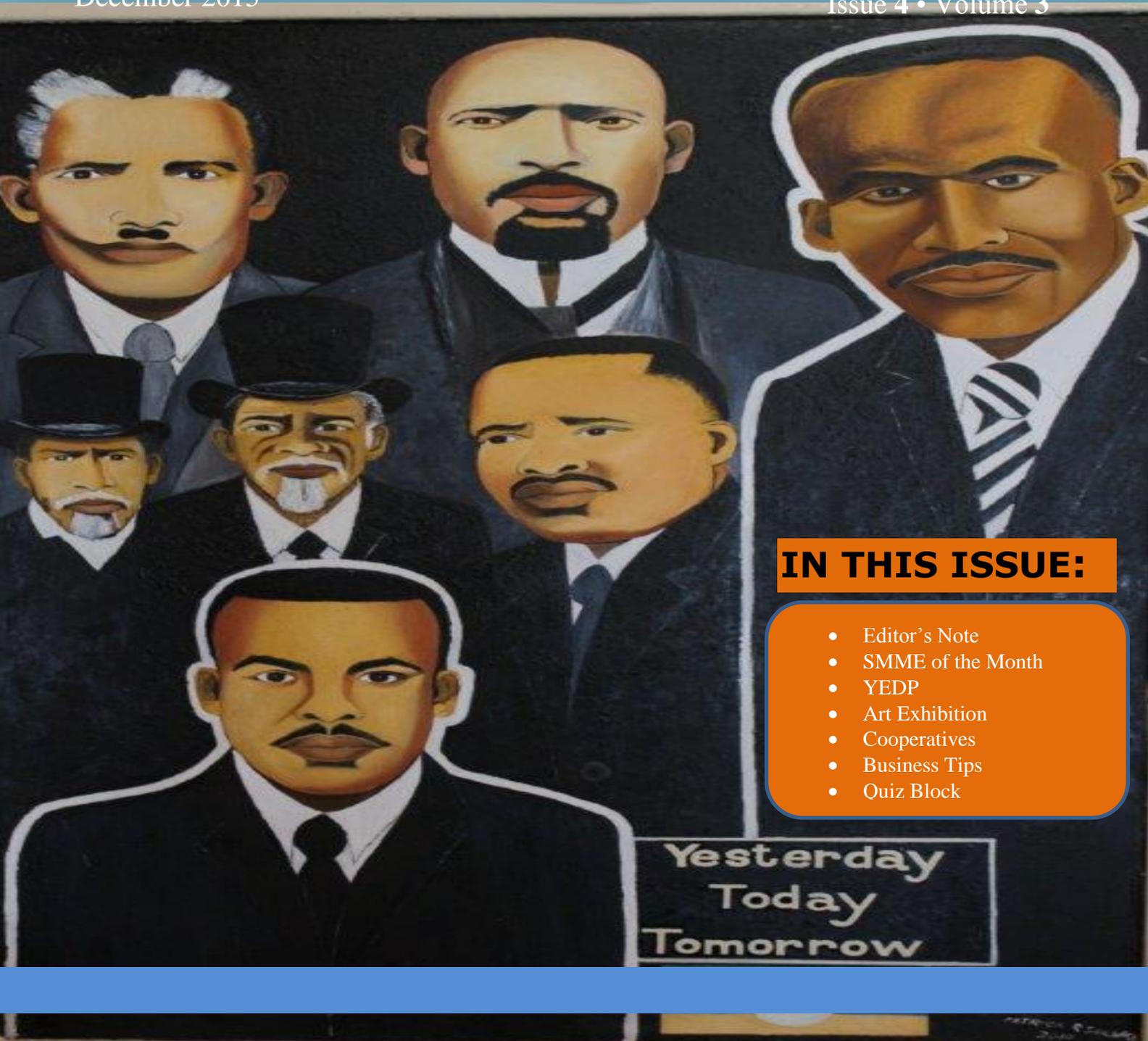


Tswelelopele

Kgolo go ya ka ponatshego- Growth through transparency

December 2015

Issue 4 • Volume 3



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Yesterday
Today
Tomorrow

PATRICK S. STANLEY
2015



EDITOR'S NOTE

2015 has been a year of many activities, many developments and many challenges. Like any other organisations, we go through challenges, we experience setbacks, but with communication and unity, we do manage to pull through. The workshops, trainings and linkages have been taking place as per enterprise development mandate. We are happy to say we are keeping our words by developing SMMEs and getting good results through all this.

