

Tswelelopele

Kgolo go ya ka ponatshego- Growth through transparency

December 2016

Issue 4 • Volume 4



SMMEs attending workshops/training



“Find out more about this young local entrepreneur hoping to make his business a success”

IN THIS ISSUE:

- Editor's note
- SMME of the Month
- ABSA
- Workshops & events
- Business advice
- Quiz Block

 **ABSA**





From editor's voice:



As we celebrate the passing of 2016 we look back at our work at RBED and say thank you Lord for keeping us strong in development. In every successful company, there are challenges that keep you going, struggles that makes you succeed, it is through all this that we made it until the end of the year. We would like to thank everyone who took their time to support us and visit the enterprise centre whenever they need business advices.

We know business people don't just sleep, they always thinking of how they can expand their business and increase their income. At the end of every hard work there is a break and people need to relax. From what I've learned as I read through the books is that, you should take time to relax not just for fun but for mental and physical health. When you relax, you actually improve your mood, you sleep better, your memory will improve and you will find it easier to concentrate.

The anticipation is that, after our holidays we will all come up in one peace which is to make a difference. We hoping for even much more business support, more business linkages and also to see more of our local SMMEs been developed and successful. Please send us your success stories as we would like to publish on our magazine and help you market your business better. Continue to read the magazine and support RBED initiative.

Last but not least, RBED and ABSA Enterprise Development would like to wish you all a Merry Christmas and a wealthy 2017.

Editor: Tebogo Sedumedi



Q: Tell us about yourself.

A: I am Kenny Mokhalane a young, black, gifted and very passionate entrepreneur and co-founder of an IT, MEDIA and COMMUNICATIONS Company called GREEN LEAF SYSTEMS from Phokeng in Rustenburg. The camera to me is what a paintbrush and a canvas are to an artist.



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

A: I think it was back when I was still in primary school when my father would take me with him to his butchery during school holidays, he would give me the responsibility of selling fresh and sour milk and also placing orders for more milk whenever we ran out. I really enjoyed it and the fact that I would make extra pocket money for school or a pair of new soccer boots was a great bonus.

Q: What motivated you to start your own business?

A: Definitely customer service and I think also the fact that I have always wanted to do things my way and I have had the blessing and opportunity of always working with people, from the first company I ever worked for to the last. I always had this burning passion of rendering good if not great customer service, despite my relentless efforts to always render great service, my managers never appreciated any of it and I promised myself that when I start my own company, customer service will be top of our priority list.

Q: What makes you a successful business person?

A: Definitely my people skills, creative mind and passion for what I do. Yes every business is there to make money but I also believe that as a business owner I need to take good care of my customers and make sure that they are happy with my services.

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

A: Clients not willing to agree to the fees I charged, I believe this was due to rendering services to a client base that was not really well informed or was uneducated in terms of what my services entail. For instance, most of them did not know that a picture or photo has to be edited and to do that one needs a computer that an editing software. I also had to rent cameras because I did not have any of my own, this was a huge challenge

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

A: The misperceptions of hitting huge profit margins within the first months of a business's inception. I also believe that another contributing factor would be ignoring the Strength Weakness Opportunity Threats (SWOT) analysis framework of one's business; we get brilliant business ideas that deserve to be well thought through and planned before implementing but we choose to get excited and I believe this is what has killed most businesses

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

A: I would definitely say, once you have had that brilliant business idea, don't get too excited too quickly but rather do your research especially towards your market (SWOT Analysis). You don't always need funding to start your business, start with what you have and then grow from there. Even if you do need funding, you need to convince your potential funder that you are worth funding so start small with the little that you have so that when you start looking for a funder you can show them what you have achieved already, that should be reason enough for them to see that perhaps you are worth funding.

Q: What are your aspirations?

A: I really want to soon have a documentary I would have created with the little that I currently have be shown at the Cannes film festival, and even better, win international awards. I have to, and I owe it to myself and the bafokeng community.

Q: What are your plans for the future?

A: Work harder and smarter, study more, be the best in my field and just be a force to be reckoned within the media industry and continue telling people's stories through the lense.

Some of Kenney's work





Absa and North West 405 Municipality signs MOU to support small businesses

Absa and the North West 405 Municipality will today [Tuesday, 29 November] sign a memorandum of understanding establishing a partnership aimed at supporting small and medium enterprises (SMEs) in the area, boost the economic development and contribute towards job creation.

Through the partnership, Absa will provide financial and business development support to local SMEs.

Andy Thaele, Provincial Manager, SME Segments says: “Small and medium enterprises are productive drivers of inclusive economic growth and development in South Africa. Absa is in the business of shared prosperity and an expected 250 SMMEs, as identified by the Municipality, are set to benefit.”

“This partnership further seeks to assist with the opening of business bank accounts and extend the bank’s business banking services to the SMMEs; provide working capital and expansion finance to the SMMEs in accordance with their financial needs and to provide financial management and

financial literacy training to be delivered by Absa’s Centre of Entrepreneurship.”



