



# Shuter & Shooter

PUBLISHERS (PTY) LTD



## COMPANY PROFILE





**Shuter & Shooter**  
PUBLISHERS (PTY) LTD



# Introduction

**S**huter & Shooter Publishers (Pty) Ltd is a proudly South African publishing company. Established as a bookstore almost 100 years ago, we began publishing IsiZulu novels, poetry and textbooks from the early 1930s.

Since then, we have been successfully producing quality literature and educational materials in all of the South African official languages, as well as for the core schools curriculum.

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# Our core business is Education

Shuter & Shooter Publishers publishes over 950 CAPS-approved titles on the Department of Basic Education's national textbook catalogue, as well as an extensive range of supplementary educational materials. After much research and development, we have also added e-learning to our impressive stable of learning and teaching support material.

In 2016, we launched the Shuters Academy with the aim of empowering teachers. The extensive training material was written, produced and tested by educational experts, and has been approved with the relevant SACE CPTD points.

2017 saw the launch of our exciting new study guide series – Ace it! A unique series that focuses on the different ways in which learners learn, Ace it! includes study tips for each learning style to help learners excel in their year-end exams.

In 2018, Shuter & Shooter concluded a landmark transaction with the Zungu Investments Company (ZICO) which saw the company become one of the largest 100% black-owned educational publishers in South Africa.

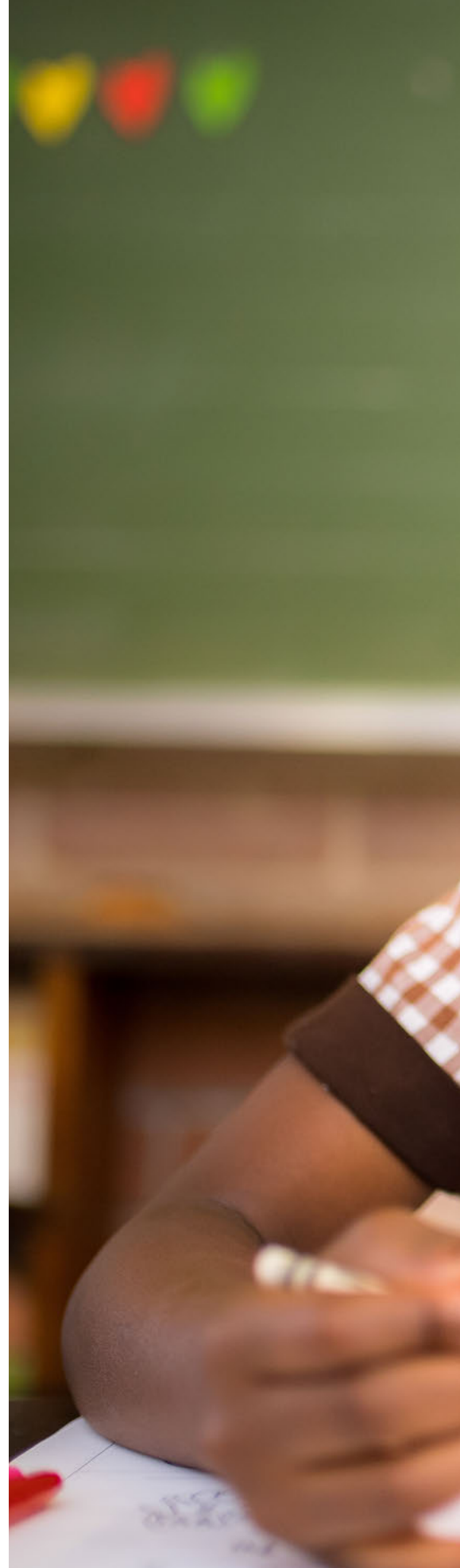
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# Our Mission

Shuter & Shooter Publishers is committed to serving the educational needs of a changing southern Africa.

We strive to:

- develop and publish quality educational material
- play a leading role in educational publishing in southern Africa
- provide supplementary professional services in the education sector
- offer superior customer service and distribution facility
- operate in a well planned and cost-effective way
- exercise integrity in all activities.



