

“Seda Celebrating 10 Years of Success”



10 YEARS AND THE
JOURNEY CONTINUES

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STAYING AHEAD OF THE
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THE DTI TECHNOLOGY
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We have the recipe for Successful SMMEs

Each and every year has its own challenges, successes and most importantly, lessons to be learnt. Seda as an organisation and a custodian of the SMME sector knows this all too well because our business is about overcoming challenges; it is about finding solutions to sometimes difficult questions and ultimately ensuring that we propel our SMMEs to greater heights - for in there lies our hope for a better future for our country and our children.

Seda is proud of its achievements as we reach a milestone in the life of the organisation. 2014 marks our ten-year anniversary and in that period we have made significant strides in empowering entrepreneurs. We have turned dreams into reality and we are glad to say we now have a vibrant SMME sector that is making significant progress in the economic empowerment of the previously marginalized.

As we turn ten, we reflect as an organisation on where we have come from and where we are today. We see an organisation that has stabilised financially and has structures that are geared towards delivering an excellent service to our clients. We have a network that is able to service communities which are not able to access most services and, most importantly, we have a dedicated team that is able to offer expert advice to our clients. The Seda outcomes-focused delivery model is now well entrenched and this is good news for our clients as it contributes to stronger, sustainable businesses.

We take this opportunity to inform our readers of the departure of our - former CEO, Ms. Hlonela Lupuwana. The staff, management and the Board of Seda wishes her all the best and thank her for her valuable contribution in ensuring that Seda fulfils its vital mandate of helping SMMEs.

We therefore welcome Mr. Sipho Zikode, the new Acting CEO who will take the baton and lead us to greater heights. The full story on Mr. Zikode's vision for the organisation can be found on page 1.

I wish our readers all the best for 2014 and hope that together we advance small enterprise development in South Africa.

Here's to the next ten years.

Editorial Team



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A NEW CAPTAIN ON BOARD FOR SEDA

Acting CEO

As Seda closes the chapter of its first ten years of existence, it's entering a new period of change and reviewing its focus on SMME development. One notable change is the appointment of a new Acting CEO, Mr. Siphon Zikode. He is a man who needs no introduction in the field of business as he brings 16 years of experience, having previously worked as Deputy Director General at the Department of Trade and Industry.

The Imbadu team took time to interview the new Acting CEO and get his personal and professional assessment of the organisation, what his priority areas are and most importantly what his vision is going forward. As a man who is results orientated he places a lot of importance on an organisation that is functioning to its optimal capability. "Our greatest asset is our staff members and I believe that as a CEO it is important to ensure that all those who work for the organisation are continuously developed and remunerated accordingly. There is nothing that affects an organisation's performance more than demoralised staff," says Mr. Zikode.

He believes that the organisation is in a healthy and strong position to deliver on its mandate. "I am inheriting an organisation that is financially sound and has systems in place. Our mandate to service small, micro and medium enterprises, focusing on business development support has by and large been achieved, with distinction if I may add. I take this opportunity to wish the former CEO, Ms Lupuwana all the best and thank her for her valuable contribution in ensuring that Seda fulfils its vital mandate of helping SMMEs."

We have just entered a new era where our emphasis as an organisation is more focused on small and medium enterprise with an emphasis on the manufacturing sector because they are capable of utilising our natural resources and turning them into products for international markets." added Mr Zikode.

Incubation is an integral part of the dti strategy. The department is aiming at creating about 400 incubators by the end of 2016. The Acting CEO says, "Seda through its STP division has become a leader in the development and capacity building of incubators and we must continue to guide them. As part of strengthening our involvement a process is underway to review the incubation model in line with global good practice. The review will look at ways of achieving maximum impact from supported incubators, skills requirement to manage the growing number of incubators, intervention around

post incubation support and an integrated service delivery model."

"As an Acting CEO my immediate priority is in enhancing our service offering as an organisation in the establishment of the supplier development programme. This is a demand driven programme that seeks to open up opportunities for SMMEs whilst strengthening their organisational capacity.

The revised BBBEE codes present an opportunity for small enterprises to access the supply chains of large organisations. This presents an opportunity for Seda to identify procurement opportunities in large corporate and state owned entities that can benefit SMEs", says Mr Zikode. Seda has identified four areas for intervention in this regard and they include: implementation of management systems, productivity improvement, technology upgrade and product development.

