

Gillan & Veldhuizen Inc

firm overview

Gillan and Veldhuizen Inc is a legal practice located in the Western Cape. The practice was incorporated in 1999 and currently conducts its operations from two business premises, one in Westlake and one in Cape Town. The organisational structure consists of three directors, one professional assistant, two candidate attorneys as well as administrative staff.

At present Gillan and Veldhuizen Inc. are members of the Maritime Law Association, Regional Chamber of Commerce & The South African Medico Legal Society. Mr Veldhuizen also sits on professional committees at the Cape Law Society.

scope of operations

Gillan & Veldhuizen Inc. are a multifaceted firm who provide an array of services including:

- Commercial Advice & Litigation
- Drafting of Contracts
- Offshore Investments
- Liquidations & Sequestrations
- Commercial Debt Collection
- Matrimonial Matters
- Administration of Deceased Estates, Drafting of Wills & Trusts
- Conveyancing - Property Transfers & Mortgage, Notarial Bond Registration
- Insurance Law
- Shipping & Maritime Law
- Medical Law

competitors

Gillan & Veldhuizen Inc. is faced with a large number of competitors all performing similar functions. As it is a relatively new firm it faces the challenge of competing with many long established firms who have over time managed to establish solid reputations in the industry. Potential corporate clients are often wary of younger firms.

market environment

Currently the company's main profit drivers are small to medium sized enterprises and corporate financial institutions. The practice is on the Residential Mortgage Bond Panels of ABSA (Lacats No. 1945), FNB, and Standard Bank and on the Commercial Mortgage & Notarial Bond Panel of Business Partners Ltd mainly located in the Southern Suburbs of Cape Town. For some time the practice has also performed commercial recoveries for Business Partner Ltd with great success.

Clients are generally charged an hourly rate of R800.00 plus VAT, however, in some instances contingency agreements allow for a "no win, no fee" arrangement. Conveyancing matters are charged at the rate dictated by the Law Society of the Cape of Good Hope but even in this regards significant discounts can be negotiated based on turnover or size of transaction.

A Black Economic Empowerment philosophy is firmly entrenched in the company's corporate culture. This is illustrated in the firm's selection of article clerks and the composition of stake-holding in the business (51 % BEE Owned).

The firm's paramount strategic objective is to expand the business by way of growing their core client base with the ultimate aim of increasing operating revenue.

marketing strategy

The firm's only formal methods of marketing is through advertising in print media, writing a column in a monthly business publication and networking through the Cape Regional Chamber of Commerce.

However, in the legal environment, gaining a favourable reputation is the most effective means of attracting clients and this is best achieved by word of mouth. Law Society regulations however preclude members from cold calling potential clients.

core competencies

Gillan & Veldhuizen Inc. view their competitive advantages as the following:

1. They are a relatively small practice which enables a personal, hands-on approach to dealing with clients. This is very important in legal interaction and allows for lasting business relationships to be established.
2. This same characteristic also enables the firm to avoid the excessive bureaucratic formalities which are present in larger firms. Thus allowing for more efficient turnaround times in response to client instructions, which resultantly reduces costs.
3. The directors of G&V Inc. own their business premises which reduces overhead costs. The aggregation of these cost savings allows the practice to offer discounts of 25-50% on relative market fees, thus enhancing their competitive edge.
4. A Conveyancing Co-ordinator is employed, who endeavours to ensure that all transactions are timeously completed. With the time constraints that most clients are under, our Attorneys and / or Conveyancing Co-ordinator arrange for signature of documents at the client's premises, if this is permitted by the financial institution. Not only does this assist our clients but it also gives us an opportunity to vet the client and to substantiate the requirements laid down by FICA.
5. Our offices pride themselves on having identified that communication is the key component of fostering good relationships with clients and to this end report back to and

update our clients regularly. For our larger clients we arrange a weekly report back meeting. This we have found to be of great assistance in the Litigation and Conveyancing Environment.

6. We have found that over the years we have developed very strong relationships with our clients, most of whom have become good friends, as well. We hope to be of service to your institution and guarantee you of our best performance at all times.

