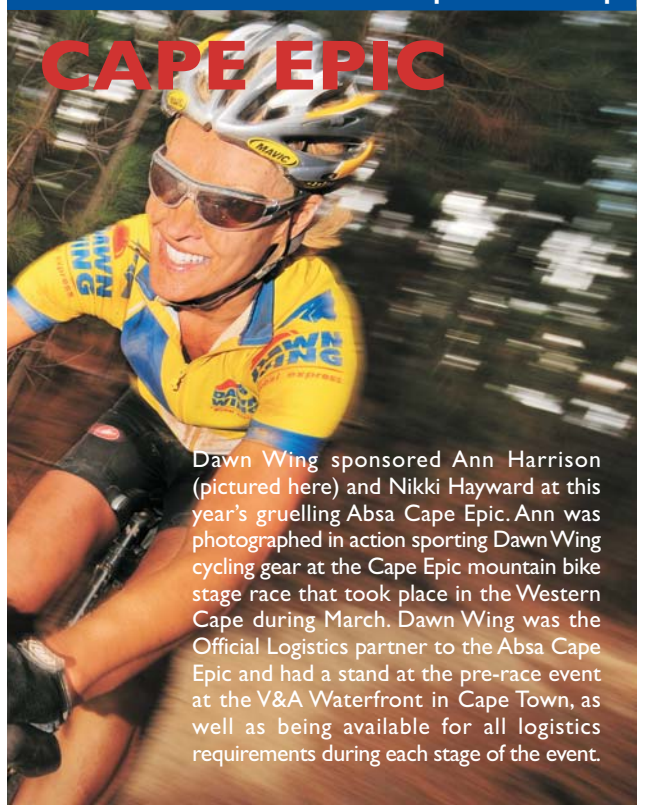


Johannesburg



Durban

Sponsorship



CAPE EPIC

Dawn Wing sponsored Ann Harrison (pictured here) and Nikki Hayward at this year's gruelling Absa Cape Epic. Ann was photographed in action sporting Dawn Wing cycling gear at the Cape Epic mountain bike stage race that took place in the Western Cape during March. Dawn Wing was the Official Logistics partner to the Absa Cape Epic and had a stand at the pre-race event at the V&A Waterfront in Cape Town, as well as being available for all logistics requirements during each stage of the event.

Profiling our People

Meet a colleague.

ACHIEVEMENT

Veshti Lazarus

Veshti Lazarus earned the largest commission in Dawn Wing's history, when she recently secured new business with revenue of nearly half a million rand. Veshti is the Dawn Wing sales person for May 2010.



LONG SERVICE

Leah Ziegler

This year Leah Ziegler celebrated 20 years of service at Dawn Wing. Leah started at the company in 1990 when she moved to Johannesburg from Port Elizabeth. Leah says, "At that stage Geoff Glezerson was the owner. I worked with him for 10 years, and have now worked with Laser for 10 years."

Leah remembers Dawn Wing's very first facility in Amalgam. "We were three people in the office and we had three drivers and Geoff, who tidied the facility. Everyone pitched in with whatever needed to be done."

Leah says that in the past 20 years, Dawn Wing has moved offices four times and have changed the corporate colours three times.

Leah is the Account Manager at Dawn Wing and is based in the Isando office in Johannesburg. This year, Leah received the sales award for 'Most International new business to existing clients' for 2009.

Photographed below, Leah receives her award at the 2010 Sales Conference from Dawn Wing's Ashen Govender, Chief Information Officer; Eddie Vosloo, Chief Executive Officer; and Sean Conry, International Operations Executive.



Industry News

Topical industry news.

Online shopping a growing industry in SA

According to South African research company WorldWideWorx (25 March 2010), the number of South Africans with access to the Internet has increased by 15% to 5.3 million users in 2009 and it expects a similar growth rate for 2010. Further research conducted by this company states that the country now has about 930 000 wireless broadband users compared with 630 000 ADSL users, and predicts there will be almost 11 million South Africans online by 2015.

Local survey findings

- 49% of respondents bought CDs and DVDs online,
- 44% purchased airline tickets on line
- 72% of the active online shoppers intend to make an online purchase in the next six months,

- 83% of online shoppers are satisfied with their overall online shopping experience. But online shoppers do not necessarily purchase the first item that is advertised. 87% of South African online shoppers plan and research their online purchases in advance:
- 74% conduct research about their purchases on the Internet before buying
- 69% use the merchant or company website for their research
- 46% speak to family or friends beforehand. So there is much to be said about updating the company web site, because 36% of online shoppers cited themselves as impulse shoppers when browsing the Web.

When asked what their reasons for buying online were, respondents said:

- 59% quoted low prices or substantial discounts
- 48% said that unique products were only available online
- 42% were prompted by advertisements or promotions and
- 28% will also make an impulse buying decision if they find a product online that will be available or delivered quicker than going into a physical shop – instant gratification plays an important role in any buying decision.

Online shopping has come a long way in South Africa, as this latest survey reflects. As online shoppers become more savvy and are increasingly satisfied with their online shopping experience, they are purchasing not just lifestyle items such as airline tickets, online games and music downloads, but also basic necessities including home appliances and groceries.