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# Shuter & Shooter Timeline

From humble beginnings in Pietermaritzburg to supporting South Africa...

- **1850** – Daniel Sanders opens Vause, Latter & Co., a bookstore, in Pietermaritzburg
- **1921** – LG Shuter takes over the bookstore
- **1925** – RA Shooter joins the business. They change the name to Shuter & Shooter
- **1930** – Shuter & Shooter begins publishing IsiZulu novels, poetry and textbooks
- **1950** – Shuter & Shooter encourages black staff members to assume greater responsibilities
- **1959** – Professor Sibusiso Nyembezi resigns from his post at the University of Fort Hare in protest against the introduction of apartheid education. He later joins Shuter & Shooter as Chief Editor of African Languages
- **1975** – Professor Nyembezi is appointed to the board, of which he remained a member until his passing in 2000
- **2000** – The retail bookshop becomes a separate company. Shuter & Shooter begins to focus on publishing educational materials
- **2002** – Shuter & Shooter and Reach Out Publishers merge to become Shuter & Shooter Publishers
- **2008** – ZICO acquires a minority share in Shuter & Shooter Publishers
- **2013** – Shuter & Shooter Publishers launch their e-learning platform
- **2016** – Shuters Academy is launched
- **2017** – Ace it! Study Guide series is launched
- **2018** – Shuter & Shooter Publishers becomes 100% black-owned.



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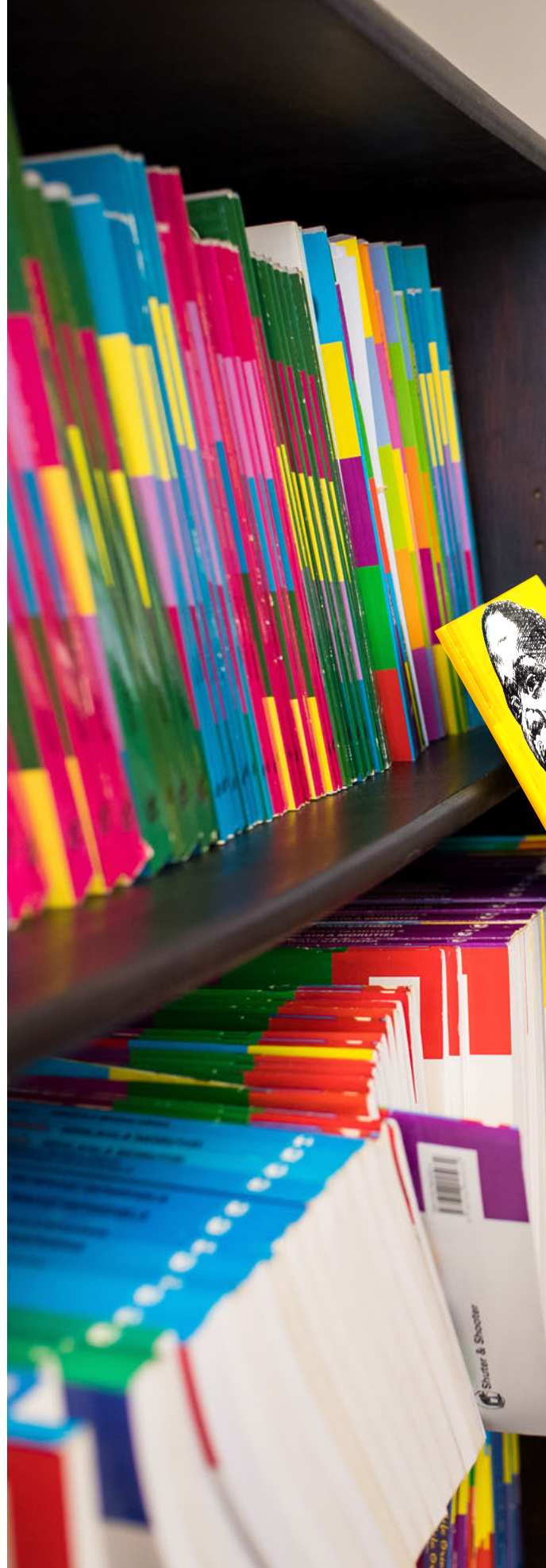