"I take this opportunity to thank all Seda stakeholders and staff members in particular with the warm welcome they have extended to me. As I take this baton I hope that I will have a positive impact in the organisation and create an enabling environment for all our staff members. It is a privilege to lead a winning team which is geared towards servicing the SMME sector" concluded the Acting CEO.



Mr. Siphon Zikode - Seda Acting CEO





Annual Stakeholder forum

(Seda STAR KEEPS ON SHINING)

The Small Enterprise Development Agency (Seda) has done it again! It has again received a clean audit making it five years in a row. The unqualified audit report places Seda as an organisation that is run professionally, is accountable and most importantly has a management systems that enables it to deliver consistently.

Making the achievement even more remarkable is the fact that the organisation has invested a lot of resources in its personnel and management systems over the years, even whilst it was simultaneously expanding its operations. According to outgoing Board Chairperson Mr. Linda Mngomezulu, the organisation achieved this milestone despite a challenging - albeit improving-operational environment for Seda and its clients: "The organisation recorded exceptional performance levels during the 2012/2013 financial year. Our achievement is a progression from previous financial years and affirms the stability and performance orientation in the organisation".

Seda has managed to achieve a 97.21% expenditure level against an approved budget. In an environment where government departments and organisations tend to underspend, this is a particular success. The current financial position of the South African government makes it difficult for organisations to receive increased budget allocations. A clean audit does however point to an organisation that utilises resources in an efficient manner, making it possible to attract funders and partners both within and outside the public sector. "The unqualified audit is the fifth consecutive in a row and points to adequate controls that have been firmly entrenched within the organisation. Internal audits are conducted on a regular basis and they assist in identifying areas that need improvement," added Mngomezulu.

In the 2012/13 financial year a total of 68 850 aspiring and existing entrepreneurs accessed the Seda networks. More than 60% of assisted clients recorded growth in turnover, while 35% increased the number of people employed. The organisation has also managed to increase its supported incubators from 32 to 42; the programme has supported a total of 2,282 clients and has created 2,301 direct jobs. One of the important milestones for the year was the extension of the Western Cape network with the inclusion of 12 former RED Door (Real Enterprise Development initiative) offices.

According to Mr Mngomezulu, the success of the organisation is anchored in its philosophy of supporting its clients: "Our survey revealed that 98% of clients who received Seda assistance rated

the intervention as either good or excellent. We appreciate the confidence and trust of thousands of potential and existing entrepreneurs who regard Seda as a partner in advancing their aspiration and their dreams".



Pic Above: Guests at the Annual Stakeholder Forum.

Pic Below: Motivational Speaker Dr. David Molapo.



TEN YEARS

And the journey continues

The birth of Seda 10 years ago promised to usher in a new era for the small enterprise sector. Although the journey has not been an easy one, the organisation has created a strong, credible base to deliver on its mandate, and help in the fight to reduce poverty and unemployment. In this article we follow the journey and record some of the milestones over the years.

Building Organisational Capacity

Seda has managed to build a far reaching infrastructure to ensure nationwide delivery, with a staff complement of more than 620 employees, nine provincial offices, 43 main branches, 12 satellite branches former RED (Real Enterprise Development) offices in the Western Cape, 42 Seda-supported incubation centres, 50 information kiosks, 19 mobile units and 23 co-location points. This means it is able to reach the remotest areas of the country.

Improved Management Systems

One of the key pillars of Seda's success - particularly over the last five years - has been the building of a performance-driven organisation with the implementation of an outcomes-focused performance management system supported by an integrated institutional change management programme. A robust financial and compliance management system was also developed and institutionalised to ensure adequate financial and supply chain management practices. These initiatives, together with a stable corporate governance system have placed the organisation in a healthy state. This can be seen in the organisation receiving unqualified audits for five years running, a notable achievement.

Building a better image

Seda has repackaged its service offering, delivery channels and the overall image resulting in a change of perception about the organisation by various stakeholders including the dti, Parliament and clients. An overall 98% client satisfaction level from the thousands of potential and existing clients that Seda interacts with is by no means a small matter. A reputation study conducted a few years ago, which gave the organisation a score of 69.8 out of a possible 100 affirms Seda's growing stature and credibility.

