

# Tswelelopele

*Kgolo go ya ka ponatshego- Growth through transparency*

March 2016

Issue 1 • Volume 4



## IN THIS ISSUE:

- Editor's Note
- SMME of the Month
- Business Expos
- National Gazelle
- Cooperatives
- Digital Migration
- Flipboard
- Quiz Block

### **DIGITAL MIGRATION**

*Digital vs Analogue ... Find out more on page 8-11*

**KNOWLEDGE IS POWER!!!**



## EDITOR'S NOTE

Quarter 1 at 2016 is done, the year is already 25% complete. The RBED team hopes that every entrepreneur and SMME has had an extremely busy start to 2016

For our region in particular this has been the start of a difficult year. The Platinum industry is under pressure and that in turn creates retrenchment, insecurity and makes the business environment much more difficult to operate in than would otherwise be the case.

One deal sometimes wonder how business heroes still succeed in these times. The RBED is there however to assist. It is our deal that small businesses grow to become large businesses and eventually industry leaders in the local market and the national economy.

A new feature provided by the RBED is the flipboard magazine. We encourage Bafokeng business owners to download the free app and follow the Royal Bafokeng Enterprise Development magazine which features daily articles on topics of interest to business owners.

More exciting news is that we have free-wifi in the center and we are also empowering youth to provide such services in the community while earning a commission



**Editor: Tebogo Sedumedi**



## SMME OF THE MONTH – Mrs Molefe



**Q: Tell us about yourself.**

**A:** My name is Tebogo Molotsi, I am 29years old residing from Mosenthal Village. I am a managing director at Stitches Clothing, a uniform manufacturing business in Rustenburg which I run with my mother Rina Molotsi.

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

**A:** I don't come from an entrepreneurial background, so it was never in my plans when growing up to start a business, my idea was to complete my grade 12, go to tertiary, get a job and settle down. I never thought I would be running a business.

**Q: What motivated you to start your own business?**

**A:** I believe what motivated me to start a business was trying to create opportunities for myself. I did not go to tertiary as planned, so immediately after matric I had to find a job to help supplement my mother's salary. When you don't have a higher education qualification you take

what you can get, which for me was a bit of admin and reception work. That was not enough for me, though I had to find something else to do, something fulfilling, so I started a business with my mother.

**Q: What makes you a successful business person?**

**A:** I must say "I'm an addict to hard work", I think that is what makes me a successful entrepreneur. When something needs to be done at any time, I do it.

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

**A:** Lack of exposure and information which restricted our potential for exploiting opportunities. To mention but a few: Availability of space in a suitable area was a challenge. We started operating in a garage which was not well connected in terms of transportation facilities and communication networks. Attracting and retaining qualified staff was also challenging. Our toughest obstacle was raising funds. Complicated banking procedures and insistence on collateral made it impossible for us to access money for working capital.



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

**A:** There are a range of factors which can contribute to small businesses failing, but to me the most important one has to be lack of information, because that restricts your potential.

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

**A:** Starting a business in South Africa is not for the faint hearted, it sometimes feel like you are being torn apart as everything from fundraising, to hiring and firing falls on your shoulders. So one has to be physically and mentally prepared.

**Q: What are your aspirations?**

**A:** My aspirations are to grow a business that will contribute to job creation within my community and make a positive impact on my country's economy.

**Q: What are your plans for the future?**

**A:** My plans are to establish our business Stitches Clothing, as a stitching expert, textile manufacturing even to explore foreign manufactures.





## HOBBY X

Some SMMEs attending Hobby X Expo that was held at Norgate in Johannesburg.



Everyone's favourite *hobby* and craft expo was held at *The Dome*! Artists discovered the latest innovations and ideas, attended workshops, visited demo theatres, and stocked up at Southern Africa's biggest trade and consumer show of hobbies and crafts! Hobby-X showcases a wide variety of materials, equipment, supplies and ideas for an extensive range of creative crafts and hobbies. With almost 250 exhibition stands to explore in Johannesburg the SMME were in for a spectacular shopping experience - beads and gems, books, magazines, gardening, pewter, glass art, doll making, power tools, woodworking, puzzles, mosaics, scrapbooking, bear making, metal clays, easels, paints, canvasses, model cars, planes and trains, Meccano, slot cars, bungee swings, cooking, card making and so much more.