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# Our Products

Shuter & Shooter Publishers produces learning and teaching support materials for the school environment. Our products include:

- Textbooks
- Teacher Guides
- Workbooks
- Study Guides
- Core Readers
- Graded Readers
- Phonics Reading Schemes
- Dictionaries
- Atlases
- Wall charts
- Educational toys and puzzles
- Reference books



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# Our Imprints



Shuters  
**PREMIER**

*Ace it!*   
STUDY GUIDES

Masihambisane 

**IsiXhosa  
Ngumdiliya**



**Sediba**

**SISWATI  
SETFU**

**Setswana**  
Tofa

**Hi Nwa  
Hi Kolwa**

**Sichumile  
ISIXHOSA**

**IsiZulu Sethu**

**Sediba  
sa thuto**



**IsiZulu  
Soqobo**



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# E-Learning

In 2013, Shuter & Shooter Publishers began to invest in e-learning.

We began by converting our printed textbooks into e-books. Soon thereafter we focused on developing digital resources that could be imbedded in our e-books. The aim of these digital resources is to help explain difficult concepts and to make our e-books more than just 'paper behind glass'. We saw the need to create a platform through which our e-books could be purchased and consumed, so we developed our e-reader called EduReader. Our EduReader is available for both desktop and mobile devices and is available on major operating systems such as Windows, macOS, IOS and Android.

We are currently focusing much of our attention on developing high quality interactive digital assets that are meant to help learners with difficult concepts in the curriculum.

We have a team of in-house animators, developers and programmers who drive our digital content development.

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# Shuters Academy

The Shuters Academy is an accredited training provider:

- ETDPS-SETA Accreditation Number: ETDPS010941
- SACE Provider Number: PR 12058

The Shuters Academy offers a variety of workshops, as well as accredited courses.



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# Our Training

**W**e are able to provide training workshops in all nine provinces across South Africa.

Five PD Points are earned per workshop.

We have over 43 workshops available, which are delivered by qualified facilitators.

Each participant receives a training manual for notes and future reference, and we also issue certificates to all participants that complete our workshops.

Our training focuses on:

- Learning Outcomes
- Content
- Assessment
- Common misconceptions and issues

General Education Project Management is offered in the following areas:

- Needs and impact analysis
- Strategic planning
- Learner support programmes
- Teacher mentoring and coaching
- Individualised training programmes according to identified needs

We have an additional three ETDP SETA accredited programmes:

- Conduct Outcomes Based Assessment: Unit Standard-115753 Level 5 (15 Credits)
- Conduct Moderation of Outcomes Based Assessment: Unit Standard-115759 Level 6 (10 Credits)
- Facilitate Learning Using a Variety of Given Methodologies: Unit Standard-117871 Level 5 (10 Credits)

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# Our Warehouse

Shuter & Shooter Publishers manages two warehouses near Pietermaritzburg, totaling almost 5000 square meters.

These facilities ensure that we deliver efficient logistic services to thousands of individual customers across the country.

We are able to process more than 4 million units each year from these facilities.

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# The Shuter & Shooter Team

Shuter & Shooter Publishers is a 100% South African owned company, with 100% black ownership.

As a BBBEE Level 1 contributor, Shuter & Shooter Publishers effectively contributes to job creation, and the overall economy of South Africa.

