

Tswelelopele

Kgolo go ya ka ponatshego- Growth through transparency

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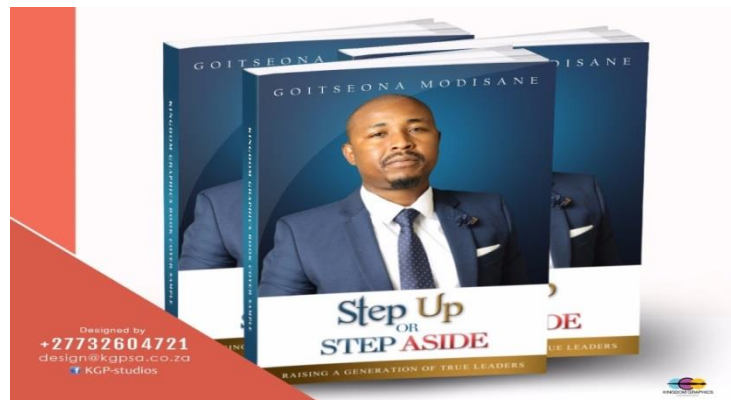
Lerato Kgaswane – SMME of the month



NEF Empowerment

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From the editor's voice:



Around this time normally we like to take some time and re-evaluate our lives. We go through deep interrogation with ourselves as to how far we as we are heading towards year end. As a human being who is living in a changing world we plan to make our lives different or better. The challenges that we face, all the obstacles that we go through are part of our lives and are what makes us strong.

As an SMME who is also aware of this world of life changing, you also have plans regarding your business. Your plans may include more capital, how to manage sales, marketing for your business, branding, advertising and other connections, but how do you archive all this? This is the question that you have to ask yourself if you want to reach your goals.

By embedding yourself with the right people can help you better your business growth. Our interest in business and our ideas are completely different that is why you have to go through the right channels to receive a better guidance. Since RBED is there for the benefits of our local SMMEs especially, this is an opportunity as an entrepreneur to use them for your benefit.

We would like you to climb the highest ladder in this changing world because we believe it is possible. The workshops, training, mentorship programmes, exhibitions and consultancy are the keys for your way to success. Ensure that in the coming year you familiarise yourself more often with our offices so that you can better your business growth.

As we are closing our offices for December holidays, please spend wisely, take good care of your selves and your family, let's meet again in 2018 with positive mind and encourage enterprise development in our area.

May the Lord continue to bless you and keep you save in this festive season.

"Merry Christmas and a prosperous 2018"

Editor: Tebogo Sedumedi



Q: Tell us about yourself.

A: Lerato Kgaswane is a 30 year young self-made entrepreneur. I am a hard worker and enjoy interacting with different people of different ages and race. I am an ambitious individual and I love life. Challenges encourage me and I am motivated by inspiring others.

Q: When did you realize that you can start a business?

A: It all started when I was doing grade 7 at Lebone 11 Independent school in Phokeng. I used to travel from Mogajane Village carrying two 5ltrs of ice cream buckets and a bag of Simba chips to sell at school. My friends used to help me sell during break time. That is when I realised my love and interest for business.

Q: What motivated you to start your own business?

A: The love for business, being my own boss, financial freedom, being able to create a legacy, to inspire others and to be able to take care of my family.

Q: What makes you a successful business person?

A: Working hard and focusing on my goals is the key. I am able to deal with challenges without fear and I ask for help when I do not understand - before making decisions.

Q: What are some of the challenges you faced when you started your business?

A: Operating capital was a huge challenge especially when I expanded from selling food at construction sites to a shop in town. The first time I applied for funding, the building where the funding company was situated

burned down just a day before I could go and submit my application documents and the documents took me 3 months to populate.

I lost my living place and I had to relocate with my sibling whom I am a guardian to and my son but during those difficult time I chose not to give up in my business.

I worked alone for most of the time because of I could not afford to hire and it was not easy but I managed until I was able to hire.