Absa’s involvement is in line with its Shared Growth vision, through which it aims to use its assets and resources to grow and develop the societies where it operates while growing its business.

“We believe strongly that business success is dependent on operating in a healthy society and environment, and companies need to consider their profitability alongside the impact they have on

communities in which they operate. We understand fully well that when our customers and clients do well, so do we. When the communities where we live and work thrive, we do too. And when society prospers, we all do.”

Absa further enhances SMME opportunities by accessing markets through the Absa Procurement Portal, a virtual marketplace that links SME suppliers with blue-chip companies and government



bodies, to encourage corporates to buy more services and products from SMEs. To date there are more than 42 000 SMEs and 5 900 corporate buyers actively using the portal.

Absa’s Supplier Development Programme benefits hundreds of small and medium enterprises across South Africa, providing small businesses access to procurement opportunities in the supply chains of corporate and government institutions. As a bank, we are committed to developing

sustainable SMEs in corporate supply chains - by unlocking the potential of SMEs, Absa is playing a meaningful role in supporting job creation in the communities.

Under the Supplier Development Programme, small businesses may access funding under Absa’s R250-million Enterprise Development Fund. This fund is available to SMEs that do not meet traditional lending criteria, because it considers the SMEs ability to generate income in the future as opposed to relying on its balance sheet.

SMEs, however, need more than just funding to succeed as they also have other challenges. They experience a high failure rate owing to a lack of business and financial management skills.

Accordingly, all funding advanced under the Supplier Development Programme will be linked to a



nonfinancial support package to improve the business owners’ management skills and to provide them with networking opportunities.

The MOU will run over a period of three years, allowing measurable success in SME development, a new MOU will be negotiated from any success or lessons assessed from this inaugural MOU.



WORKSHOPS SMEASY



Participants in the SMEASY Workshop.

SMEASY is a package on how to set up and maintain an admin filing system in a small business as well as training on capturing these records into an electronic financial record keeping system called SMEasy. The manual recordkeeping system is called Admin Easy. Those who did not have a manual filing system in place were provided with admin toolkit for their businesses.

RBED provided for SMEasy to conduct 4 training sessions for 50 SMMEs that are part of the Development programme. Each training session ran as outlined below:

- A comprehensive session on how to set up and maintain an admin filing system in a small business. This is our manual recordkeeping component called AdminEasy. It provides the attendees with a good foundation of the recordkeeping process and can be used in conjunction with SMEasy.
- Each attendee received their own toolkit to implement a manual filing system in their business.
- Each attendee also received an AdminEasy and SMEasy user manual.
- A comprehensive and step-by-step guide to each of the functions available in SMEasy.
- SMMEs can also receive online support and for more info visit www.smeasy.co.za

The Business Model Canvas (BMC) Workshop



Workshop participants

BMC is a new model of introducing your business model with more relevance on a one page pitch as compared to an old model of Business Plan that takes close to 20+. The users of BMC has the advantage of being more focussed, and can easily clarify what the businesses is all about; which make it easier for other stakeholders such as the employees or investors to relate easily to the vision.

The RBED Consultants had the opportunity to be trained on “How to facilitate and assist the SMMEs to use the BMC model.” These were followed by a workshop for the SMMEs on how best to implement the model on their businesses. A follow-up workshop was also done whereby our local SMMEs where proud to present their businesses using the Business Model Canvas to a panel which consist of RBED Consultants and KK Diaz, who is a Business coach, Motivational Speaker and a prolific author.

“The BMC is really a great opportunity for our SMMEs it even helped some of them to present successful to Fraser Alexander for Enterprise and Supplier Development opportunities.” Said Kabelo Moatshe

Coca cola programme



Coca cola programme still on the move

Further to the last issue programme launched to psychometric assessments and learning potential tests, we will employ a “Do-Teach” model which is aimed at taking potential entrepreneurs through the incremental process of selling and operating their own business by encouraging on-the-job learning. Assessments will take place at the following stages:



This has the benefit of allowing us to screen youth based on their actual performance in a live environment rather than performance in a classroom environment. It also gives the youth a true taste of what it will be like to operate independently.