A Network of Partnerships

Seda's network of partnership extends both locally and internationally, deepening its knowledge base and creating more capacity. Through partnerships that provide financial and technical support, Seda managed to deliver more programmes in a shorter

amount of time. International networks include organisations such as UNIZO, CACB, SEBRAE, NSIC and UNCTAD. Bilateral relations drive cooperation among member countries to the benefit of entrepreneurs, particularly with regards to international trade links.

Strategic Focus

The past three years have seen significant progress by Seda in implementing its medium to long term strategy. The plan is driven by four focus areas, namely, an increased incubation footprint, focused intervention for the upper end of the small enterprise sector, creation of large scale projects and collectively owned enterprises, and focused support to small enterprises in priority sectors such as agriculture, services and manufacturing.

The successes have been remarkable over this 10-year period. The Seda Technology programmes have created in excess of 7400 direct jobs over a period of five years and expanded its network to 46 supported incubators. The SMME Payment Assistance hotline managed by Seda facilitated over R 350m in outstanding payments to SMMEs since inception in September 2009.

The outcomes focus is entrenched in Seda's delivery model, which is known as the 'Client Journey Model'. The model ensures that business advisors work longer with clients through the business life cycle to achieve sustainability and progress and is starting to realise the desired rewards. The performance ratings related to client business improvement are measured by increased turnover and number of employees. More than 60% of assisted clients have shown a growth in turnover while 35% increased the number of people employed, impressive statistics when one looks at the general performance of businesses and the economy.

Seda is looking forward to another 10 years of making a positive impact on the SMME sector.



Signing of the Seda and Prasa MoU.



The Small Business Stars Awards.





Mobile AGRI-LAB LAUNCHED

The launch of the first of four mobile agricultural laboratories in Mpumalanga in September 2013 is set to spark a technological renaissance in emerging farmer development in South Africa.

The mobile agri lab was launched at Kruger Mpumalanga International Airport by Mr. Mathews Phosa, the Chairman of the Mobile Agri Skills Development & Training Incubator (MASDT). “The mobile agri lab with its cutting edge-range of equipment, is a revolutionary technology that will strengthen MASDT’s hand in accelerating the growth of emerging farmers into commercial producers and beyond,” he said. The lab is one of the most technologically advanced in the world. Two high-definition television screens on the outside of the truck relay what is going on inside. All laboratory equipment, except the air conditioners, is run on solar power.

“There is an interactive training room on board and a top-of-the-range computer where research and analysis can be done,” says project manager, Mr. Kevin Gambran. “The state-of-the-art mobile agri lab will for the first time allow rural farmers to receive real-time lab results for water, soil and disease tests. In addition to laboratory facilities, the 20-metre long unit will host a training facility with high-tech electronic equipment and a comprehensive one-stop support centre for small, medium and macro agricultural enterprises (SMMEs). Today marks a momentous step forward for MASDT”.

The truck will add to MASDT’s fleet of vehicles which already visit projects and deliver seedlings and mechanisation to farmers across the country. MASDT Managing Director, Ms. Lynette Bezuidenhout, who leads a team of 30 full time professionals at Seda’s Incubator said, “The lab will also be used for educational purposes. The plan is to support rural schools by taking the laboratory unit to them and demonstrating experiments by using the television screens, making students aware of basic agri-science and showing that agriculture is a worthwhile profession.”

The construction of the hand crafted and custom made mobile laboratory with its cutting-edge technology involved over 300 people. Phosa said that such developments were vital to South Africa’s economy due to the dwindling number of commercial farmers in the country. “Many African and East European countries continue to lure farmers with extremely lucrative contracts. More worrying is the fact that the average age of our commercial farmers is 62. It is clear that the future of food production and rural job creation lie with South Africa’s 2.5 million emerging farmers,” added Phosa. Since MASDT’s inception in

2005, the organisation has made significant inroads in uplifting emerging farmers through its business incubation system.” Last year alone, MASDT was instrumental in establishing 286 new SMMEs, creating more than 400 jobs,” said Phosa.

The development of this lab is in line with Seda’s goal to ensure that the small enterprise sector grows and increases its contribution to sustainable and equitable social and economic development, employment and wealth creation. The lab will assist farmers to provide quality products, increase their turnover, create jobs and to be more competitive in the market place.



