

Focused Approach

The focused approach programme is an individualised enterprise development programme spanning over 3 years that aims to accelerate the growth of high potential SMME selected through a rigorous selection criteria.

Admission Criteria

Existing business with at least 2 years in operation
Expertise, Academic and technical qualifications in the relevant industry

Minimum Turnover 2 million per annum with financial accounts; with high prospects for increasing turnover and employees.

Minimum number of employees 4; with high prospects for job creation

Compliance

- Registered on RBED database
- Company registration certificate
- Tax clearance certificate
- BEE certificate
- Workmen's compensation
- VAT registration where applicable
- Industry related compliance

3 written references or more

Willingness to participate and be part of a mentoring program

Supply information relating to turnover and number of employees

Cooperate and sign a mentorship agreement

Selection Criteria

Industry (Market)

Aligned with opportunities in stakeholder supply chain Significant commercial potential.

Level of education & skills set within industry

Should be professional in chosen field

Have full understanding of service offering

Positive attitude

Willing to be guided

General management skills

Capital Requirements

Funding availability for a chosen industry

SMME in good financial standing

Ability to raise funds/ own contribution

Sound understanding of financial needs

Application and Selection

Complete application form

Desktop assessment

Follow up assessment

Why join the Focused Approach

Customised interventions based on needs analysis

Individualised coaching

Access to market opportunities

Graduation

When agreed development objectives met:

Usually at Gold/Platinum level in RBED sustainability score.

Sustainability criteria met

(Contracts, turnover, employees)

Performance and development criteria met (Growth)

Industry based differences - Industry trends can be vastly different

Becoming a QME according to DTT scorecard criteria

(Turnover > R 10 Million, equivalent to Platinum category)

Note: Can be earlier than agreed time period

Termination

Breach of mentorship agreement with RBED

Lack of cooperation with facilitators

Missing the scheduled sessions repeatedly without notification

Not implementing agreed development plan

- Lapsed legal compliance
- Not providing regular feedback on the impact of the programme