

2025

# MEMBERSHIP POLICY

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This policy applies exclusively to registered Taxi owners and Associations that wish to join YENZA Transport and Advisory as sole proprietors. The content of this policy may be updated as deemed necessary by the owners and Board of Directors of YENZA Transport & Advisory.

# WELCOME MESSAGE

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**Valela John Yende**  
Managing Director/Founder

Growing up in a taxi family, I saw firsthand both the triumphs and challenges of the constantly evolving taxi industry. As a young person, I watched my father and many of his peers navigate this demanding sector with skill and resilience, often without support from government or commercial institutions. Now, more than 50 years since its inception, the industry remains strong, having weathered economic recessions, pandemics, and failed reforms to name a few. This enduring strength is a true testament to the solid foundation built by the pioneers and founders who came before us.

The industry now finds itself at a critical juncture, where it must choose between continuing with the same approach and risking falling behind, or embracing new opportunities that can drive growth and transformation. In other words, past methods will no longer be enough to ensure future success. It is becoming increasingly essential to foster the right mindset and invest in skill development, leadership, and innovation to propel the industry into a new age.

To ensure a sustainable transition for all stakeholders, a new ideology must drive the industry to even greater heights. Yenza Transport and Advisory is fully dedicated to this mission, and we believe that by collaborating with like-minded individuals from the industry, government, and the private sector, we can unlock the full potential of the taxi industry, transforming it into a service accessible to all South Africans, not just the urban poor. Through strategic business solutions and partnerships, we will tirelessly work to improve the working conditions of owners, associations, and drivers while providing unique and affordable transport solutions to the private sector and the general public. For us, this is what we define as shared value.

By taking the leap to join the evolution, you've made the first crucial step we all need to take in order to achieve this mission. For that, I truly thank you.

V.J.Y  
MBA/PDBA/BSc



# ABOUT US

**YENZA Transport & Advisory is a 100% Black-owned business development agency dedicated to delivering transformative business services and advise that empower the taxi industry to unlock new opportunities in collaboration with the private business sector. Through strategic partnerships and tailored business development services, our goal is to elevate the taxi industry, transforming it into a sector capable of offering improved transport services to a broader customer base.**

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**We firmly believe that the taxi industry and its services are vital to the foundation of our economy. Its growth and modernization are crucial for maintaining socioeconomic stability. In alignment with the Sustainable Development Goals and shared value business practices, we work closely with the taxi industry to enhance its reputation, create new opportunities, and contribute to sustainable cities and communities through improved transportation solutions.**

**Our team of consultants brings extensive experience and a deep understanding of the taxi industry's unique dynamics, enabling us to provide tailored, credible business insights and solutions that benefit both industry stakeholders, the community and private businesses.**

# MEMBERSHIP POLICY

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## 1. Introduction

Welcome to YENZA Transport & Advisory. YENZA is a business development company dedicated to unlocking new business opportunities for taxi owners and associations in South Africa. Our goal is to create mutually beneficial partnerships that increase the earning potential of vehicles and help owners build successful, sustainable businesses. The following Membership Policy outlines the requirements, benefits, and responsibilities of becoming a member of YENZA.

## 2. Purpose of the Membership

YENZA membership is designed exclusively for Taxi Owners, Operators, and Associations seeking to:

- Increase the earning potential of their vehicles.
- Access new business opportunities and markets.
- Benefit from expert advisory services, business development strategies and trainings.
- Leverage collective bargaining to access affordable resources to better support day to day operations and maintenance of their vehicles.

## 3. Membership Eligibility

To become a member of YENZA, individuals must meet the following criteria:

- Be a registered Taxi Owner OR Operator/Driver of a recognised Taxi Association in South Africa.
- Own or operate one or more passenger transport vehicles in GOOD or EXCELLENT working condition (see YENZA vehicle policy).
- Possession of vehicle Permits for vehicles to be registered within the YENZA database.
- Show a genuine interest in expanding the earning potential of their vehicles.
- Agree to comply with all YENZA policies, including payment terms, membership rules & codes of conduct.
- Be willing to engage in partnership opportunities and initiatives that align with the mission and vision of YENZA.

## 4. Membership Type

YENZA offers one type of membership:

- Individual Membership: For individual Taxi owners & Operator/Drivers looking to increase the earning potential of their vehicle(s) through our business development and transport brokerage services.

