

CORPORATE STRATEGY

Mbele M International

2026–2029 Strategic Growth Plan

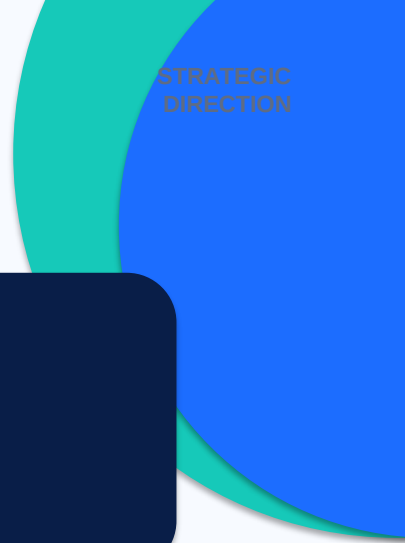
Building skills. Creating opportunity. Developing Africa's future workforce.

**From training
provider
to skills
ecosystem**

SETA-accredited training • SACAA
Remote Pilot training • Host
employer network • Learnhive
digital classroom

A skills ecosystem for scale

Mbele M International's next phase is to position the business as a strategic skills development partner — not only a training provider. The strategy is built around accredited learning, workplace exposure, aviation technology training, digital delivery through Learnhive, and partnerships that convert training into economic participation.



A strategy

Strategic focus

Scale high-quality accredited learning while protecting delivery standards.

Growth engine

Build host employer, corporate and government partnerships that create learner pathways.

Digital advantage

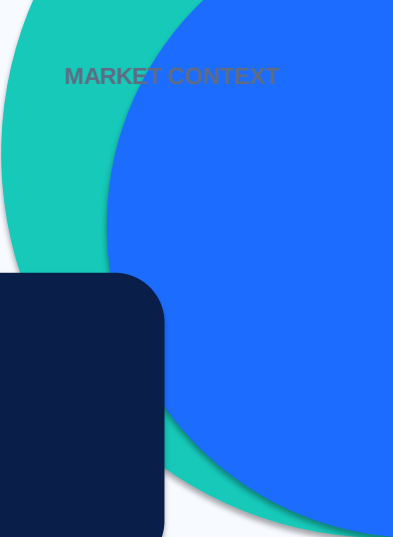
Use Learnhive as the digital layer for study material, assessments and learner engagement.

Market position

A 100% Black-owned, future-focused training company ready for larger projects.

The opportunity ahead

South Africa's skills gap, youth unemployment, digital transformation and the growth of drone-enabled industries create a strong opportunity for integrated training partners that can deliver accredited programmes, workplace readiness and practical employer alignment.



The growth

Skills demand

Digital literacy, IT support, systems development and business skills remain relevant across sectors.

Employer pressure

Companies need structured partners for skills development, B-BBEE, host employer support and learner pipelines.

Technology shift

Drone, aviation technology and online learning create new training categories.

Access gap

Learners need affordable, practical and flexible pathways into work.

Our strategic ambition

To become a recognised African skills development and workforce solutions partner that connects accredited training, digital platforms, employers and opportunity into one scalable ecosystem.

Our growth

Positioning statement

Mbele M International develops work-ready talent through accredited learning, digital delivery and employer-linked skills programmes.

2029 ambition

A stronger national footprint with diversified qualifications, larger employer networks and platform-enabled delivery.

Brand promise

Skills. People. Progress. A Brighter Africa.

Competitive edge

The combination of SETA programmes, SACAA Remote Pilot training, Learnhive and host employer networks.

The Mbele M value creation model

A connected model that brings learners, training, employers and technology together.



Five strategic pillars

These pillars turn the business vision into practical action and measurable growth.

01**Accredited Programmes**

Expand SETA-aligned qualifications and short skills pathways.

02**Host Employer Network**

Formalise employer partnerships and workplace exposure routes.

03**SACAA Drone Training**

Grow remote pilot training as a future-skills differentiator.

04**Learnhive Digital Delivery**

Use online delivery to improve support, tracking and scale.

05**Corporate & Public Partnerships**

Win larger projects through credible, outcomes-based delivery.

Expand the accredited programme portfolio

Strengthen Mbele M International's position through SETA-accredited qualifications, workplace-aligned skills programmes and tailored corporate training solutions.

Pillar 01

Priority actions

- Map qualification demand by sector
- Package programmes into clear learner and employer pathways
- Develop short-course options around core qualifications

Commercial focus

- Learner-funded programmes
- Corporate skills development
- Government and SETA-linked projects

Quality control

- Standardised facilitator packs
- Learner support system
- Assessment and moderation discipline

Turn training into workplace experience

Build a structured host employer network that gives learners exposure and gives companies access to work-ready talent, skills development value and transformation impact.