Top Pic : Guests at the official launch of the Mobile Agri-Lab.
Middle Pic: The Mobile Agri-Lab.
Below Pic: Inside the Mobile Agri-Lab.



RAISING THE BAR In developmental programmes

When it comes to developmental initiatives, Seda has become a leader in identifying niches that can empower communities and individuals. The SME4AFRICA Internship programme - a joint initiative by Seda, Microsoft, Vodacom, the National Small Business Chamber and MICT Seta - is a youth programme aimed at addressing the gap that exists in the technology field.

Launched in November in 16 African countries including South Africa, Morocco, Egypt, Kenya and Nigeria, the platform is one of the broadest initiatives on the continent. It operates in three critical areas in the field of technology, namely, opening up the space to develop innovative solutions using the latest technology, empowering the trainees with world class skills that will open up employment opportunities or avenues for entrepreneurship by providing affordable devices for youth, and lastly providing free and relevant web access for SMEs through financing, partnerships and smart sourcing.

As part of its contribution to the programme, Seda will open up its branch network to the trainees as part of on-the-job training. Participants will receive training by the Seda Learning Academy, Microsoft and Vodacom, and will also gain practical experience by work-shadowing staff in different departments for a period of 12 months. MICT Seta

will provide stipends for the duration of the training programme. The project is aimed at developing skills and competencies of both potential and existing entrepreneurs. It is also believed that the project will have a positive impact in the reduction of unemployment which is an important government priority, especially youth unemployment.

Through the SME4Africa Portal, Microsoft will help empower South African SMEs by providing free domain registration for one year and free tools for SMEs interested in creating a professional web presence. Around 40 solutions partners will provide their solutions online for the SMEs. This platform will be the front-end and market-facing hub through which SMEs in Africa will be able to access partner offerings and services to improve their access to technology.

In addition to providing training, Vodacom will provide connectivity for the students. The National Small Business Chamber (NSBC) will provide market expertise and free NSBC membership to SME4Africa members.



The SME4AFRICA Internship Programme - The Interns during their training at the Seda National Office.





Staying ahead OF THE PACK

As an organisation involved in small business development, Seda understands what gives a business an edge over its competitors. Seda's women coaching programme is one such initiative.

A brain child of the special project unit, the women enterprise coaching programme was introduced during the 2012/2013 financial year. The coaching programme is aimed at empowering women-owned enterprises with a set of skills that will help them grow their businesses. Twenty women who were selected through their respective provincial chambers and women's associations participated in the programme.

The unit had set criteria for joining the programme, which included the business having been in existence for two years or more, employing a minimum of five employees and a maximum of 20 people; being woman owned or woman managed, not a subsidiary of another company, the participant being directly involved in the day-to-day running of the business, the turnover of the business being R1 million and more per annum, and being within the manufacturing/agro-processing/services/ICT and multimedia sectors.

The seven-months long project included various speakers who dealt with marketing and brand development, understanding of the economy and financiers. Government agencies also presented on their roles in helping SMMEs. These agencies included the NEF, SEFA, Seda, National Productivity Institute, dti products and incentives scheme and trade and investment Kwa-Zulu Natal.

What is unique about this project is that it allows participants to set goals for their businesses. These include having a 20% increase in turn over and a 10% increase in staff. One of the participants, Hlengiwe Zulu said that, "the programme is an eye opener as it broadens your scope of understanding the business environment. The networking session and exchange of ideas really helped to improve our business on a daily basis".

The programme also helped Tasha's Fudge secure a nationwide contact with Dischem that will see it supplying the chain store with hair products. According to Seda's Thulani Ngcobo "this is just one of the many success stories that come from the programme."

"The Seda women enterprise coaching programme emphasised the need for teamwork and dedication. They showed this throughout the seven-month period and the results speak for themselves," added Seda's Vani Moodley.

An award ceremony on the 28th of August 2013 at the Sun Coast Boulevard in Durban celebrating the achievement of the women was a fitting event to conclude the project.



Pictured Above: Women Enterprise Coaching Programme Graduates.

B-BBEE AMENDMENT BILL Signed into law

The Broad-Based Black Economic Empowerment (B-BBEE) Amendment Bill has been signed into law, according to a statement from the Department of Trade and Industry (dti). Trade and Industry Minister, Dr Rob Davies, said the signing into law of the bill by President Jacob Zuma was a significant step towards streamlining the monitoring and evaluation of empowerment.