## 5. Membership Benefits

As a member of YENZA, you will enjoy a variety of benefits designed to help you grow your business:

- **Business Development Support:** Personalized advice on business strategies, financial planning, and market expansion.
- **Networking Opportunities:** Access to a network of other taxi owners and business partners to foster collaborations and growth.
- **Revenue-Boosting Partnerships:** Introduction to new revenue streams through YENZA'S partnerships with corporate clients & government contracts.
- **Operational Efficiency:** Expert advice on improving operational practices to reduce costs and enhance vehicle utilization.
- **Training and Development:** Access to training programs that help improve business management, vehicle maintenance, and customer service skills.
- **Market Access:** Opportunities to tap into new markets through joint ventures, including ride-hailing services, corporate contracts, and tourism to name a few.
- **Legal and Compliance Support:** Assistance with navigating the regulatory landscape of the South African transport industry and any personal legal matters associated with your Taxi business.
- **Collective bargaining:** Access to affordable deals and resources e.g discounted fuel, cartracking and insurance services.

## 6. Membership Fees

All fees are payable in advance on an annual basis or as otherwise agreed in writing. The fees assist in covering administrative costs, the sourcing of new business opportunities, and the provision of expert advisory services.

- **Individual Membership Fee:** R99 per month

Note: YENZA may offer discounted rates or promotions on membership fees from time to time, which will be communicated to members.

## 7. Member Responsibilities

As a registered member of YENZA, you agree to uphold the following responsibilities:

- **Commitment to Growth:** Actively engage in opportunities presented by YENZA to increase the earning potential of your vehicle(s).
- **Compliance with Agreements:** Abide by all contractual agreements and obligations established with YENZA, including payment terms and service agreements.
- **Communication:** Maintain open and regular communication with YENZA representatives to ensure that you are aware of all new business opportunities, trainings and programs.
- **Cooperation with Other Members:** Foster a collaborative approach to achieving mutual growth by cooperating with other members, especially in joint business ventures or projects.
- **Operational Excellence:** Strive for the highest standards of professionalism, including vehicle maintenance, driver conduct, and customer service, to ensure that all opportunities presented by YENZA are executed to the best possible standard.

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- **Commitment to Non-Violence:** Actively promote a culture of non-violence, both within the organisation and in their interactions YENZA stakeholders and the broader community. failure to do so can and will result with immediate termination of membership and its benefits.
  - **Patience and Long-Term Commitment:** Demonstrate patience and understanding in the process of business development. The taxi industry, like any other, requires long-term dedication, and members should be prepared to invest time and effort into gradual and sustainable growth.
  - **Confidentiality:** Respect the confidentiality of any proprietary information shared by YENZA or other members.

## **8. Termination and Withdrawal**

- **Voluntary Withdrawal:** A member may voluntarily withdraw from the membership at any time by providing a written notice of at least 30 days. Any membership fees already paid will not be refunded.
- **Termination for Breach:** YENZA reserves the right to terminate a member's membership if the member fails to comply with the terms of this policy, violates any contractual agreements, or engages in unethical or illegal practices. In such cases, no refunds will be issued, and the member may be liable for any damages caused by the breach.
- **Suspension:** YENZA may suspend a member's access to certain services or benefits while addressing any non-compliance issues. Suspension will be communicated in writing and may be lifted upon resolution of the issue.

## **9. Dispute Resolution**

In the event of a dispute between YENZA and a member, both parties will attempt to resolve the issue amicably through open discussion. If a resolution cannot be reached, disputes will be subject to mediation or arbitration, as agreed upon by both parties, before legal action is pursued.

## **10. Changes to the Membership Policy**

YENZA reserves the right to amend or update this Membership Policy at any time. Any changes will be communicated to members in writing, and members will be given a reasonable period to review and accept the new terms. Continued membership after changes have been made constitutes acceptance of the new terms.

## **11. Contact Information**

For any inquiries or additional information regarding membership, please contact:

Yenza Transport & Advisory  
INFO@yenzatransport.co.za  
www.yenzatransport.co.za

## **Acknowledgment and Agreement**

By signing up for membership with Yenza Transport & Advisory, you acknowledge that you have read, understood, and agree to abide by this Membership Policy. Your commitment to this policy is essential in creating a successful and sustainable business partnership.





# REDEFINING THE TAXI INDUSTRY TOGETHER

[WWW.YENZATRANSPORT.CO.ZA](http://WWW.YENZATRANSPORT.CO.ZA)

For more information: [info@yenzatransport.co.za](mailto:info@yenzatransport.co.za)

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