RBED took 9 of the SMMEs who specializes in art to go and attend the event. The purpose was to expose and help them grow on their ventures and to see how other well established artists run or do their business. Amongst the exhibitors there was a company called Rapidstudios, they held a workshop that three of our SMMEs attended. The

workshop was about painting, a “guided journey” to their own painted canvas masterpiece and it was a helpful guidance which assisted them to reconnect with their inner artist. There was also another stall that belonged to Glass Studio (GFA) they do glass forming including beading, kiln forming and glass blowing and they also supply products, workshops and service. They helped one of our SMME from Unique Glasses and gave them tips on how they can save money by using recycled materials to create beads. This expo was very informative and beneficial for our SMMEs, not only did they learn on how operate their business and sell their products but they also networked and left with materials of which they got on bargain and bulk.

## MY BUSINESS EXPO

My Business Expo Joburg is a 2 day event being held from 9th March to the 10th March 2016 at the Gallagher Convention Centre in Midrand, South Africa. This event showcases products to business owners, entrepreneurs and future entrepreneurs looking to see new trends, experience the most innovative business solutions, seize amazing opportunities, ideas and professional advice from a wide range of exhibitors etc. in the Business Services industry.



RBED took 15 of entrepreneurs to attend the event. This is a business expo is held twice per annum and the aim of this expo is to gather all business owners or rather entrepreneurs together to network and to see new trends and to experience innovative solutions that might help them do business in a different way.



The 2016 expo featured Access to Finance Indaba, Build a Business live, Business Start-up Expo and The Franchise Show. To the SMMEs that went to the business expo received professional advise from big companies and seized great opportunities and ideas.

We are hoping to bring more entrepreneurs for exposure in the future as part of development and grooming.



## NATIONAL GAZELLE

### Sam Molefi of Modi Mining

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National Gazelles is a new SME support development programme initiated by the Department of Small Business Development at accelerating the competitiveness, growth and performance of a significant group of high-potential SMEs over the next 10 years. The programme is supported by the Small Enterprise Development Agency (Seda).

We would like to proudly congratulate Modi Mining, as it was selected as one of the Top 40 National Gazelles from more than 1,700 applicants to the programme. As a National Gazelle, Modi Mining will be part of a multi-faceted programme that has one single-minded aim: to help the SMME grow its business so

that it operates as close as possible to its maximum potential.

This means it will be focusing on three key areas: strategy, funding and opportunities. The day-to-day management and operations of the business will continue— as their focus is on growth, they want to focus their resources and support on the “core” factors that will drive growth, rather than helping fix the day to day challenges that are part of running a business.

Modi Mining will receive a special invitation to the National Gazelles Let’s Grow Workshop which is scheduled to take place in Johannesburg to kick off the programme. The workshop will be attended by two people who are shareholders or owners of the company.

At this workshop, they will have the opportunity to meet and network with the other National Gazelles businesses from around South Africa, hear about how the National Gazelles programme works, and, most importantly, start developing their own customised business growth strategy with experts for the programme.



## DIGITAL MIGRATION



### DIGITAL MIGRATION BAFOKENG

South Africa's long awaited digital migration TV has arrived and it is set to change the face of TV for many ordinary South Africans. The government will subsidize 5 million needy TV owning households with a free set top box.

**The following groups are eligible to receive subsidies:**

- **Poor South African people with green ID books**
- **Households who are in possession of a functioning TV set and are not subscribers to paid television services**
- **Households dependent on social grants**
- **Households already covered by the SABC concessionary TV license scheme**

### WHAT IS DIGITAL MIGRATION?

Digital Terrestrial Television refers to the use of a network of TV transmission towers on earth as opposed to satellites in space to broadcast digital as opposed to analogue signals.

### **WHAT DO THE TERMS ANALOGUE AND DIGITAL MEAN?**

An analogue signal can have any number of values. A digital signal can have only the values zero or one. A digital signal can be more easily corrected of errors caused by unwanted electronic noise than can an analogue signal. This is why an analogue TV picture like SABC becomes gradually more snowy as the signal weakens whereas a digital picture like DSTV remains perfect while the signal weakens until a level is reached where the error correction electronics can no longer function, at which point the picture freezes.



