

COMMUNICATION


DEVELOPMENTAL AND ENABLING

		Rm	
sales		= 16 574	
outside costs		= 6 689	
wealth		= 9 885	
employees		= 6 712 = 68%	
tax		= 530 = 5%	
savings		= 2 212 = 23%	
owners		= 431 = 4%	


The profound simplicity of CAM extrapolates into an accounting format that stands alone as a reflection of human behaviour, and the only communication template that reflects all stakeholder interests. It is understandable and palatable at all levels. It is also the ideal central core for the Integrated Report.

CAN BE CONVEYED IN ANY FORM:
 ROLE PLAY; VIDEOS, POSTERS, PUBLICATIONS, DIGITAL, INTERNET, SOCIAL MEDIA, ETC.





	Rm	
sales	= 888	
outside costs	= 778	
wealth	= 110	
employees	= 58 = 53%	
tax	= 2 = 2%	
savings	= 42 = 38%	
owners	= 8 = 7%	



Category	Value	Percentage
SALES	R1 171	
SALES OUTSIDE COSTS	R 742	
WEALTH	R 428	
EMPLOYEES	R 281	~24%
TAX	R 128	~11%
SAVINGS	R 58	~5%
OWNERS	R 8	~1%

SALES	= R120	
OUTSIDE COSTS	= R60	
WEALTH	= R60	
EMPLOYEES	= R30 = 50%	
TAX	= R15 = 25%	
SAVINGS	= R9 = 15%	
OWNERS	= R6 = 10%	

Category	Value
SALES	R 100
OUTSIDE COSTS	R 40
WEALTH	R 20
EMPLOYEES	R 10
TAX	R 5
SAVINGS	R 3
OWNERS	R 2