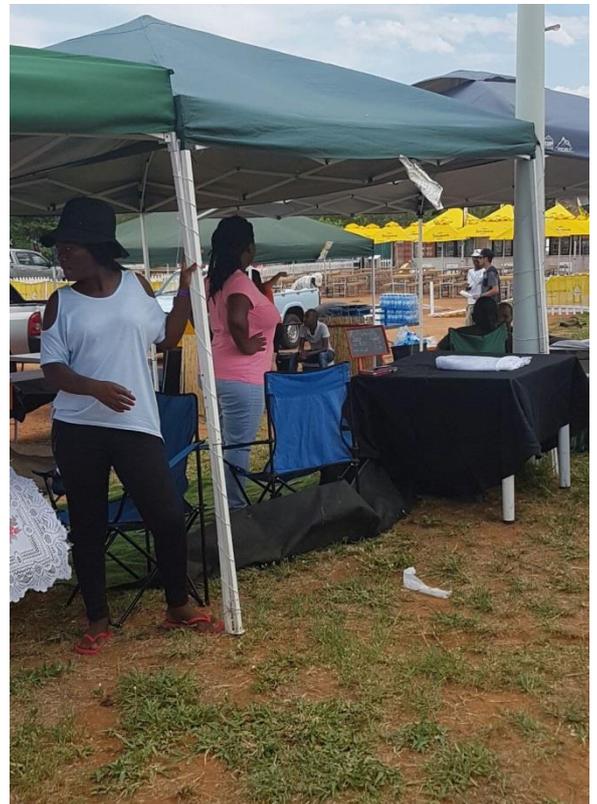


The DSTV IROCK festival is the annual music festival that took place at the Royal Bafokeng Stadium on the 10th December 2016. Some of our local SMMEs were given opportunity to parttake during the event.

ARTIST AT WORK



VENDORS DOING THEIR THING





Marketing Basics for the Small Business

The essence of marketing is to understand your [customers' needs](#) and develop a plan that surrounds those needs. Let's face it anyone that has a business has a desire to grow their business. The most effective way to grow and expand your business is by focusing on organic growth.

You can increase organic growth in four different ways. They include:

- Acquiring more customers
- Persuading each customer to buy more products
- Persuading each customer to buy more expensive products or up selling each customer
- Persuading each customer to buy more profitable products

All four of these increase your revenue and profit. Let me encourage you to focus on the first which is to acquire more customers. Why? Because by acquiring more customers you increase your customer base and your revenues then come from a larger base.

How can you the basics of marketing to acquire more customers?

- Spend time researching and create a [strategic marketing plan](#).
- Guide your product development to reach out to customers you aren't currently attracting.
- Price your products and services competitively.
- Develop your message and materials based on solution marketing.

The Importance of a Target Market in Small Business

When it comes to your customers keep in mind the importance of [target marketing](#). The reason this is important is that only a proportion of the population is likely to purchase any products or service.

By taking time pitch your sales and marketing efforts to the correct [niche market](#), you will be more productive and not waste your efforts or time.

It's important to consider your virtual segmentation by selecting particular verticals to present your offerings to. Those verticals will have the particular likelihood of purchasing your products and services.

Again, this saves you from wasting valuable time and money.

[Small Business Marketing and Large Business Marketing are Different](#)

If you are like the majority of small business owners your [marketing budget is limited](#). The most effective way to market a small business is to create a well-rounded program that combines sales activities with your marketing tactics. Your sales activities will not only decrease your out-of-pocket marketing expense but it also adds the value of interacting with

your prospective customers and clients. This interaction will provide you with research that is priceless.

Small businesses typically have a limited marketing budget if any at all. Does that mean you can't run with the big dogs? Absolutely not. It just means you have to think a little more creatively. How about launching your [marketing campaign](#) by doing one of the following:

- Call your vendors or associates and ask them to participate with you in co-op advertising.
- Take some time to send your existing customers' referrals and buying incentives.
- Have you thought about introducing yourself to the media? Free publicity has the potential to boost your business. By doing this, you position yourself as an expert in your field.
- Invite people to your place of business by piggybacking onto an event. Is there a concert coming to town, are you willing to sell those tickets? It could mean free radio publicity. If that is not your cup of tea, how about a walkathon that is taking place in your area, why not be a public outreach and distribute their material?

When you do spend money on marketing, do not forget to create a way to track those marketing efforts. You can do this by coding your ads, using multiple toll-free telephone numbers, and ask prospects where they heard about you. This enables you to notice when a [marketing tactic](#) stops working. You can then quickly replace it with a better choice or method.

Getting Started with Small Business Marketing

By being diligent in your marketing and creating an easy strategy such as holding yourself accountable to contact ten customers or potential customers daily five days a week you will see your business grow at an exceptional rate. The great thing is it will not take a large marketing budget to make it happen.

For more business tips, just get on the internet and follow the link below:

<https://www.thebalance.com/first-steps-to-marketing-a-small-business-2295223>



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

1. What does BMC stand for?

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

Publication of the RBED

EDITOR

Tebogo Sedumedi

PRODUCTION TEAM

Tebogo Sedumedi, Ian Venter, Ratanang Selomane, Talent
Muzambi & Bobby Segoe

PHOTOGRAPHERS

Kabelo Moatshe & Talent Muzambi

THIS ISSUE'S CONTRIBUTORS

Tebogo Sedumedi, Bobby Segoe, Ratanang Selomane, Talent
Muzambi & Kabelo Moatshe

RBED Contacts

014 589 3000

tebogo.sedumedi@bafokeng.com