



TM

Fingerprinted Creations

Sol Plaatje Small Business Week 2010

Post Event Report



Fingerprinted Creations, 201 Du Toit Span Road, Kimberley. Tel: 053 832 4496 Fax: 086 631 1223

Overview

Sol Plaatje Municipality hosted the Small Business Week at Mayibuye Multipurpose centre in Galeshewe. The aim of the small business week was to facilitate the presentation of tangible business opportunities, skills development workshops and business linkages. The event was 3 days of business opportunity exhibitions, seminars, workshops and networking sessions.

The programme of the event was 3 days long, and representatives from different organisations were invited to make presentations regarding their service offerings and opportunities. Organisations that confirmed their invitation and gave presentations were:

- Sol Plaatje Municipality LED Unit
- SEDA
- NYDA
- SARS
- G-will Communications
- Sello and Associates
- Old Mutual
- Phil 4
- Department of Economic Affairs
- Department of Trade and Industry
- Soft-line Pastel
- SA Institute of entrepreneurship
- Business Partners
- De Beers Zimele Small Business Hub
- FABLAB

Overall, we achieved 90 % of our programme.

The Event-Day one

The guests arrived at 8:00am and were treated to a morning tea served with sandwiches and muffins. Registration of guests took place after tea at 8:30am. The number of guests that registered on day one was 215. Registration packs were handed out as the guests were registering.

Guests received a warm welcome from the Executive Mayor of Sol Plaatje Municipality, Mr Patrick Everyday. The Programme started at 9:30, directed by Mr Moss Mathebula from Sol Plaatje Municipality.

The first speaker/presenter of the day was **Mr Sithole** from the Sol Plaatje Municipality LED Unit and he presented on the Local Economic Development Strategy. In his presentation Mr Sithole highlighted

some of the key the economic Municipality, and development and tourism, also the support of regard Sithole the efforts done Municipality of relationship with in a form of a



issues with regard to growth of Sol Plaatje those being the promotion of development and SMME's. In this highlighted some of already by Sol Plaatje establishing a a Belgium company Memorandum of

Understanding (MOU) with specific deliverables which will enhance the two issues mentioned above. Another important issue that Sithole brought up was that of skills and opportunity, hence the main theme of this year's small business week was "Imparting Skills and Opportunity". This would be achieved by supporting procurement of goods and services from local people and businesses, and how we can share skills within one business to another. Some of the projects that he mentioned which are the municipality's initiatives to develop skills are cutting of diamonds, the Kimberley international diamonds and so forth. Mr Sithole also made some significant remarks that we need to ensure that we are able to embrace and make sure that opportunity is not only for individuals but for the whole community.

Mr Themba Mlonyeni from the Sol Plaatje Municipality LED Unit was the second presenter after Mr Sithole's presentation. Mr Mlonyeni presented on Investment Promotion within the LED. In his presentation, Mlonyeni explained what investment is and the different types of investments that are available. He also defined the role that the LED plays in promoting investment. Some of the important factors that he highlighted in his presentation



were that opportunities for traders were provided by a private company, MBD, a call centre with 100 seats, employing 210 people full time since march 2009. He also mentioned that the LED was pursuing some new initiatives specifically targeting infrastructure for Sol Plaatje Municipality. He further elaborated that the LED would seek Agency Agreements with the Department of Trade and Industry in order to present opportunities for the new public investments into Kimberley and also focusing on opportunities for SMME's in terms of training, facilitation, etc.



Mrs Neo Poolo was next on the podium following Mr Mlonyeni. Mrs Poolo's presentation focused on Tourism Promotion in the LED. She began her presentation by highlighting the goals that the Sol Plaatje Municipality LED hopes to achieve regarding promotion of tourism within the Northern Cape Province. Some of the goals she mentioned were to promote Sol Plaatje Municipality/Kimberley as a destination of choice. She also

emphasized on the importance of tourism in the district, which tourism contributes to the G.D.P of the province and the improvement of infrastructure. Another important factor Mrs Poolo mentioned in her presentation was opportunities that are available to small businesses within the tourism industry. An example of such opportunity was the idea of Taxi to Galeshewe, which Mrs Poolo elaborated on.

Mr Peace Ntuli represented **De Beers Zimele Business Hub**, a SMME development initiative from DeBeers Group.

