“Together Advancing Small Enterprise Development”
DSBD interventions for covid-19

KDCD Beats Lockdown

Unemployed Youth Training in Wood Furniture Making and Upholstery

Global Entrepreneurship Monitor (GEM) Report
COVID-19 and the subsequent lockdown have impacted negatively on the economy, in particular on both informal and formal small businesses. The country was already facing serious economic challenges when this global epidemic hit the country. Government through various spheres and arms including agencies such as Seda, Sefa, NYDA, NEF and IDC has been hard at work to develop and implement measures to mitigate the impact of COVID-19 and the lockdown on the economy, in particular on small business.

The Minister of Small Business Development, Honourable Khumbuzo Ntshavheni and the Department of Small Business Development (DSBD) have been leading all measures aimed at easing the impact of COVID-19 on small business and measures aimed at economic recovery for small business with Seda and Sefa playing a key role in the delivery of these relief measures. Sefa has been key in providing financial relief in the form of credit facilities and working capital and Seda, inline with its mandate, has been providing non-financial Business Development Services support by required pre and post investment. Some of Seda’s interventions involve assisting SMMEs to produce some of the requirements such as company profiles and management accounts. Seda is also expected to play a role in the development of the assisted businesses through management skills training programmes. Government has been bold in stating that part of the aims of the relief programmes are to formalise the informal enterprises and increase regulatory compliance of small businesses.

Seda is furthermore expected to be a key role player in the government’s economy recovery programme placing SMMEs at the forefront in taking the country forward post the COVID-19 epidemic. Seda has been part of the high-level engagements aimed at the development programmes for SMMEs as part of the economic recovery programmes that are going to focus on key areas affecting the growth of small businesses such as finances and technology. Tackling these and other challenges could see more businesses becoming competitive and capable of accessing local and international markets and employing more people.

Over the past few weeks the Minister has announced the following relief measures:

Relief Measures

• Debt Relief Measure
  o The financial relief programme is a loan facility aimed at easing the payroll, municipal bills, payments and rent for SMMEs. This focuses on those SMMEs not covered by the banks. Seda’s role is to assist those SMMEs who meet minimal qualifications but are not able to produce some requirements such as the six months’ cash projections, business profiles and annual financial statements or management accounts. Thereafter Seda will be involved in post intervention support by providing ongoing training and development.

• Growth Resilience Fund
  o This relief fund is also a loan facility aimed at assisting SMMEs to take advantage of supply opportunities as a result of COVID-19. This facility will now focus on the SMMEs who have applied to be part of the RFI/RFPs (food items, essential non-food items, fabric/cloth masks and medical products) which the department has invited. The facility will fund development needs of these enterprises to participate in the supply chains by funding their technology, certification and product testing among other things. Seda is playing a key role in this, firstly to provide a list of suppliers from our branch network, as well as using its knowledge and experience in both incubation and quality and standard units to support the department in this programme.

• Spaza and General Dealer Support Programme
  o The Minister has recently announced this programme with applicants expected to approach the banks, in particular Nedbank, which is firmly on board with this programme with other banks expected to join in whilst the programme is in motion. The scheme provides a working capital of R3500 and a further R3500 credit facility accessible to the spaza. The working capital will assist the spaza with buying stock from identified wholesalers across the country. In addition, the wholesalers have been requested to have SMME owned brands in the list of goods available for the spazas. Seda has provided the list of SMMEs who produced identified goods to also be listed in the basket of goods for the spaza market. Seda will among others provide non-financial Business Development Support which entails basic bookkeeping, inventory and point of sale tools during and post capitalisation phase.

All the above mentioned relief measures are driven through the Small Enterprise Finance Agency (Sefa). They receive all the applications and conduct the initial screening for minimum qualifications and only refer SMMEs in need of some interventions to Seda, which upon assisting the SMME, refers them back to Seda to complete the application process and disburse relief funding. All SMMEs participating in these schemes must be registered on the www.smmesa.org.za website with a reference number. These measures have entered approval and disbursement stages with SMMEs receiving relief they need to survive this challenging period.
As government’s primary agency for small business, Seda is mobilising all its resources and working with key stakeholders at national, provincial and local level to facilitate access to government and private sector programmes, initiatives and financial relief.

During this time Seda will prioritize assistance to SMMEs to access these programmes while continuing to provide relevant advice and business support.