### **WHEN PEOPLE TALK ABOUT “DIGITAL MIGRATION” OR “DIGITAL SWITCHOVER” – WHAT DO THEY MEAN?**

This is the process of moving from an analogue to a digital TV broadcast.

### **WHY DO WE NEED TO CHANGE FROM ANALOGUE TO DIGITAL TV**

In keeping with other countries and to advancing technological developments worldwide, the government has decided to migrate from analogue TV to digital.

The benefits of digital TV broadcasting include:

- Excellent picture quality
- Clearer sound
- More channels
- A digital TV guide which can be easily updated for more accurate schedules.
- Interactive services like games or the weather channel.
- Picture quality which does not deteriorate with a weaker TV aerial signal. Your TV picture will either be perfect or you will have no picture at all. No more snowy pictures.
- Allows transmission of high definition (HD 1080) TV pictures.

### **WHAT EQUIPMENT DO I NEED TO WATCH DTT?**

When South Africa goes digital, everyone currently using a TV aerial will need a decoder (also called a set top box or STB) which will decode the digital signal. Without a STB(similar to M-Net decoder), your TV won't be able to display the digital television picture.

**WILL I NEED A NEW TV AERIAL?**

Probably not. Some viewers may need new TV aerials and in some instances TV aerials may only need to be adjusted. Whether or not you need a new TV aerial or an adjustment to your existing TV aerial will depend on how good the DTT signal is in your area.

**IF I'M A DSTV SUBSCRIBER, WHAT DO I NEED TO DO?**

Nothing. The changeover to DTT only affects broadcasts received on a TV aerial. DSTV is received on a satellite dish therefore it's already in digital format.

**IF I HAVE THREE TV SETS IN THE HOUSE, WILL I NEED THREE STBs?**

Only if you want each TV to show different channels at the same time, otherwise one STB will be able to display the same program on multiple TV's provide your TV aerial wiring is correct.

**DO I NEED A HIGH DEFINITION TV FOR THIS SWITCHOVER TO DTT?**

HD Television is not required to watch digital broadcasts, but if the programme content was recorded in HD the user of HD TV will see improved clarity and detail which was never possible on analogue broadcasts.

**IF I SUBSCRIBE TO A PAID TV SERVICE, CAN I ACCESS DTT?**

If you subscribe to a paid television service, you will not need to access DTT, since you will continue to have access to the Free-to-Air channels (SABC 1, 2, 3 and eTV). However, you should check that all your television sets are connected to the subscription television service. Otherwise, you should get them ready for DTT. The same applies if you want to stop subscribing to paid TV services.

**WHERE CAN THE SET TOP BOX BE PURCHASED?**

Sales of STBs to the end - users will be done through appointed service providers, retailers and enterprises. The objective is to ensure that end-users do not struggle to receive the products irrespective of their localities. Set Top Boxes are not available for sale to the public as yet. They will most likely be available during the second half of 2016 at all retail shops. Watch the press for details.

**WILL I NEED TO BUY A NEW TV SET TO RECEIVE DTT?**

No, you do not need to buy a new TV. All current analogue television sets will be able to receive DTT.

**WILL I NEED TO PAY A SUBSCRIPTION EVERY MONTH LIKE DSTV?**

No, the purchase of the STB is a once-off cost. You will, however have to continue paying your TV license.

## **HAS THIS MIGRATION BEEN DONE ELSEWHERE IN THE WORLD?**

Yes. Examples of countries that are advanced in their migration process include the United Kingdom, New Zealand, Sweden, The United States, France and Mauritius. Every country on the planet is committed to completing the switch to digital TV.

## **SOUTH AFRICAN POST OFFICE (SAPO)**

The role of the South African Post Office in this initiative will be the processing of payments for the Set Top Boxes, issuing of the STBs and the payment of the installers to install the equipment. The South African Post Office will also verify the applicants' SABC TV licenses if they are valid and up to date.

In conclusion, this project brings forth an opportunity to alleviate poverty in our communities. We will be offering training to suitable candidates who will activate the roll-out of DTT. All this will happen by the end of March or in April 2016. The appointed service provider for the Bafokeng and surrounding areas is Kagiso Martin Promotions (KMP).

## **The SMME behind the migration**



Digital Migration Bafokeng roll-out will be professionally managed and led by a passionate, experienced and technically skilled founder Mr Martin Motuku and his team who is the owner of Kagiso Promotions.