Peace gave a brief background of Anglo Zimele, and how it came about to be known as De Beers Zimele. However, Mr Ntuli's presentation did not focus on his organisation but rather on funding opportunities available from De Beers Zimele small business hub. He further elaborated on how the funding process works and the types of enterprises De

Beers Zimele funds. He also highlighted the number of SMME's De Beers Zimele has funded as at April 2010 and these were the figures, a total of ten (10) enterprises employing a total number of 42 employees and a total approved loan amount of R 2 469 239.00 (two million four hundred and sixty nine thousand two hundred and thirty nine rands) in the Northern cape alone. These figures were well accepted by guests attending the seminar and a round of applause was given. In his conclusion Mr Ntuli mentioned and shared some of Zimele's success stories and case studies. De Beers was also a proud sponsor of the Sol Plaatje Small Business Week 2010.



Miss Dineo Tshabalala represented the **South African Revenue Services**. Miss Tshabalala's presentation was on Small Business Tax. SARS also had an information table at the venue where they engaged with small businesses regarding tax issues and also offered help with tax and VAT registrations at the venue. Miss Tshabalala explained the importance of submitting returns to SARS and the benefits of doing so. One of the most critical points she made was

that the money that SARS collects from returns is the money that is used to pay for medical services, building of schools and hospitals, infrastructure, medication and so forth. This helped to make people realise how important it is to submit tax returns when required to do so by SARS.

Miss Drika Norje from **SEDA** gave her presentation next. Miss Norje presented SEDA's service offerings and products. She highlighted that SEDA is an agency of the Department of Trade and Industry and its mission is to develop, support and promote small enterprises and does not offer any funding opportunities however SEDA offers support and help with business plan development which can be used to apply for funding from banks and other



financial institutions. Among other services that SEDA offers is registration of companies, close corporations, co-operatives, trusts, etc with CIPRO. She mentioned however that there are certain rules and regulations that must be followed before registration can be made and this include information sessions that are arranged before a company registration can be made. Although there weren't many questions to respond to, Miss Norje urged people to engage with her after her presentation and to visit their branch in Long Street.

The programme ended at 15:00 and lunch was served.

DAY 1 Wednesday (26 May 2010)

<u>TIME</u>	<u>TOPIC</u>	<u>ORGANASATION</u>	<u>SPEAKER</u>
09:30	Local economic Development Strategy	SPM/LED UNIT	Mr. P. Sithole
10:00	Investment Promotions / LED	SPM/LED UNIT	Mr. Themba Mlonyeni

10:30	Tourism Promotions / LED	SPM/LED UNIT	Mrs. Neo Poolo
11:00	SMME Support / LED	SPM/LED UNIT	Mr. Moss Mathebula
11:30	Galeshewe: Economic profile	SPM /GURP	Mr. Dennis Gwele
12:30	Residential Business	SPM/ Planning	Mr. Douglas Gaebee
13:00	De Beers	Funding opportunities	Mr Peace Mtuli
	SARS	TAX	Ms Dineo Tshabalala
14:30	SEDA	Service Offering	Ms. Drika Nortjie

Day two

Thursday 27 May 2010. The programme started 9:00am and programme director for day two was Mr Themba Mloyeni.

Guests began to arrive at 8:00am and were treated to morning tea with muffins and sandwiches. There were about 150 people that attended day two programme, most of them being people who attend day one programme. There were about 30 new registered guests on day two.

Programme for day two was rather shorter as some of the presenters showed up late and some cancelled in the eleventh hour. However, the programme continued smoothly.

The first speaker of the day was a lady from National Development Fund standing in for Mr Clive Moses and she presented on products and services offered by her organisation. She began by giving brief background about her organisation and when it was established. She then highlighted their primary mandate of contributing towards the eradication of poverty by granting funds to civil society for the purpose of implementing development projects in



poor communities. She also highlighted their current focus areas which are food security projects, local economic development and social entrepreneur. She further elaborated on this areas that she highlighted. The main beneficiary of these projects is the civil society organisations and poor communities. Support is given to these society organisations: business management skills, project relevant skills and conflict resolution. Some of the most successful projects that they have funded are: Mphatlalatsane cooking oil, uJima Bakoena shoes co-operative among many others. In conclusion she mentioned that they offer project management support for externally supported initiatives and edged all small businesses to approach them and make use of their service offerings.