The unity and communication that we have among staff and SMMEs help us to steer the ship to the level it is expected of us. With the small number of staff, it is exciting to say we are producing, we are delivering, and we are making it happen one step at the time. The commitment that we have and the hard work are paying off. The results we have achieved this year shows we are walking towards an RBED that brings results

One of the exciting activities this quarter was the Bafokeng Art Exhibition, held at Royal Marang Hotel. We are proud to have assisted Tshepang Maelangwe and his team of artists to showcase their mark and also become involved in the business of art. The exhibition has put Bafokeng artists on the map and showcases their talent and passion.

I would like to encourage all registered SMMEs to ensure that all their supporting documents comply and that their information is valid. RBED would like to wish you a Merry Christmas and a prosperous new year.

Editor: Tebogo Sedumedi





SMME OF THE MONTH – Mrs Molefe



Q: Tell us about yourself/ who is MrsMolefe?

A: I am 38 year old woman married with five children residing in Pitso section in Phokeng. I studied Marketing and Technology, Secretarial and Computers, Human Resources with different Institutes. I have 5 certificates on skills development with different sectors training entrepreneurs. I am currently engaged with the University of Johannesburg on training development with center for small businesses. I have attended all workshops for business growth and i was one of the guest speakers at UJ in 2014 on their Soweto Conference for small businesses currently known as Dr Richard Maponya Conference for small businesses.

I completed my in-service training through a company called Wegezi Power Holding (INVICTA Holdings Group Company) which afforded me an opportunity to oversee a project for Bafokeng Steyl Drift mine at XD Jinan Transformers in China.

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

A: I started just after I finished college because it was the desire that I dreamt as a teenager and wanted to make it a reality. One of the highlight of my journey in business was attending the workshop under ABI with the private company called Growth Link. The company instilled a lot about the woman I am today in business and my business was chosen to give feedback to more than 400 employees of Coca-cola in terms of marketing and labelling.

Q: What motivated you to start your own business?

A: Patience, dedication, problem solving, strong marketing skills and team work encouraged me to succeed in the world of business. The primary objective was identifying the needs, wants and services required by the community I live in. I want to be the pioneer of the future by serving ambitious young business people to unleash their full potential.

Q: What makes you a successful business person?

A: Dedication, perseverance, the love of business. Most importantly I take every challenge as a tool to prosper and never give up my dream.

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

A: Well established businesses that are always thriving and with no lack of financial boost. Identifying the groups of potential customers. Competition with foreigners who are doing successfully in their businesses.

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



A: If you are managing your business without a business guide (plan) with vision, mission and goals, or without rewards strategies and talent management (keeping all business transactions in order). If you are not behind your business at all times.

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

A: Do a lot of research on the business you want to operate. Engage yourself with business people who will always coach and never disappoint your dreams. Never underestimate your abilities if you want to be an entrepreneur. Attend workshops for networking and ask questions.

Q: What are your aspirations?

A: To become a role model, to strengthen my decision-making procedures and general planning, to do skills transfer to upcoming entrepreneurs and to reach my long term goal of owning a franchise.

Q: What are your plans for the future? **A:** To be recognized in business across South Africa. To be part of solving poverty alleviation by providing jobs, especially for the youth. To become a business mentor.

SAA SUPPLIER SUMMIT

Some of RBED local SMMEs attending SAA Supplier Summit that was held in Mahikeng

In support of our country's National Developmental Goals, SAA invited all Small to Medium Enterprises (50% or more Black-owned, Black Women, Youth-owned and Disabled owned Businesses) to their first Supplier Engagement Summit in the **North West Province**.





Youth Enterprise Development Programme – (YDEP)



(YDEP) Youth Enterprise Development Programme is an entrepreneurship programme conducted by Junior Achievement South Africa. The programme is scheduled for 20 sessions; meeting is twice a week for the first 10 sessions then once a week for the last 10 sessions four hours. Target is a group of 40 young people around neighbouring communities who are between 18 and 35 years of age, who are interested in running a business, who understand English and are willing to commit to the programme with their time, effort and money. The programme is sponsored by **ABSA (BARCLAYS)** for materials and programme facilitation. Learners don't pay anything except for investing in their businesses.