**Lockdown arrangements at Seda offices**

Seda branches will remain open with skeleton staff until the covid-19 lockdown is lifted completely. We are committed to continue to be available to all SMMEs. During this time business advisors, will still consult with the SMMEs on an appointment basis which should be scheduled beforehand in order to minimize congestion and adhere to the covid-19 regulations.

The briefing session that are normally done every week at the branch will be online on you tube.

Branch contact details are available on [www.seda.org.za](http://www.seda.org.za) and on Seda’s social media platforms. Updates on branch access will be posted on our website.

Due to the covid -19 pandemic, Seda had to find new ways of dealing with the training offered through the learning academy while adhering to government’s call of social distancing and other restrictions that are in place.

Seda’s entrepreneurial training courses empower small business owners with the necessary skills to enable them to take their businesses to greater heights. Entrepreneurs learn to:

- Market their business effectively;
- Understand the importance of building a reputable business profile as a marketing tool; and
- Maintain financial records and develop their business plans.

These training courses also cover financial management, customer care, food handling hygiene, and basic business skills, whilst helping entrepreneurs to identify areas of improvement for their businesses.

**Access to support SMMEs through Seda Portal**

Seda has published information online – including over 70 support programmes (financial and business advisory) – in one easy to navigate place - the COVID-19 Portal.

The portal contains the most comprehensive and accurate repository of information available to SMMEs of all sizes and industries, information on Seda support services and information on compliance, permits and other COVID-19 related matters.

To access the portal you can log onto [www.seda.org.za](http://www.seda.org.za)

You can also visit:

- [www.smmesa.gov.za](http://www.smmesa.gov.za) - to register your business on the National SMME database
- [www.bizportal.gov.za](http://www.bizportal.gov.za) - for CIPC registration

Additional information on support interventions for small businesses is also available on:

- [www.mybindu.org.za](http://www.mybindu.org.za)
- [www.dsbd.gov.za](http://www.dsbd.gov.za)
- [www.thedti.gov.za](http://www.thedti.gov.za)
- [www.sefa.org.za](http://www.sefa.org.za)
GUIDELINES FOR PARTICIPATION
SPAZASHOPS AND GENERAL DEALERS SUPPORT SCHEME
IN PARTNERSHIP WITH NEDBANK
APPLYING FOR SUPPORT UNDER THE SCHEME

Spazashop and General Dealer owners will be required to commit and undertake to the following:

1. Sanitizing before and after serving each customer
2. Disinfecting the service counters
3. Maintaining the applicable social distance between customers, as well as customer and service point
4. No sale of counterfeit goods and stale/expired foodstuff
5. Not use toilet facilities as sleeping quarters

Spaza shop and general dealer owners may call: 0860 663 7867
Spazaemail@sbdl.gov.za
www.spaza.gov.za
www.seea.org.za

Access to working capital investment and revolving credit facility that is backed by the Khula Credit Guarantee scheme of SEFA in partnership with NEDBANK. The facility is available at participating wholesalers that are distributed country-wide. The list of participating wholesalers will be shared with approved spaza and general dealer owners.

Business Management support that includes assistance with basic financial management with support of Financial/ Business graduates that will be assigned to give dedicated support to the business over a 24 month period.

Legal compliance that includes assistance to register with CIPC, SARS and UIF; and other compliance requirements that may be necessary for participation in the scheme.

ENQUIRIES:
Spaza shop and general dealer owners may call 0860 663 7867
Spazaemail@sbdl.gov.za

INFORMATION:
www.spaza.gov.za
www.seea.org.za
www.mybusiness.org.za
Bakeries And Confectioneries Business Support Scheme

Funded through the Township Entrepreneurship Fund for small-scale, micro, informal and cooperative enterprises based in townships and villages.