Mr Bryan Coetzee from Phil 4 was the next presenter and his topic was on entrepreneurship and service offerings from his organisations. Bryan's presentation focused on entrepreneurship and what is expected from being a successful entrepreneur. He went on to encourage small business owners to create opportunity rather than looking for opportunity. One person from the floor criticized Bryan saying that he is saying all this wonderful stories about

entrepreneurship while small businesses are struggling to get funding and opportunity. He responded by saying he understands the frustrations that small business are going through regarding funding, however an entrepreneur should be able to seek opportunity and realise a problem, solve it and be able to make change. He also made mention of some of the services that Phil4 offers, from business plan development including support, motivational speaking, and so forth.

Mr Tebogo Setholo was the following presenter and he presented on products and services offered by National Youth Development Agency. He began by giving a brief background about NYDA. He then outlined their mandate of embarking on initiatives that seeks to advance the economic development of South African youth. The NYDA has a target group of ages between 14 to 35 years, from low income households. Some of their key areas and



functions include national youth service, social cohesion, economic participation, education and skills development, research, monitoring and evaluation among others. He further mentioned some of their strategic partners regarding funding. These partners include Business Partners, and they assist with franchise funding and First National Bank, responsible for progress funding. Tebogo further mentioned the number of loans they have disbursed since the inception of NYDA. 7593 is the number of loans they have disbursed, with 4224 vouchers issued to the value of R33 467 520, with 121 operational offices and 113 partnerships with municipalities. In the Northern Cape alone, 207 applications were received, with 75 loans issued. 60 applications are in process, 36 declined and finally 36 receiving pre-funding support. These figures were very impressive and were accepted by our guests by giving NYDA a round of applause.

The last presenter of the day was Mr Mahlomola Mashoeng from Old Mutual and he presented on business training opportunities available from old mutual.

Time for questions and comments from the floor was allowed and these were recorded and documented in a form of a DVD.

The programme ended at 13:00 and lunch was served.

DAY 2 Thursday (27 May 2010)

	Programme director Mr. T Mlonyeni		
09:00	National Development Fund	Products and Services	Mr. Clive Moses
09:30	NYDA	Financing products and services	Mr. Mthuthuzile Makoba
10:00	G-will Communications	Business opportunity Mobi-internet cafe	Mrs. Mpho Nthlapo
10:30	Light break		
10:45	Phil 4	Entrepreneurship + Phil 4 service offering	Mr Bryan Coetzee
11:30	Sello and associates	Tendering made easy	Mr Booksie Sello
12:00	Old Mutual	Business Training opportunities	Mr Mahlomola Mashoeng
12:30			
13:00	2010 province opportunities for smme's	Dept of economic affairs	Mr L. Mniki

Day three

Friday 28 May 2010. Programme started on time at 9:00am and it was directed by Mr Moss Mathebula. All presenters for this day were present and on time. There were about 190 guests, most of whom attend the first two days. Guests arrived around 8:00am and had morning tea before the programme commenced.



The first speaker for the day was Mr Saul Symanowitz from Soft-line Pastel. He presented on pastel business solutions. Founded in 1989 Softline Pastel is a leader in software packages development and software solutions such as accounting software packages. He further explained their software package range including invoicing, business online, etc. Saul indicated that having this software helps very much with the smooth running of your company. They

also offer on-line support and training from their diverse Pastel Authorised Training centres. Some of the questions that were asked from the floor was about the cost of this software and if there were any discounts available. Another question was to explain the occupation of the products. Saul then responded to questions asked, the cost of the software for start-up businesses is R700 including VAT and discount, and the second question he responded by saying most of the products can be used in future without any further charges.