The bill enhances and amends the B-BBEE Act No 53 of 2003.

The amendments to the B-BBEE Act intend to achieve key strategic objectives, including aligning the B-BBEE Act with other legislation impacting on B-BBEE and with the Codes; establishing the B-BBEE Commission; providing for the regulation of the

verification industry by the Independent Regulatory Board of Auditors, and dealing with non-compliance and circumvention by introducing offences and penalties, said Davies on Wednesday, 29 January 2014.

Under the new bill, fronting is now a statutory offence and those who are involved in fronting and are convicted may be imprisoned for 10 years.

"We have introduced offences of the following acts of fronting, which include misrepresenting or attempting to misrepresent the B-BBEE status of an enterprise; and providing false information or misrepresenting information to the verification personnel in order to secure a particular B-BBEE status, among others.



....continued

“Any person convicted of an offence, in terms of the Act, is liable to a fine or to imprisonment for a period not exceeding 10 years or to both a fine and imprisonment,” said Davies.

Another achievement of the Act is the establishment of the B-BBEE Commission, which will play a critical role in overseeing, supervising and promoting adherence with the B-BBEE Act and Codes of Good Practice, in the interest of the public.

“The B-BBEE Commission will be given the task of acting without fear or favour independently. It will also strengthen and foster collaboration between the public and private sector in order to promote and safeguard the objectives of B-BBEE,” said Davies.

In December 2011, the department opened up a 60-day period for the public to comment on the bill after it was gazetted by the Minister.

In October last year, the first B-BBEE Summit was hosted by government, where it took stock of the positives and challenges in the implementation of BEE since its implementation 10 years ago.

Seda, as the implementing agency for small enterprise development, also took it upon itself to

educate small enterprises on the B-BBEE Amendment bill.

Seda Mpumalanga convened three workshops, one in each district. The focus of the workshops was on the Revised BEE Scorecard and the National Procurement Portal. Seda’s Mpumalanga provincial Manager Ms. Ntokozo Majola says, “The workshops gave us an opportunity to present and create awareness about Seda’s High Impact Projects to existing small businesses and big companies. The reason we made the Revised Scorecard the main focus is because we wanted to contextualise Seda’s programmes so that big companies could see value in our programmes and be more willing to work with us on Supplier Development and Mentorship of small businesses in particular”.

The workshops were a resounding success.



Pictured Above: Participants at the BEE Workshop.

Nozinhle Cleaning Services

DYNAMITE IN A SMALL PACKAGE

Nozinhle Cleaning Services, a company started in 2006, is proof of the ability of SMMEs to break into the domains of bigger players, and further proof that there is a living entrepreneurial spirit in people when they are given an opportunity.

The Mpumalanga-based company, which started with a small contract from Eskom, has grown in leaps and bounds and is a leading employer with up to 128 employees on its payroll. The company approached Seda in 2007 for assistance as the business was not growing. After conducting an assessment, Seda helped develop their business plan as well as marketing and promotional material. Seda went further by providing the owner and some administrative staff with training in business management, including financial and human resource management.

According to the CEO Dolly Mbuyane, “The intervention changed our approach to business and this resulted in the company acquiring more clients, thereby growing our company. Our revenue has increased by more than 100% and our staff complement has grown.” The business has signed contracts with Eskom and Old Mutual each having 8 sites, Shoprite with 5 sites, Emnotweni Casino, BMW dealership, Bushbuckridge Water, Enablis and Wandima.

Seda and the dti have continued their support of the business and recently extended their assistance by approving grant funding to implement a quality management system and purchase of new machinery. This has enabled the company to offer better service to its clients.

In October 2013 the company received the Ligugu Lami award in the Small Enterprise category for their business excellence. This is a dti initiative. The award came with a R50 000 winner’s prize from Sawen. In November 2013 Dolly Mbuyane was overall winner in the PMR, Africa Diamond Arrow 2013 Mpumalanga Provincial Survey Leaders and Achievers awards in the cleaning company category. This award was given to companies and institutions that did the most in their sectors over 12 months to stimulate the economic growth and development of the province.