Objectives of the Programme
- Facilitate stepped-up access to market
- Scaled-up opportunities for business growth, and
- Facilitate improved access to credit

Financial Support (loans)
- Maximum of R20,000 working capital for bakeries which is inclusive of revolving credit facility
- Maximum of R10,000 working capital for confectioneries which is inclusive of revolving credit facility
- Facilitate access to bulk buying and SEFA-backed revolving credit facility for input materials through participating wholesalers
- Optional to the scheme is a contribution towards a once-off cost of equipment (paid directly to equipment supplier) based on needs

Business Development Support
- Assist with compliance with Minimum Bread and Confectionary Nutritional Requirements (approved dough mix and the related testing;
- Facilitate compliance with Environmental Health and Food Safety Regulations;
- Training on shop floor management and conformity; and
- Business and financial management training and mentorship
- Facilitate stepped-up access to market through off-take agreements

Who can apply?
- Owner-managed micro, informal (home-based) and cooperative bakeries and confectioneries
- Bakeries and confectioneries with turnover of less than R500,000 can apply for both financial and business development support
- Small-scale bakeries and confectioneries with turnover of more than R500,000 only qualify for business development support

Qualification Criteria
- Be informal/micro or cooperative business including home-based
- Registered as a legal entity (CIPC, and SARS)
- Valid CIPC registration document
- 100% South African ownership
- 70% Employees South African
- Valid South African identity documents
- Minimum Trading Period (6-Months)
- Businesses with a turnover not exceeding R500,000 per annum
- Have a valid business bank account (including newly opened)
- Willing to participate in the bulk buying scheme as organized by the DSBD or any of its agencies
- Must be owner-managed
- Operating in a township or village

How To Apply For The Scheme
Step 1: Register on [https://smmesa.gov.za](https://smmesa.gov.za) and
Step 2: Complete an online application form/Bakeries and Confectioneries Support
Step 3: Complete all the mandatory fields;
Step 4: Upload the required supporting documents;
Step 5: Submit your application online

NB: Priority will be given to businesses owned by Women, Youth and People with Disabilities.

For Assistance
0860 663 7867 or 0860 ONE STOP
info@dsbd.gov.za | info@mybindu.org.za
Seda offices nearest to you. Details on the location of Seda offices: [www.seda.org.za](http://www.seda.org.za)
Clothing, Textile and Leather Support Scheme

Funded through the Township Entrepreneurship Fund for township and village-based enterprises.

Objectives of the Programme
- Support small enterprises within the sector to seize opportunities availed by the Covid-19 pandemic by participating in the Personal Protective Equipment (PPE) value chains during the pandemic and beyond.
- Facilitate the participation of small enterprises in the rebuilding and reshaping of the clothing and textile sector, and
- Assist small enterprises within the sector to improve the quality and competitiveness of small scale clothing, textile and leather enterprises for both domestic supply and export market.

Financial (Loan) and Business Development Support
- Maximum of R10 000.00 working capital to cover the cost of production inputs through a SEFA-backed revolving credit facility.
- Assistance to comply with relevant industry standards and codes.
- Business management support and mentorship through Unemployed Graduate Scheme, or SEDA Business Advisors and/or services business professionals.
- Facilitate participation in the Clothing and Textile Competitiveness Programme (CTCP).
- Facilitate compliance with SABS standards for relevant products.
- Facilitate trade test certification (for those not certified but must hold N8 qualification).
- Municipal business licensing support at a cost to the applicant.

Qualification Criteria
- Be informal, micro or cooperative business
- Registered as a legal entity (CIPC), and SARS
- 100% South African ownership
- 70% Employees South African
- Valid South African identity documents
- Minimum Trading Period (6-Months)
- Have a valid business bank account (including newly opened)
- Willing to participate in the bulk buying scheme as organized by the DSBD or any of its agencies
- Operating in a township or village
- Enterprise must be owner managed

Who Can Apply
- Seamstresses
- Sewers
- Garment makers (dressmakers and tailors)
- Pattern makers
- Designers
- Pattern cutters
- Art Designers
- Knitters
- Machinists
- Tannery
- Fabric manufacturers
- Shoes, belt and handbag makers

How To Apply For The Scheme
Step 1: Register on [https://smmesa.gov.za/](https://smmesa.gov.za/)
Step 2: Complete an online application form.
Step 3: Complete all the mandatory fields.
Step 4: Upload the required supporting documents.
Step 5: Submit your application online.

NB: Priority will be given to businesses owned by Women, Youth and People with Disabilities.