Mr Motuku has vast technical knowledge acquired through training and experience in digital equipment installation.

### **Mission Statement**

To serve the communities with diligence, skill and care that will create value for family lives among the customers we serve. We believe in social responsibilities of creating employment for the province and the villages we serve.

For further information and/ or queries regarding this project, feel free to contact Martin Motuku on 082 295 2283/071 938 5262 or e-mail: [martinkx@webmail.co.za](mailto:martinkx@webmail.co.za)



## COOPERATIVES FEATURE

### Small Businesses or Cooperatives?

*With*

Antony Jongwe



Policy makers have suggested that both small businesses (often called SMEs) and Cooperatives can be viable tools for socio-economic development particularly in the impoverished rural communities.

Organisations like the RBED have to make decisions from time to time on the entrepreneurial development strategies that they must pursue in light of such empirical evidence. Globally, the trend has been the transformation of Small businesses into Cooperatives. This phenomenon is least understood in South Africa where focus has been on promoting these two as disparate tools for socio-economic development.

This fourth instalment outlines the advantages of having Small businesses transform into cooperatives.

The small business sector plays an important role in economic development and job creation. SMEs are influenced by various factors and are often discriminated against by large businesses due to their size. An initiative that can promote SMEs is the establishment of cooperatives. By using this business form, SMEs can increase their bargaining power, which will enable them to compete and survive.

The cooperative cannot only contribute to the survival of the small business, but also plays an important role in building communities. This is an important aspect in South Africa, which is characterised by vast rural areas with communities living in poor conditions.

If SMEs cooperate and combine resources they can reap benefits that a single business cannot realize. The establishment of cooperatives by SMEs can result in various advantages for this sector. Firstly, a cooperative can supply services to its members which other suppliers are unwilling to do. Secondly, cooperatives can increase the bargaining power of the individual SMEs by strengthening their position in the dynamic environment in which they operate.

Due to this collective bargaining power, as well flexibility and knowledge of the local markets, SMEs will be in a more favourable position to survive. Non-agricultural cooperatives in various sectors of the economy have experienced reduced operating cost. Independent traders in similar businesses may join and form a purchase cooperative to purchase supplies and equipment or conduct other activities to share and reduce cost.

In terms of start-up capital, entrepreneurs who do not have the financial strength to open a new business can cooperate by starting a new venture as a cooperative. Cooperatives are also in a position to concentrate on the socio-economic needs of their individual members. Innovations, diversification and specialisation should be encouraged in these businesses.

Finally, Cooperatives can also facilitate technical change by making it easier for the government to provide the infrastructure needed to support higher level of technologies and by encouraging the adoption of new products and processes.

The government, donors and business community can be more inclined to use the cooperative as an instrument for channelling aid to the small business sector. This will not only contribute to the survival of the small business sector, but it can also position the small business sector in a way that it can contribute considerably to the economic development of the country.

**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](mailto:consultgws@gmail.com) or phone: +27824083661**



## FLIPBOARD

RBED has its own magazine on the Flipboard (Royal Bafokeng Enterprise Development) where you can view inspiring and coaching articles which will uplift your business. There is a new article posted daily, you are welcome to read and comment.



Below are the guidelines that will help you to get in touch:

[How to install Flipboard on your cell phone \(Smart phone\)](#)