“The awards bear testimony to our continued objective of providing service excellence to our clients. Our partnership with our clients, suppliers and organisations that support us such as Seda and the dti have made it possible for us to accomplish these achievements.” said Mrs Mbuyane





THE DTI Technology Awards

The annual Department of Trade and Industry Technology Awards is a red letter day in the SMME calendar. The awards honour outstanding achievers in the field of technology as applied to small businesses. Awards are presented in three broad categories: the Support Programme for Industrial Innovation (SPII), the Technology and Human Resources for Industry programme (THRIP) and the Seda Technology Programme (Stp). Seda's top Stp clients were once again honoured at the 2013 dti Technology Awards, held at the Durban International Convention Centre on 14 & 15 November 2013.



Best Performing Incubator of the Year - SMARTXCHANGE

Smartxchange is focused in the information and communications sector. Their strategic objectives are the enhancement of South African companies to be able to compete on the global stage. Smartxchange want to be at the centre of growing the South African IT industry with innovative solutions, this will create job opportunities and uplift entrepreneurs.



Best Performing Quality Intervention - THABANG BAKERY

Thabang bakery is a complete confection nary solution supplying items such as bread, scones cakes, buns and a variety of products. Their clientele includes the catering industry, hotels, supermarkets and other corporate companies looking for organisation to supply them with products. They won the award as recognition to their outstanding adherence to principles of Total Quality Management System.



Fastest Growing Incubatee - ECO FURNITURE DESIGN

In Eco furniture manufacturing they have few rivals, Eco furniture specializes in design and manufacture furniture and décor using sustainable materials. They are specialist of using softwoods and hardwoods, manufacturing using SA Pine, reclaimed Oregon Pine Teak & Meranti.



Best Performing Technology Transfer Intervention - EXCELLENCE MOTOR TRIMMERS

Thabang bakery is a complete confection nary solution supplying Extreme Motor trimmers are specialist at prolonging the life of an interior of a car. They are able to repair, service, re-upholster and motor trim at the same time. It is the quality of their work and technological advancement that has ensured that they scoop the prize.

Letter TO THE CEO

Dear Madam CEO

This is an open letter of gratitude concerning the manner in which Seda has treated me as a client. More often than not we as small business owners complain when things are not going our way. I think it's time for things to change, I got from Seda the type of service that I could only dream of and I am going to shout from the top of my voice and say, THANK YOU, THANK YOU, SEDA, YOU ROCK!!

I had a long journey in business with Seda and will take you through some of the milestones. In 2008 I opened my first laundry business under the Pressed in time franchise brand employing two people including myself. In 2009 I had an opportunity to buy an existing laundry. In a business networking meeting, someone told me to contact Seda saying "Maybe they might help". Indeed you guys helped me with light boxes, and all relevant marketing material and suddenly I had five employees excluding myself.

My advisor, Mpho Ramufhufhi, kept on telling me that I needed to look at ways of growing my business, because Seda did not give me the marketing support to be stagnant. He pressed on and on and sent me to invaluable courses in Marketing, Finance and Business management just to mention a few. As a business advisor he gave me what Seda could give, he became my advocate, my PR and most importantly my lead generator.

In 2010 I had challenges with my franchise, as I realised that the deal was not favoring me. I went to Mpho, crying and asking for lawyers. Mpho told me straight to my face that legal matters are not covered by Seda - that would be my journey, but he listened every time I needed to talk. I eventually cancelled my franchise

agreement and de-branded my shop. I decided that it was time to go it alone and the first step was to do research on the industry worldwide. I came across "Clean Show" an international laundry and dry cleaning business. I ran to Mpho asking if Seda could help. Again he said no, but directed me to institutions like GEP and dti. Indeed I went to Las Vegas, and my business was never the same again.

In 2011 I rebranded to the awesome Legaci brand. I told Mpho that for me to grow, I needed my own dry cleaning machines and a bigger space to have an industrial facility where I could service hotels, and restaurants. Through Seda's help I opened my industrial facility in February and I am proud to say that my dry cleaning machine is on its way from Italy.

My company employs 15 people of whom 95% are women, amongst other clients we have SSA, Lancet Laboratories (Mpho's Lead), CSIR, and some lodges. We have moved from servicing individuals to include corporates. By the way I am now a participant for the 10 000 GIBS Goldman Sachs programme because the Seda office (Mpho) sent me the form and made sure that I submitted it.

No number of words will ever be able to express my gratitude for what Seda has done for me as a person and as a business owner. Here are some pictures, also please go to our website and facebook page to see more. Love you guys!