Q: What contributes to the challenges that can result in failure within a business?

A: Lack of planning results to planning to fail! You have to be focused and attend to every detail of your business no matter how small.



Q: If you have to advise an individual interested in starting a business what would you say?

A: Self-believe is key. They MUST research the product or service they wish to sell including the industry. Knowledge is power, the more you know about the kind of business you want to explore the better chances of achieving it. They have to be resilient and courageous because of it is not easy but it is possible!

Q: What are your aspirations?

A: I aspire to create more employment and contribute positively in the society. I aspire to grow and market my business nationally.

Q: What are your plans for the future?

A: I plan to franchise the African Trade Marks (ATM) brand in South Africa in a period of 3 years. I want a percentage of the profits made to be donated at local orphanages and NGOs making a difference in others lives.





NEF EMPOWERMENT EXPO

On the 17th November 2017 the National Empowerment Fund (NEF) hosted a full day empowerment expo at Kgaswane Country Lodge where they invited all of our SMMES on the database to attend.

The purpose of the event was to enhance the footprint of the National Empowerment Fund in the North West province and to also engage

with its stakeholders. The NEF also shared some of their success stories in the province. Amongst the panel of speakers there were representatives from various organisations including: NEF, RBED, Lonmin, Shell, Engen, Caltex, Pick n Pay, Shoprite, Department of road and FEED. All the presenters gave a presentation of their services and the opportunities that are available in the province.

The NEF arranged for some partners to have stalls to exhibit their product and service offerings. Between the presentations they allowed time for networking where our SMMES were able to directly engage with the exhibitors to discuss their plans with them and to also seek guidance. A total number of 265 stakeholders attended the event and 60% of whom were our SMMES.



The highlight of the event was the presentation that Mpho Mochekele from Lonmin emphasised by informing SMMEs about their new procurement process, and also of all the tender opportunities that will be available for the year 2018 allowing them sufficient time to prepare. SMMEs may also reach Lonmin on the following website: www.lonminprocure.com.



Step Up or Step Aside



GOITSEONA MODISANE

Leader . Speaker . Author . Coach . Mentor

Step Up Or Step Aside is a real open book. It is transparently expressive of principles and habits for successful leadership. This book will propel you to grow as a public leader or as a leader of your own life by application of the sound principles it contains. Unlike any other self-help book, **Step Up Or Step Aside** uncovers ethics and principles that can give you success in any leadership role in an easy and truthful manner.