The Board of Directors consists of:



Mr. Sandile Zungu  
Chairperson



Mrs. Primi Chetty  
CEO



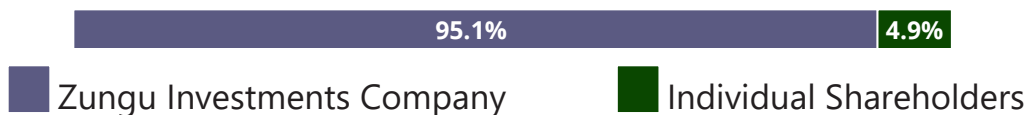
Mr. John Eglington



Ms. Bathabile Phofu



Mr. Warren Kliphuis



Zungu Investments Company

Individual Shareholders



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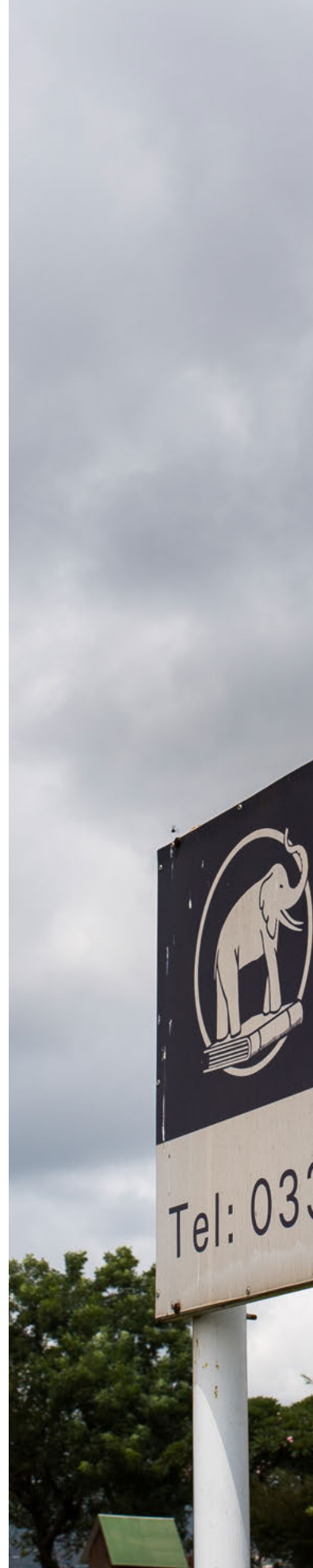




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# Prominent Customers and Partners



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33-3981019 • 033-8468806

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# Customer Referral



## South African Democratic Teachers' Union Western Cape

PLEASE ADDRESS ALL CORRESPONDENCE TO THE PROVINCIAL SECRETARY

PHYSICAL ADDRESS  
"Don Pasquallie House"  
33 Tallent Street  
Parow  
7500

POSTAL ADDRESS  
P.O. Box 320  
Parow, 7500  
Tel: 021-9308391  
Fax: 021-9308497  
E-Mail: [westerncape@sadtu.org.za](mailto:westerncape@sadtu.org.za)

9 October 2017

### COMMENDATION FOR STERLING SERVICE TO SADTU

As a union working in the field of education we herewith formally and publicly applaud Shuter and Shooter Publishers PTY LTD for the excellent support and service provided to the members of the South African Democratic Teacher's Union (SADTU).

We wish to confirm that Shuter & Shooter Publishers (PTY) LTD have been in a longstanding partnership with SADTU since 2012 that has proved highly productive and mutually beneficial for both our organisations. The many training initiatives we have jointly embarked on, with the aim of improving the state of education in South Africa and thus improving the lives of our children and that of our teachers, have proved to be effective and highly implementable.

As an education union, one of our strategic objectives is to support our members in the effective delivery of the curriculum. We are also a signatory to the quality of Learning and Teaching Campaign whose aim is to ensure that we contribute to improving the quality of the public education in South Africa. With the support of Shuter & Shooter we have moved a long way in working towards achieving these objectives. Shuter & Shooter's support to us has demonstrated commitment to the improvement of the quality of education for the previously marginalised child.

To date more than 3000 of our educator members have been empowered by Shuter & Shooter Publishers in various Curriculum and Assessment Policy Statement (CAPS) aligned programmes across all phases. The workshops capacitated teachers to improve their classroom practice and enhance the learning experience for the learners. The workshops were conducted across the Western Cape, which include main centres such as Cape Town, George, Paarl, and Oudtshoorn, ensuring that members working in rural areas also get access to the vital training.