For Assistance
0860 663 7667 or 0860 ONE STOP
info@sdbd.gov.za | info@mybindu.org.za
Seda offices nearest to you. Details on the location of Seda offices: [www.seda.org.za](http://www.seda.org.za)
Automotive Aftermarkets Support Scheme
Funded through the Township Entrepreneurship Fund for township and village-based enterprises

Objectives of the Programme
1. Support motor body repairs (panel beaters) to operate accredited small independent panel beaters (motor body repairs) centres;
2. Support motor mechanics and other mechanics to operate authorized service centres;
3. Support small and independent auto-spares shops to operate profitable auto spare parts centres; and
4. Support and develop in the formalisation of informal automotive entrepreneurs into formal fitment centres.

Nature of Financial Support (Loan)
- Capital Injection and Revolving Credit Facilities backed by sefa
- Maximum of R20,000 working capital for motor body repairs and mechanics
- Maximum of R30,000 working capital for auto spares shops and auto fitment centres
- 100% backed Revolving credit facility between participating motor mechanics/motor body repairs with participating auto spares shops and fitment centres via participating banks
- Optional to the scheme is a contribution towards a once-off cost of equipment (paid directly to equipment supplier) based on needs

Nature of Business Development Support
- Facilitate trade test certification (for those not certified but must hold N3 qualification)
- Assistance through facilitating the accreditation of the small/micro automotive businesses with the relevant industry standards and bodies
- Business management support and mentorship through Unemployed Graduate Scheme, or Seda Business Advisors and/or services business professionals
- Municipal business licensing support at a cost to the applicant

Qualification Criteria
1. Must register on the National SMME Database: https://smmesa.gov.za/
2. Be informal/micro business or cooperative
3. Registered as a legal entity (CIPC and SARS)
4. 100% South African ownership
5. 70% Employee South African
6. Valid South African identity documents
7. Minimum Trading Period (6 -12 Months)
8. Have a valid business bank account (including newly opened)
9. Willing to participate in the bulk buying scheme as organized by the DBID or any of its agencies
10. Operating in a township or village

Conditions for Participating
- The applicant must be willing to participate in the revolving credit facility between participating motor mechanics/motor body repairs with participating auto spares shops and fitment via a participating bank
- The business operating premise (including the home premise) must be held or willing to be assisted to acquire an Occupational Health and Safety Act compliance certificate
- The business must be willing to participate in the certification and accreditation programme through the relevant industry accreditation bodies

Who Can Apply
- All auto mechanics such as motor mechanics, heavy equipment mechanics, tractor and forklift mechanics, and diesel fitters
- Panel beaters
- Glazers
- Tyre and glass fitment and auto spares

How To Apply For The Scheme
Step 1: Register on https://smmesa.gov.za and
Step 2: Complete an online application form under the Application Forms: Automotive Aftermarkets Support
Step 3: Complete all the mandatory fields
Step 4: Upload the required supporting documents and
Step 5: Submit your application online

NB: Priority will be given to businesses owned by Women, Youth and People with Disabilities

For Assistance
0860 663 7667 or 0860 ONE STOP
info@dsbd.gov.za | info@mybindu.org.za
Seda offices nearest to you. Details on the location of Seda offices: www.seda.org.za
KDCD was started by Elzaan Smith due to a desire to educate and improve the lives of single mothers in her small town of Carletonville.

KDCD designs and manufactures World Class ladies’ fashions, Coats and Bags as well as supplying boutiques and the hospitality industry with quality designs and linen. They also CMT (Cut, Make & Trim) for other clients, eliminating the need for them to manufacture in other countries like China.

Elzaan was a statistic of domestic abuse and was alone with a young daughter and no support system. Instead of feeling sorry for herself, Elzaan decided to do what she does best and design clothing and fashion accessories. She moved back home with her daughter and started making clothes for her little girl because she didn’t have enough money to buy any. People started noticing the clothes she made as her daughter wore them to school. She then saw the opportunity to start something new, to make and sell kids clothes. She started off at her mother’s house with only herself and two sewing machines. “I went through three manufacturers in Johannesburg and was never really satisfied with the work they did,’ she says.

It was then that she got in contact with a South African living in Dubai, Mr Hilton Watson, who helped her to develop her business to date, which is now registered as KDCD. Watson, who saw that Smith had the skill and enthusiasm to make her business grow big, first helped her to buy three industrial sewing machines and has been playing a role ever since.