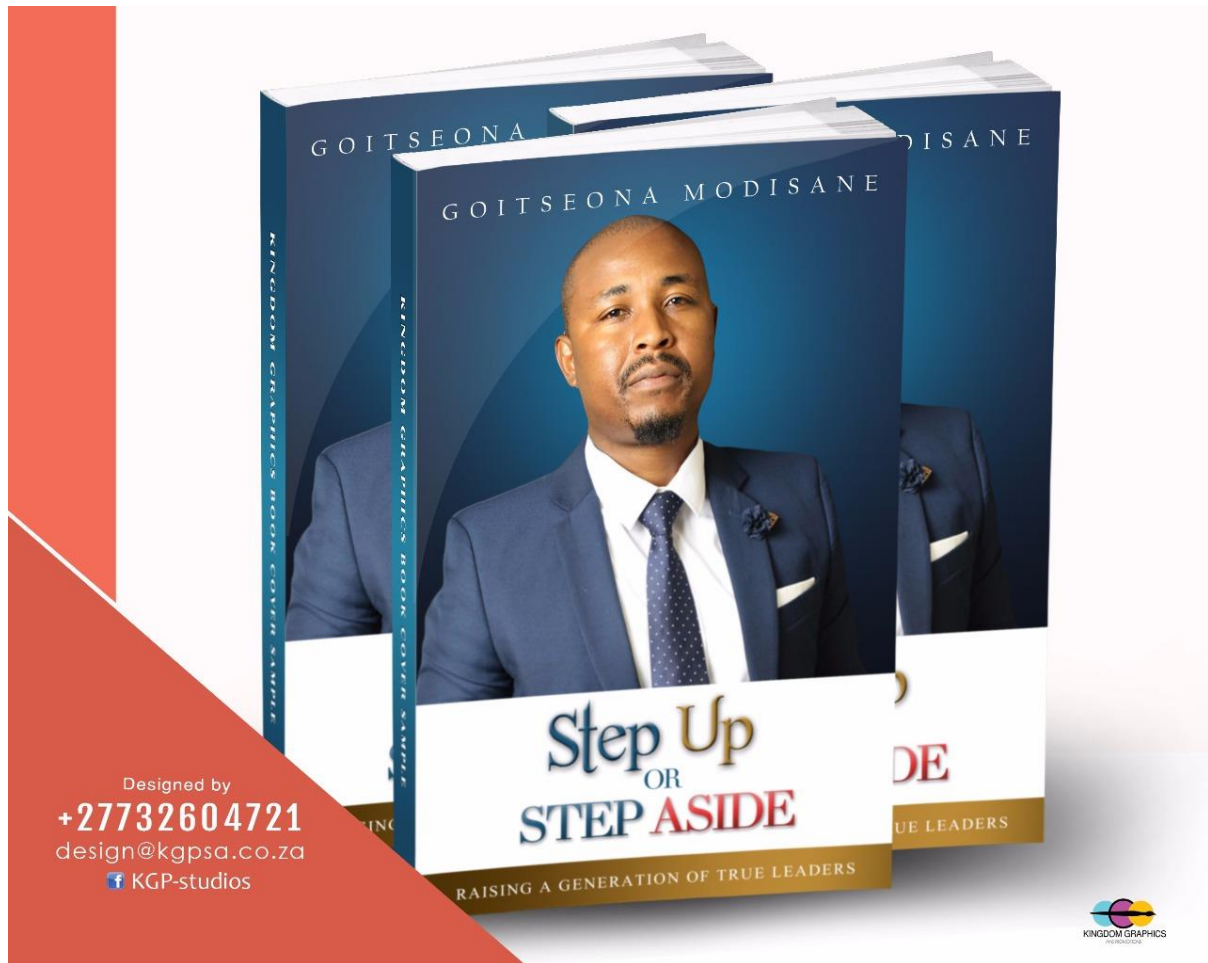
This book's unique layout strongly resonates with the content of each chapter to allow you to engage with the message compendiously.

Step Up Or Step Aside's simple tone amplifies the overall message through easy-to-follow lessons and teachings. The message is channelled to you to either Step Up and become the best version of yourself because you have the potential to or Step Aside because you choose to yield yourself to inferiorities that will cause you to watch others defy the odds to become great.

Locally written with each idea carefully set out, this read will help you become your own motivation. You were born for such a time as this, a time to be in control of your life and thoughts. This book is a guide, a map, an inspiration to embrace leadership like never

before and take control over your life.

The Author of the book Goitseona Modisane is a Motivational speaker, leadership development specialist, an accredited, facilitator, assessor, coach and mentor. He is a financial literacy coach and enjoys building others to achieve their potential. He is a real human capital developer and has dedicated his life to the development of others. He has authored numerous books which include,



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Success is your Birth Right, Guess What? You Are Loaded and The Entrepreneur Tist to name a few. In this latest read he goes all out to encourage all leaders to either Step Up or Step Aside and let others showcase what they can do.

The book is available in and around Phokeng and the details for ordering are as follows:

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The book is available for only R150 and delivery is free around Rustenburg. For places outside Rustenburg the book will be couriered for just R99. Go ahead and get yourself a copy, you will not regret it.



Take Part In Our Quiz And Win Awesome Prices!!.

1. Who is the editor of Tswelelopele?

To Enter Please Send Your Answers To
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