Kind regards

Ms. Dudu Mofokeng - Legaci Brand - CEO



Hot on the MONEY TRAIL (HOTLINE)

Proper cash flow management is core to any successful business, but particularly so if you are a small enterprise. Seda understands the importance of paying SMMEs on time because of cash flow constraints.

To meet the challenges of SMMEs not being paid on time by government departments and agencies, Seda established the SMME Payment assistance Hotline. The Project Manager for the Hotline, Manthule Ngoasheng says, “Since the establishment of the hotline five years ago we have made a positive impact in the SMME sector which is supported by the increased number of SMME using the service. To date the Payment Assistance Hotline has answered 28 654 calls, of which 12 013 were valid SMME non - payment complaints.”

The establishment of the hotline has helped Seda understand the complexities faced by SMMEs when rendering services to public institutions. “Government has procurement processes in place and when such processes are not followed, it is very difficult to facilitate payment. Through our various interventions we have discovered that some SMMEs undertake work without proper authorisation, SMMEs are given work even when they are not on the relevant procurement database. We have also uncovered certain instances of unnecessary bureaucratic red tape within the department or public entity.”

The hotline has successfully facilitated payment amounting over R 357m which has benefited 1218 companies, saving thousands of jobs in the process. There are over 190 SMMEs still waiting for payments

amounting to R180m. “We are working around the clock to finalise these claims as we are fully aware that most of these companies depend on this cash for their survival,” added Ngoasheng.

The process has also enabled Seda to identify some of the areas where SMMEs need help, including administrative weaknesses, such as putting incorrect details on the invoice, and wrong order numbers or invoice numbers. SMMEs also need to understand that they cannot invoice if the job is not complete or unless the contract has made provision for such.

An educational campaign is being planned on how the service works, which will address some of the challenges and educate small enterprise on the relevant procedures and documentation needed to speed up payment. If you require assistance, here are four easy ways to contact us to lodge a payment assistance query.



How to contact us

Call: 0860 smmepay or 0860 766 3729
 Fax: 086 680 2113
 Email: smme@eohcso.co.za
 Web: www.seda-smme.co.za or www.seda.org.za

You can call us:

Phone on weekdays between 6:00 and 18:00 on 0860 SMME PAY or 0860 766 3729.

You can fax us:

- Find the fax template by following the link on the homepage of the Seda website: www.seda.org.za or by accessing it directly at www.seda-smme.co.za
- Print and complete the fax template.
- Fax the document to 086 680 2113.



Our Strategy has the potential to



solve the unemployment puzzle

The Small Enterprise Development Agency (Seda) seeks to develop, support and promote small enterprises to ensure their growth and sustainability in coordination and partnership with other role players.

The South African government launched National Development Plan Vision 2030 (NDP) in 2011. The NDP puts the huge challenge of creating 90% of the expected 11 million jobs by 2030 on small and expanding firms. Based on Seda's performance and size of the delivery network, and positioning as the catalyst small enterprise development organisation in the country, the organisation is confident that it will play a huge role in the accomplishment of this goal.

Seda strategic focus areas include:



Increasing Seda's incubation footprint,

Technology Business incubation focuses on developing small enterprises in a protected environment during the critical formative years of an enterprise's life to become sustainable enterprises.



Identifying and working with large scale projects and collectively owned enterprises.

Collectively owned enterprises have potential to create a local value chain, when linked to markets and growth opportunities.

Directing specific interventions to the small and medium sized enterprise segment of the SMME sector

The small and medium sized enterprises possess the potential to scale up activities and create much needed employment. Key interventions to unlock this potential are capital for expansion, and market access.



Prioritisation of growth sectors

Agriculture (focusing on value adding agro processing), manufacturing and the services sector (focusing on ICT and Tourism) have been identified as key sectors for South Africa's economic development.



PUBLIC SECTOR SMME PAYMENT HOTLINE

SMMEs who have not been paid by government departments within 30 days, can call **0860 7663 729** or **0860 SMME Pay**

Seda strategy puts the creation of a vibrant and growing small enterprise sector at the forefront, a strategy that will position Seda as the centre of excellence for small enterprise development in South Africa.

For more information on our innovative and customer orientated products and services, call **0860 103 703** or visit www.seda.org.za