Pillar 02

Priority actions

- Create host employer onboarding process
- Build employer database by sector and region
- Formalise MOUs and placement expectations

Employer value

- Talent pipeline
- B-BBEE skills development support
- Reduced recruitment friction

Learner value

- Workplace readiness
- Practical exposure
- Pathways into employment

Own a future-skills category

Position SACAA Remote Pilot training as a high-value pathway into aviation technology, drone operations, inspection, mapping, agriculture, security and digital industry applications.

Pillar 03

Priority actions

- Package RPL pathway for individuals and organisations
- Build drone-industry partnerships
- Create awareness content around careers in drones

Target markets

- Learners seeking future careers
- Companies using drone operations
- Government and infrastructure projects

Differentiator

Aviation technology linked to accredited training and workforce development

Use Learnhive as the delivery advantage

Make Learnhive the visible digital layer behind Mbele M International's learner experience: online study material, digital assessments, facilitator engagement and internet classroom delivery.

Pillar 04

Priority actions

- Brand Learnhive as the student/facilitator portal
- Upload materials and assessment workflows
- Train facilitators to use platform consistently

Experience goals

- Easy access to resources
- Clear communication
- Improved learner tracking

Strategic value

- Supports scale, remote learning and a modern tech-forward brand

Build strategic project channels

Develop relationships with corporates, government, SETAs, host employers, DFIs, NGOs and impact investors to unlock larger skills development projects.

Pillar 05

Priority actions

- Create partner proposal packs
- Segment partner targets by need
- Develop project-ready costing and implementation templates

Target partners

- Corporates
- Government and SETAs
- DFIs, NGOs and employers

Value proposition

A credible 100% Black-owned delivery partner with accredited training, employer reach and digital infrastructure

Operating model for scale

Growth must be supported by repeatable systems, defined ownership and clear delivery governance.

Governance

Leadership reviews, compliance checks and monthly delivery reporting.

Programme Management

Qualification planning, cohort tracking and facilitator coordination.

Quality Assurance

Assessment, moderation, learner support and document control.

Partnerships

Host employers, funders, corporate clients and industry networks.

Digital Delivery

Learnhive content, submissions, announcements and progress visibility.

Commercial Growth

Proposals, pricing, sales pipeline and account management.

Go-to-market strategy

A focused market approach will help Mbele M International attract learners, employers and project partners consistently.

Learners

Website applications, social media campaigns, referral drives and opportunity alerts.

Corporates

Corporate training proposals, customised workforce development and SLA-based delivery.

Drone Market

Targeted campaigns around Remote Pilot training and drone career pathways.

Employers

Host employer prospecting, B-BBEE value proposition and HR/skills development outreach.

Public Sector

Government, SETA and community development project proposals.

Partners

DFIs, NGOs, incubators and impact organisations aligned to employment outcomes.

Strategic KPI dashboard

The strategy should be managed through simple, visible measures that track scale, quality and outcomes.

Learners enrolled

Monthly & annual

**Completion rate**

Per programme

**Host employers**

Active partners

**Placements / exposure**

Workplace outcomes

**Corporate clients**

Revenue pipeline

**Learnhive usage**

Platform engagement

**SACAA RPL learners**

Drone pathway growth

**Partner projects**

Funded opportunities



12–24 month implementation roadmap

A phased roadmap keeps execution practical while building the foundation for long-term scale.

Phase 1 0–90 days

Finalise strategy, refine company profile, build partner target list, formalise host employer onboarding and prepare proposal templates.

Phase 2 3–6 months

Launch website, strengthen learner applications, activate Learnhive workflows, package SACAA Remote Pilot training and begin employer outreach.

Phase 3 6–12 months

Secure strategic partnerships, onboard host employers, run pilot cohorts and track outcomes through a KPI dashboard.

Phase 4 12–24 months

Scale projects nationally, diversify programme portfolio, grow corporate training and deepen platform-enabled delivery.

Key risks and mitigation

A growth strategy must protect quality, compliance and partner trust.

Accreditation & compliance

Maintain documentation discipline, moderation controls and partner due diligence.

Cash flow timing

Use clear payment terms, mobilisation planning and phased project budgets.

Technology adoption

Provide Learnhive onboarding for learners and facilitators.

Delivery quality

Standardise facilitator packs, learner support and cohort reporting.

Host employer reliability

Formal onboarding, written commitments and relationship management.

Reputation management

Measure outcomes, resolve issues quickly and communicate professionally.

Immediate 90-day priorities

The first 90 days should focus on clarity, credibility and commercial readiness.

1

**Finalise corporate strategy
and website messaging**

2

**Build host employer
onboarding pack and SLA
templates**

3

**Package SETA
programmes and SACAA
Remote Pilot training**

4

**Upload key materials and
assessments into
Learnhive**

5

**Create partner proposal
templates and pricing
models**

6

**Launch outreach to
employers, corporates and
project partners**

Let's build the next phase of Mbele M International

A stronger skills ecosystem — powered by accredited learning, workplace partnerships, drone innovation and digital delivery.

Skills

Accredited programmes aligned to the economy.

People

Learners, facilitators, employers and partners connected.

Progress

A scalable model for real economic participation.