The programme started on the 22 June 2015 and ended on the 05 October 2015 and was hosted by Bafokeng Love life Centre in Luka courtesy of Dr. Mokgethi and Mr. Gab Lenkwe. The first session started with 10 learners and later increasing to 38 learners special thanks to Mr. Tshego Mekgwe for assisting in the recruitment drive. It is important to note that most unfortunate some prospective learners dropped out because they expected a stipend.

The programme included leadership and team building exercises to keep learners engaged and focused and the hard work and challenges that the groups faced made other not to persevere and we had a huge dropout rate but some of them left because of extra commitments they had like having employment opportunities and Learner ships trainings. The programme went very well with learners who persevered and a total of 14 students were certified for their hard work, dedication, commitment and determination.



During the programme, learners faced different challenges like conflicts within their companies but did not give up as they wanted to achieve beyond their capabilities. One of the groups that were into baking received an oven with baking utensils from Mr Ratanang Selomane on behalf of Royal Bafokeng Enterprise Development to help them manufacture baked goods and the whole group received training on how to utilize the equipment.



The programme culminated with certification ceremony on 13/11/2015 which was held at Mogono Community Hall where all learners who completed the programme received awards for their achievements. Mr Ian Venter was the keynote speaker for the day whereby he encouraged learners to continue running their businesses and encouraged them to feel free to visit the RBED in the event that they needed any assistance related to businesses. Mr Ratanang Selomane and Olga Chauke also participated in awarding the students.

A huge gratitude and appreciation goes BL Consultants who provided lunch and refreshments throughout the programme, Sebetsa Trading a local HDPE specialist company for sponsoring the certification ceremony, Royal Bafokeng Enterprise Development and Luka Business Forum for making this programme successful.



For further information contact the North West Junior Achievement South Africa Agents, Zipporah Segabetla (Mrs) or Mr. Jo Segabetla on 082 484 7673/076 945 0822 respectively.



ART EXHIBITION

Enlightening Bafokeng artists

The local art exhibition was a long awaited art event for the local artists in Phokeng. The curator (Tshepang Maelangwe) with the help of RBED eventually made it happen. He was introduced to various forms of galleries and art shops and the whole idea of establishing a local gallery, and having a pilot project in preparation of having a gallery in Phokeng area started to develop.



The opening ceremony was held at The Royal Marang Hotel on the 25th November 2015 and the show lasted for three days. The support from local people and Rustenburg area was so amazing. It was such an honour to have Queen Mother and Princess Motswana amongst the guests.

The exhibition advert went live on Motswedding FM, Classic FM and Village. We also had a chance to have our advert placed on our local newspapers (Herald and Platinum Weekly). We managed to pack all the artworks and took the items that could fit in the station wagon

without damaging. We took the remaining items on Monday the 30th of November. The opening managed to get Tshepang Maelangwe and other exhibitors to be invited to other local exhibitions entities like; Lebone Collage and Deo Juovante at Water Fall. The artists were very happy to have been part of this event and they are now motivated to do more works. We would like to encourage other local artists to also come forward.

Below is a brief description of artists who took part in the exhibition:



Tshepang Maelangwe

Tshepang is a qualified artist with a B-Tech degree from Tshwane University of Technology in sculpture. He is exhibiting a series of painting works dealing with the issue of disability within our community and the influence of mining. The paintings are created on board, using acrylic and saw dust. The series intend to show case the able within the disable and the disable within the able.

Thato Khomo

Thato Khomo is a qualified artist with a B-Tech degree from Tshwane University of Technology in print making. He is displaying drawings and print making; his subject matter is around family setups. Growing up raised by a single parent after his father passed away, Thato displays the importance of having both parents in the upbringing of a child. He used pencil, charcoal and different techniques in print making like lino cut, litho print and etching.

Sephiri Rangaka

Sephiri Rangaka is the oldest practicing artist in the whole of Bafokeng region. With lots of experience in ceramics and pottery, he is displaying ceramic sculptures and pottery. Sephiri is influenced by traditional objects and the love of nature which is visible in his sculptures of ant eaters, frogs and birds.

Patrick Sibilanga

Patrick Sibilanga is a passionate portrait artist and a sculptor. He has been an art practitioner for over 34 years. He enjoys doing significant political figures and historical events in South Africa.

David Molotsi

David Molotsi is a passionate painter and sculptor. His foundation as an artist was well laid by the like of Helen Sebidi a well-known South African painter. David is a realistic painter who enjoy doing village scene`s and wild life.