Mr Pietro Pretorius from Business Partners presented on funding opportunities. He started off by giving a brief company profile and where they are headed. He highlighted that business partners has an asset base of around R1.7 billion and they focus on a niche market (risk finance). The main



client is the SMME's requiring investment capital of a minimum R250 000 up to R4 million, these include empowerment deals, women in business, syndicated transactions, contract finance and start-up ventures. Mr Pretorius mentioned the Business Partners-Khula start up fund, which is a joint venture between Business partners and Khula and these investors provide the capital for the fund. Business partners manage the fund on behalf of the investors. The total size of this fund is R150 million, with a

Fingerprinted Creations, 201 Du Toit Span Road, Kimberley. Tel: 053 832 4496 Fax: 086 631 1223

range of between R150 000 and R3 million. The focus area of this fund is black ownership of more than 25% shareholding, more than 50% of funding to be allocated to less economically active areas. He further indicated a very critical issue regarding funding start-up businesses. There is a failure rate of between 70 – 90 % before the 3rd year of existence. This is due to insufficient offering to added value, i.e. technical and business skills support, and also to afford the entrepreneur a fair chance of survival. In contrast, the fund offers funding of the venture and also important value adding services. Mr Pretorius posed a very important question to the guests, why do SMME's find it so problematic to access funding? He indicated that SMME's are high risk, history proves this. Also start-ups are extremely risky, an planning, SMME's would come and say they need money today, and all these is not within agreed parameters. But then he explained how to overcome all the above mentioned problems, in order to successfully receive funding. He also explained what the business plan should address when applying for funding. Some of the questions that were raised were regarding interest rate and the information required to approve the application and he responded directly to those questions and he invited more questions after his presentation.



Mr Ernest Boateng from SA Institute of entrepreneurship presented next. He explained their mission and vision statement and the products and services they offer. Some of their programmes included Agribusiness, life skills, enterprise development and schools entrepreneurship. The enterprise development is in a form of a game called best game, and it includes starter plan micro plan, master plan and assess it. All instructions are included in the packages.

He also explained the key elements of business ventures, educators and learners. He explained this with data that he collected from research that was conducted by his organisation. He invited questions from the floor and he responded to all questions after the presentation.

He was followed by the next speaker, Miss Norma Sali from the Department of Trade and Industry. Ms Sali's presentation was on Dti business incentives. Norma explained how her unit is involved in helping with small business development through incentives that are available, although not all businesses qualify for these incentives. She encouraged those businesses that do not qualify for the incentives to do something in the meantime until such time that they can qualify for the incentives. She also mentioned that people or rather businesses should not look at these incentives as farfetched and not accessible because there are



many businesses that are actually qualifying and benefiting from these incentives. She explained some of the programmes that they give incentives on, such as the black business development programme which has not been launched, however she then discussed a programme called funding for emerging exporters and mentioned that to participate in this programme the Municipality is supported to submit applications to the Dti on behalf of the prospectus participant. She continued to go through all the programmes that they give assistance on. For a feasibility study programme, the Dti will carry 55% of the total project and the business will carry the remaining 45% of the project cost. She also mentioned another programme that involves municipalities, to set up infrastructure, which will develop the investment which is that particular business. Norma mentioned that all this programmes that she presented on will be made available on soft copy and hard copy for people to familiarise themselves with these programmes. She urged all businesses to do proper planning and research about the projects that they want to embark on in order to be successful when applying for funding. It is important to understand the business plan. Miss Norma then took questions from the floor and the first question asked was to know how long it takes to register a co-operate. Another question was about the portion that the Dti will fund, who pays the remaining half. The last question was to know if brochures on these incentive programmes will be made available. Her response to the first question was that they don't do registrations of co-operatives, CIPRO does that. The second question's response was that they only pay 70% of the particular project the rest will be in the best interest of the business to form a public private partnership in order to pay the remaining 30%.



Mr Sello was next on the podium, from Sello and Associates and his presentation was on tendering made simple. Mr Sello mentioned that he will go through some of the interventions that the government has implemented, regarding preferential procurement. He alerted the house of the act that is 10 years old and challenged them to identify the problems in the act and try to come up with solutions. He said there is about more than 50 000 tender

opportunities in the Northern Cape so entrepreneurs should be on their toes to look for these types of information. He then added that knowledge is power but it is power only when it is applied, if not applied it is useless. It also needs to be shared, hence we are gathering here to share the knowledge. Mr Sello continued to explain the procurement policy and broke it down. His concern about this legislation or policy was that it is 10 years old and so we need to understand it, dissect it and possibly change it. Mr Sello shared his research and findings about tendering and urged people to share information and use it to their advantage. He further explained the different types of tenders, such as construction, cleaning services. But he made mention that these sectors are saturated so it's up to us to identify the sector that is not saturated. He also mentioned that to tender for anything you need to be tax compliant, very important. In conclusion Mr Sello mentioned that he has a DVD available at fee that will take the SMME's step by step on how to tender successfully. A comment was raised about people from other provinces who come into the province to tender, then get awarded the tender but then spend the money in their respective provinces.

