



More on us

1. SC History

The SC founders, Stefan Knipe and Koos-Jérard Louw, took a bold and calculated move in 1999 by exploring market gaps while creating niche areas in which to excel. They created a company where free-form creativity is matched by disciplined service levels and where professionalism is paired with passion!

The dynamic duo is joined by a strong management team with highly individual team-members who each share the SC Group vision to become the continent's leading lifestyle destination services company.

2. Overview of the SC Group

Superior Choices is a successful, dynamic destination and lifestyle management company that has established itself as an innovative market leader since its inception in 1999.

Superior Choices operates under the following divisions:

- SC Executive Affairs
- SC C.R.M. Solutions
 - SC C.R.M. Services
- SC Studio
- SC M.I.C.E. (Meetings, incentives, conferences and events) Solutions
- SC Financial
- SC Germany
- Choices Travel

we create happiness!

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3. SC Values and SC Quality Plan

Core Values > Superior Choices has initiated a "Superior Choices Code"; developed by all employees and accepted as the code we live and operate by. The SC code incorporates the SC Group values and the SC culture of "**We Create Happiness**".

Quality plan > Superior Choices is committed to a continuous improvement process, minimising the risk related to any of its projects by:

- Constructive project and process planning
- Employing senior qualified employees
- Continuous increased flexibility (being able to quickly deploy skills where necessary)
- Expert experience gained during its tenure
- Having established an in-house total-solutions skills base, therefore having more direct control over its output

The above quality plan forms the basis of ensuring that superior quality is delivered at all times and on all levels. Superior Choices has a built-in quality assurance plan, which forms part of each project and process plan. The quality assurance and checks are built into the project plan, as items to be completed and signed off. Quality checklists are part of each project planning phase.

4. SC Culture

The Superior Choices Group has a reputation in the marketplace for providing slick, professional, top quality products and experiences to a variety of high-net-worth individuals. The company's opinion is sought after within the industry and the media.

The Superior Choices signature attention-to-detail code of conduct is well known throughout the luxury brand segment, complemented by its strong and longstanding relationships with its supplier-partners. The company operates a hands-on approach and differentiates itself on the quality of the offers and experiences it procures and deliver combined with high levels of service standards which continuously exceed expectations.

Superior Choices operates a transparent and ongoing trustworthy communication structure which allows the group to manage all aspects of operations positively, efficiently and effectively. This is paired with administration systems which support all operational and administrative requirements of each individual CRM programme, with specific regard to the management and maintenance of legal documentation, financial records and management information reports.

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The Superior Choices Group offers its clients the luxury of flexibility in a very fluid market segment, based on customers' demand and month-on-month usage cycles, especially in the C.R.M. space. Monthly M.I.S. (monthly management systems) statistics are analysed to ensure the best possible effectiveness in the C.R.M. drive for usage, retention, acquisition and loyalty.

Superior Choices has hand-picked its strong team based on their dedication, enthusiasm, entrepreneurship, knowledge and motivation to deliver the best that the market has to offer; achieved by continual market research, relevant product and service identification and information analysis.

Superior Choices understands that its people are its greatest asset and, as such, SC management has carefully selected each team member for their "go-that-extra-mile" attitude.

Superior Choices is driven by unique personalities, with the following characteristics:

- Their enthusiasm for the SC brand and the SC code
- Their passion to manage a client's business as if it were their own
- Their honesty and high moral standards
- Their shared vision for the company's mission and vision
- Their entrepreneurial personalities
- Their enthusiasm
- Their creativity
- Their loyalty
- Their staying power
- Their ability to think and operate outside the box
- Their ability to strategise
- Their ability to work efficiently under pressure
- Their motivation to go that extra mile for customers, clients and their colleagues
- Their ability to operate under pressure and to improvise in crisis situations

in·di·vid·u·al – noun

- a. A single human being, as distinguished from a group

The empowerment that Superior Choices offers its team is to allow individuals at all levels of the company to broaden their scope of decision-making, whereby each person can fully utilise his/her talents, skills and inherent creativity. In a nutshell, empowering individuals widens the boundary of individual and team contributions, to think, behave, take action and control efforts and decision-making in autonomous ways.

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sci-on – noun

- a. In kinship, a descendant (of a notable family), a son or daughter
- b. A detached living portion of a plant (as a bud or shoot) joined to a stock in grafting

In the Superior Choices family, employees are fondly referred to as "**SC'ions**". Here, individuals are regarded as much more than mere workers contributing to the financial gain of a company. Each and every person is seen as part of a very special unit and encouraged to grow and take control of their own destinies, with the full support of the Superior Choices family. Therefore, according to the Merriam-Webster Dictionary, the definition of a "SC'ion" seems rather appropriate!

All SC employees and SC Directors stand for and stand up for Superior Choices!

Following various achieved successes to date, Superior Choices continually seeks new challenges and directions. The company's culture is to expand and reinvent existing models on a continuous basis while maintaining the integrity and values on which the company was founded.

5. Accredited Associations

SC and its divisions are accredited members of top national and international trade associations, including:

- ASATA
- IATA
- SATSA
- SITE
- International D-U-N-S Accreditation

6. BEE Compliancy

- Superior Choices is a **Level 4** BBBEE- (100% recognition) compliant company.
- Superior Choices M.I.C.E. is a **Level 2** BBBEE (100% recognition) compliant company.

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