Thomas and Master

Thomas and Master are sculptors, using Rhino lite and wire to do their art works. They have learned their skill from their uncle. The influence of Dr Phutuma Seoke is visible in their works as they stylize their animal figures with elongated bodies. They do animals, birds and portraits.

Godisanang Orphanage

Three of the local artists are currently mentoring school kids at the centre. And the works of the kids will form part of this exhibition. Their works are still life paintings and drawings.

Most of these artists are taking part in the RRT public project which is curated by the well-known public artist Mr. Clive van den Berg.



COOPERATIVES FEATURE

Success factors for effective cooperatives

With

Antony Jongwe



So far, I have set an agenda for the resuscitation of cooperatives in South Africa through this column. However, it is also important to identify the success factors for cooperative success. Professor Louw Van De Walt of the Potchefstroom Business School at North West University has a longstanding research interest on the subject and has identified success factors for cooperative development.

In order to have a vibrant cooperative sector, an environment conducive for cooperative development should be created and certain aspects should be addressed. The following factors play an important role in the effectiveness of cooperatives.

Effective management. Cooperatives should be managed effectively. Conflict between members and management, including the board of directors, must be avoided. The advantages of cooperatives will only be realised if the cooperative continues to operate as a sustainable form of business.

The initiative for the cooperative must come from its members. Those who will eventually enjoy the advantages of the cooperative must initiate the establishment of the business. Therefore a bottom-up approach should be followed.

Member support and commitment. The cooperative will only succeed if continuous commitment and support by its members exist. Members must realise that the cooperative basically depends on them for its existence.

Entrepreneurial mindset. A factor often ignored when addressing cooperative success is the entrepreneurial mindset of members. Environmental factors influencing the business sector also apply to cooperatives. In order to address the changing needs of members, all role players (including members, management and directors) must be creative and innovative.

Cooperative education. The cooperative as a form of business must be completely understood and education should also deal with business, marketing and financial issues.

Government support. Although a cooperative is member-driven, government support is indispensable. Government should provide the policy conducive to cooperative development.

Antony Jongwe researches on forms of cooperation that exist in enterprising communities. He also consults with various stakeholders on the matter. Contact him via e-mail: consultgws@gmail.com or phone: +27717873144



Business Tips

The Seven Pitfalls of Business Failure and How to Avoid Them

1. You start your business for the wrong reasons.

Would the sole reason you would be starting your own business be that you would want to make a lot of money? Do you think that if you had your own business that you'd have more time with your family? Or maybe that you wouldn't have to answer to anyone else? If so, you'd better think again.

On the other hand, if you start your business for these reasons, you'll have a better chance at entrepreneurial success:

- You have a passion and love for what you'll be doing, and strongly believe -- based on educated study and investigation -- that your product or service would fulfill a real need in the marketplace.
- You are physically fit and possess the needed mental stamina to withstand potential challenges. Often overlooked, less-than-robust health has been responsible for more than a few bankruptcies.
- You have drive, determination, patience and a positive attitude. When others throw in the towel, you are more determined than ever.
- Failures don't defeat you. You learn from your mistakes, and use these lessons to succeed the next time around. Head, SBA economist, noted that studies of successful business owners showed they attributed much of their success to "building on earlier failures;" on using failures as a "learning process."
- You thrive on independence, and are skilled at taking charge when a creative or intelligent solution is needed. This is especially important when under strict time constraints.
- You like -- if not love -- your fellow man, and show this in your honesty, integrity, and interactions with others. You get along with and can deal with all different types of individuals.

2. Poor Management

Many a report on business failures cites poor management as the number one reason for failure. New business owners frequently lack relevant business and management expertise in areas such as finance, purchasing, selling, production, and hiring and managing employees. Unless they recognize what they don't do well, and seek help, business owners may soon face disaster. They must also be educated and alert to fraud, and put into place measures to avoid it.

Neglect of a business can also be its downfall. Care must be taken to regularly study, organize, plan and control all activities of its operations. This includes the continuing study of market research and customer data, an area which may be more prone to disregard once a business has been established.

A successful manager is also a good leader who creates a work climate that encourages productivity. He or she has a skill at hiring competent people, training them and is able to delegate. A good leader is also skilled at strategic thinking, able to make a vision a reality, and able to confront change, make transitions, and envision new possibilities for the future.