The programme continued through lunch and it concluded at 14:00. Guests were thanked by the programme director for their attendance but above all, their cooperation over the 3 days programme and the small business week 2010 was officially closed.

Lunched was served and people dispersed.

DAY 3 Friday (28 May 2010)

	Programme director Mr. S. Mathebula		
08:30			
09:00	2010 base camp	2010 coordinator spm	Mr Collin Bosman
09:30	Soft-line Pastel	Pastel Business Solutions	Mr Saul Symanowitz
10:00	SA Institute of entrepreneurship	SAIE	Mr Ernest Boateng
10:30	Business Partners	Financing opportunities	Pietro Pretorius
11:00	Department of Trade and Industry	DTI business Unit	Ms. Noma Sali
1130	Lute mining/lute diamonds	Smme development	Mr. Itumeleng Lute
	Light break		
12;30	FABLAB service offerings	FABLAB- Kimberley	Mr. Kelly Scholtz
13:00	SMME OPPORTUNITIES	NAFCOC YOUTH CHAMBER	THABO VELDMAN
13:30	Closing/ Thanks	Sol Plaatje Municipality	Clr Pearl Nkomo Chairperson LED Committee for SPM
14:00	LUNCH		

Memorabilia



Fingerprinted Creations, 201 Du Toit Span Road, Kimberley. Tel: 053 832 4496 Fax: 086 631 1223

Registration

Registration took place on in the morning at 8:30am right after morning tea. Trained operators facilitated the registration process for the day. There was only one registration point at main entrance of the hall where the seminar took place.



Branding and Marketing of the event

The marketing of the event was done in a form of street banners, newspaper adverts and bulk sms. Street banners were strategically placed in Galeshewe and Kimberley CBD, three (3) in Galeshewe and two (2) in the CBD. Newspaper adverts were placed in the DFA on the following dates: 20/21/24/25/26 May 2010. Three hundred 300 sms were sent out to small businesses that registered their details on last year's small business week database form to inform and invite them to this year's small business week.



Branding of the event was done to enhance the look and feel of the 2010 small

business week, 6 teardrop banners were placed at the venue around the parking lot and the main entrance of Mayibuye centre. A 6 x 4m theme banner was placed inside the main hall where the seminar took place, overlooking the audience, creating a conference/seminar feel. Pull –up banners of different stakeholders were placed strategically inside the hall as well, enhancing the look and feel of the event.

Decor

The venue was decorated with plants on stage and velvet table cloths along with stretch velvet chair covers.

Presentation Utilities

All presentation utilities were provided on all three days of the event and these utilities included, 2 roving microphones for questions from the floor, 2 x projector screens, 2 x lumens projectors, a podium, a laptop, 1 x microphone on stage, a PA system for 250 people, 2 x technicians and a 8x4m stage with ramp and steps.



Photography and videography

A video recording of the small business week proceedings for all three days and photos taken has been made available to Sol Plaatje Municipality for archiving purposes.

Catering

Lunch and morning tea was served for all three days of the event, and there was never any shortage of food in any of the three days of the event. There was an excess of 200 people catered for, for both morning tea and lunch. Water was placed on tables for guests for all three days.

Attendees



The conference was attended by 219 people ranging from individual businesses, close corporations, co- ops, non-governmental organisations and the attendance was consistent through- out the entire three days.

This gave an indication that the attendances were interested in all the presentations that were made, it also shows that awareness was created to the highest level.

Temporary jobs created

Two different Catering companies were used each employing about 20 people, 7 logistical staff members used to assist us with the management of the event, a sound company, 1 photographer and 1 video production crew.

Post Event Interventions

Already lined up is the training for the Money Talk offered by Old Mutual and the financial literacy programme offered by standard bank, all the training programmes will kick-off after the world cup matches. Other training programmes include digital literacy programme, business planning, marketing, selling,

Presentations

All presentations will be posted on the municipal website under the LED/SMME page. Hard copies can be collected at the LED offices during office hours. A separate report from the Sol Plaatje Municipality LED Unit summarising presentations, questions and responses that were raised during the seminar will also be made available by the LED Unit.

End