As a progressive stakeholder in education, SADTU is very pleased with the services and professionalism that we received from Shuter & Shooter Publishers both during pre- and post-training. The high quality training as well as the back-up support service that our members received during the training is held in high regard by our members. All the feedback from our members was always extremely positive regarding the training material that was developed as well as the preparation, knowledge and professionalism of the facilitators.

Shuter & Shooter impressed us with the high quality design of the programmes and development and provision of the training material as presented by the expert facilitators. The professionalism of the staff is also highly appreciated. Thank you for the outstanding service your publishing company rendered thus far.

It is with pride and positive anticipation that we look forward to building a valuable and mutually beneficial relationship with your company.

Yours sincerely

Jonavon Rustin  
Provincial Secretary  
SADTU Western Cape


Boland Region	Coastal Region	Inland Region	Karoo Region	South Coast Region	West Coast Region
Tel. (021) 8593143	(021) 7037131	(021) 9517162	(044) 7631017	(044) 8802119	(021) 5720988
Fax (088) 0218593143	(021) 7039289	(021) 9517163	(044) 7631275	(044) 8802119	(086) 5401729
Cell (083) 6349207	(083) 6344463	(078) 0748043	(083) 6349212	(083) 6349214	(083) 6349213
E-mail <a href="mailto:jdams@sadtu.org.za">jdams@sadtu.org.za</a>	<a href="mailto:nmzizi@sadtu.org.za">nmzizi@sadtu.org.za</a>	<a href="mailto:jdimande@sadtu.org.za">jdimande@sadtu.org.za</a>	<a href="mailto:mauricebrinkhuis@sadtu.org.za">mauricebrinkhuis@sadtu.org.za</a>	<a href="mailto:smbso@sadtu.org.za">smbso@sadtu.org.za</a>	<a href="mailto:kwilliams@sadtu.org.za">kwilliams@sadtu.org.za</a>



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# BEE Certificate



**aBEErate**  
VERIFICATION AGENCY (PTY) LTD


Reg. No.: 2011/104879/07  
www.abeerate.co.za

This certificate has been independently verified in accordance with the Codes of Good Practice, issued in terms of section 9(1) of the Broad Based Black Economic Empowerment Act 53 of 2003 (Gazetted 11 October 2013).


MEASURED ENTITY	
Company Name	SHUTER AND SHOOTER PUBLISHERS (PTY) LTD
Address	110 CB DOWNES ROAD, MKONDENI, 3201
Registration Number	2002/002530/07
VAT Number	4600198743


BBBEE SCORE PER ELEMENT		
POINTS	WEIGHTING	ACTUAL
Equity Ownership	25.00	22.02
Management Control	19.00	15.54
Skills Development	20.00	17.56
Enterprise & Supplier Development	40.00	40.72
Socio-Economic Development	05.00	05.00
<b>TOTAL</b>	<b>109.00</b>	<b>100.84</b>

BBBEE STATUS	
BEE Procurement Recognition Level	135.00%
BEE Status	Level One Contributor
Black Ownership	100.00%
Black Female Ownership	06.18%
Modified Flow-Through Principle Applied	Yes
Empowering Supplier	Yes
Designated Group Suppliers	No
Applicable Scorecard	Generic Enterprise
Applicable BEE Code	Gazetted Codes 36928
Financial Period Assessed	Year Ended 28 February 2019
Issued Date	10 May 2019
Validity Period	12 Months from date of issue
Expiry Date	09 May 2020
Certificate Number	SG190046-9773-YH



**sanas**  
BBBEE Verification Agency  
BVA 162

  
 Verification Manager  
Stephanie Greyling



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## Contact Details

**Shuters House  
110 C.B Downes  
Road  
Pietermaritzburg  
3201**

P.O Box 61  
Mkondeni  
3212

Tel: 033 846 8700  
Fax: 033 846 8701

[www.shuters.co.za](http://www.shuters.co.za)

**Office Hours:**

Monday to Thursday – 08h00 to 16h30  
Friday – 08h00 to 16h00

Co. Registration no.: 2002/002530/07  
VAT Registration no.: 4600198743  
CSD no.: MAAA0011100

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