3. Insufficient Capital

A common fatal mistake for many failed businesses is having insufficient operating funds. Business owners underestimate how much money is needed and they are forced to close before they even have had a fair chance to succeed. They also may have an unrealistic expectation of incoming revenues from sales.

It is imperative to ascertain how much money your business will require; not only the costs of starting, but the costs of staying in business. It is important to take into consideration that many businesses take a year or two to get going. This means you will need enough funds to cover all costs until sales can eventually pay for these costs. This [business startup calculator](#) will help you predict how much money you'll need to launch your business.

4. Location, Location, Location

Your college professor was right -- location is critical to the success of your business. Whereas a good [business location](#) may enable a struggling business to ultimately survive and thrive, a bad location could spell disaster to even the best-managed enterprise.

Some factors to consider:

- Where your customers are
- Traffic, accessibility, parking and lighting
- Location of competitors
- Condition and safety of building
- Local incentive programs for business start-ups in specific targeted areas
- The history, community flavor and receptiveness to a new business at a prospective site

5. Lack of Planning

Anyone who has ever been in charge of a successful major event knows that were it not for their careful, methodical, strategic planning -- and hard work -- success would not have followed. The same could be said of most business successes.

It is critical for all businesses to have a [business plan](#). Many small businesses fail because of fundamental shortcomings in their business planning. It must be realistic and based on accurate, current information and educated projections for the future.

Components may include:

- Description of the business, vision, goals, and keys to success
- Work force needs
- Potential problems and solutions
- Financial: capital equipment and supply list, balance sheet, income statement and cash flow analysis, sales and expense forecast
- Analysis of competition
- Marketing, advertising and promotional activities
- Budgeting and managing company growth

In addition, most bankers request a business plan if you are seeking to secure addition capital for your company.

6. Overexpansion

A leading cause of business failure, overexpansion often happens when business owners confuse success with how fast they can expand their business. A focus on slow and steady growth is optimum. Many a bankruptcy has been caused by rapidly expanding companies.

At the same time, you do not want to repress growth. Once you have an established solid customer base and a good cash flow, let your success help you set the right measured pace. Some indications

that an expansion may be warranted include the inability to fill customer needs in a timely basis, and employees having difficulty keeping up with production demands.

If expansion is warranted after careful review, research and analysis, identify what and who you need to add in order for your business to grow. Then with the right systems and people in place, you can focus on the growth of your business, not on doing everything in it yourself.

7. No Website

Simply put, if you have a business today, you need a website. Period.

In the U.S. alone, the number of internet users (approximately 77 percent of the population) and e-commerce sales (\$165.4 billion in 2010, according to the US Department of Commerce) continue to rise and are expected to increase with each passing year.

At the very least, every business should have a professional looking and [well-designed website](#) that enables users to easily find out about their business and how to avail them of their products and services. Later, additional ways to generate revenue on the website can be added; i.e., selling ad space, drop-shipping products, or recommending affiliate products.

Remember, if you don't have a website, you'll most likely be losing business to those that do. And make sure that website makes your business look good, not bad -- you want to increase revenues, not decrease them.

When it comes to the success of any new business, you -- the business owner -- are ultimately the "secret" to your success. For many successful business owners, failure was never an option. Armed with drive, determination, and a positive mindset, these individuals view any setback as only an opportunity to learn and grow. Most self-made millionaires possess average intelligence. What sets them apart is their openness to new knowledge and their willingness to learn whatever it takes to succeed.

<http://www.businessknowhow.com/>

Kennedy Mapeka



KENCAN is a company that specializes in mobile car wash. It was given the opportunity in the national event called "Pitch and Polish" on the 17 September 2015 that was held at the Rustenburg Civic Center. The event was very appealing and it has been of a great help to his business idea.

The company managed to be on the top five of the competition and he was rewarded R4 000 when he took the second.

He humbly would like to thank Royal Bafokeng Enterprise Development for inviting his company to take part in the competition and also the opportunity for exposure.



QUIZ BLOCK

Take Part In Our Quiz And Win Awesome Prices!! Two winners will be randomly selected.

1. Where did the art exhibition take place?
2. Who is the curator who brought art exhibition in the Bafokeng area?
3. How much was Kennedy rewarded with during the pitch and polish competition?

To Enter Please Send Your Answers To

tebogo.sedumedi@bafokeng.com

Or call us on: (014) 589 3000

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