### Install via Play Store

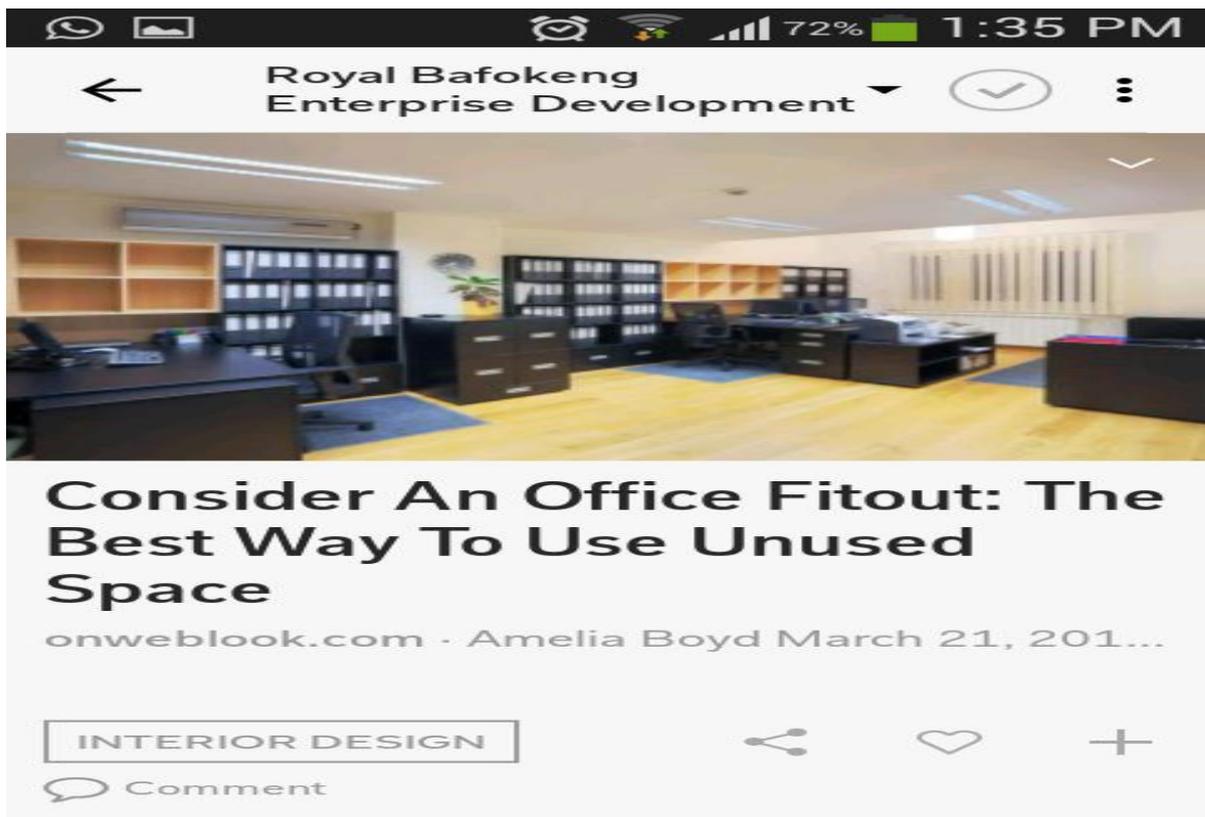
1. From the Home screen, tap **Apps**  > **Play Store**  and tap "**Flipboard: Your News Magazine**".
2. Tap **INSTALL** > **ACCEPT** to complete installation.

### How to use Flipboard for the first time

1. From the Home screen, tap **Apps**  > **Flipboard** .
  - Swipe to the right page and tap the different topics to customize which content you see. Tap **Next** when you are finished.
2. Enter your information on the "**Save Your Flipboard**" pop-up to create an account or tap **Sign In** to sign in.

### How to use Flipboard on your cell phone

1. **Tap the app, and load it up.** The first thing you will see is a moving slideshow of images, and an arrow on the right, with the word 'FLIP' written on it.
2. **To start with, tap 'Inside Flipboard' which comes fixed on the Contents page when you first install the app.**
3. **Tap close to close an article.** You can flip through pages as you would a real book. At the top, where it says 'Inside Flipboard' or whatever you are viewing, tap, and you will see the contents in a different layout
4. **Back at the contents page, you can connect to Facebook or Twitter**
5. **Also on the screen, you may see a box which says 'Add a section'.** Tap it to, Add a Section! You can search for them in the box that appears, or tap popular ones, and they will promptly appear on your contents page.
6. **In the top right of the contents page, tap edit and you can drag sections around the contents or onto other pages, by dragging sections far enough to the right.**
7. **Under the word 'Contents' on the Contents page, tap the featured ribbon, to see featured content of that week.** Tap any of them to head to that section.
8. **In the bottom right of the screen, you can tap the cog, to see settings, and connect to Instapaper if you wish.** You can also manage your accounts and sign out here.
9. **Enjoy exploring the app.**



**See more on flipboard** – the magazine you follow!

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## QUIZ BLOCK

Take Part In Our Quiz And Win Awesome Prices!.

1. What is the name of RBED magazine on flipboard?

To Enter Please Send Your Answers To  
tebogo.sedumedi@bafokeng.com

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### Publication of the RBED

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