Most of her employees come from the SAVF’s Deurgangshuis in Carletonville. Many of these women ended up on the street after their former husbands kicked them out. ‘I really wanted to help as I have also been through a difficult separation and could just as well have ended up there myself if it had not been for my excellent support network. From here things started rolling.’ she says. As the business grew she moved into bigger premises in Carletonville from where they are currently operating, employing 20 women as permanent employees.

Elzaan first heard about Small Enterprises Development Agency (Seda) while she was attending the Serta/ Certa Expo, where Seda exhibited. After diagnosing a few challenges her business faced, Seda assisted her with the development of a business plan and website. Seda also improved the business’ access to markets by exposing it to exhibitions and fashions shows, namely, the manufacturing indaba as well as the Torino Fashion Week in Italy. Seda also rebranded KDCD to give it a new facelift. After these interventions KDCD grew even more and supplied the 12 Apostles Hotel in Cape Town with
resort wear and swimwear and manufacturing three collection lines for the Presidential Group. They also supplied a shop at O.R. Tambo International Airport called Crazy About Kids with baby clothes and manufacture curtains for a shop in their locale of Carletonville. As of 2019 KDCD started making linen and curtains and currently supply 7 hotel groups and over 100 independent hospitality venues.

Instead of letting the Covid-19 lockdown ruin her business she made a plan that has now led to more people being employed instead of being retrenched. Her plan was to start making face masks from her current material that they had in stock to help people with containing the outbreak. This decision has seen the business grow even more. Orders come in from everywhere and the demand is growing by the day which has resulted in the business manufacturing the full essential equipment. About 100 more people had to be hired and start working double shift to meet the demand of over 200 000 masks and PPE.

The demand is so high that some of their proudly South African masks are being exported to the neighbouring countries. KDCD offers a full range of medical PPE clothing as well as the standard PPE for some of the Big Suppliers in Southern Africa. Therefore, KDCD does it again by uplifting the Carletonville community and making sure that families have food on their table through this difficult time.

With Seda’s assistance to trademark KDCD it is now known as KDCD Group of Companies which consist of KDCD Health Care, Transport, Linen and CMT. KDCD is a passionately South African company that takes pride in their community.

To get hold of their products you can follow them on Facebook, admin@mykdcd.com, elzaan.smith@mykdcd.com or the KDCD’s website (www.mykdcd.com)

KDCD Group of Companies, 47 Station Street, Oberholzer, 2499 Carletonville, Gauteng

Email: admin@mykdcd.com
Tel: +27 18 788 2569  |  Cell: +27 72 487 7714
It's not every business that can capitalize on a crisis and be innovative to boost the economy of the country, but Hedge SA – the brainchild of Neo Mabunda and Zain Imran – has done so with tremendous success. And although they have kept their feet firmly on the ground for the most part, this has not stopped them from soaring to ever-greater heights in the business stakes. Hedge SA is a technology development startup company within the IoT and embedded systems sector aiming at solving the world’s food and water crisis. The company is currently in development of smart water telemetry systems and real-time water quality monitoring systems. However, given the current COVID 19 pandemic outbreak that has impacted all parts of the world, Hedge SA decided to pivot their focus towards developing a low-cost, pre-incubation bag valve mask ventilator to meet the anticipated critical shortages for ventilators within SA and Africa.

The business is housed at the Propella Business Incubator which strives to be the “Go To”, High-Tech incubator and accelerator for innovators and ventures delivering Smart City Solutions and Industry 4 Technologies.

They support the successful development and sustainability of new innovation-based businesses in specific sectors and strive to be the first choice for the commercialisation of their products and services. Propella focuses on Industrial and ICT programmes in the following sectors; renewable energy, energy efficiency, advanced manufacturing, Information and Communication, Internet of Things and smart city solutions. We strive to lead in the innovation space and love to engage with future thinking entrepreneurs.

Launched in June 2015, through a partnership between the Nelson Mandela University (49%) and Engeli Enterprise Development (51%), Propella Business Incubator is a level 2, BBBEE ICT beneficiary.

Imbadu chatted to Neo and Zain about their company and their achievement in developing the much-needed ventilator to assist with the covid-19 pandemic across the country.
1. IMBADU: When did you start with the development of the ventilator?

Zain: We started on the ventilator, exactly two days before the nationwide COVID19 lockdown began. We scrambled to get as many of the parts and equipment we required to allow us to work throughout the lockdown period.

2. IMBADU: Why did you decide to go into this specific business?

Neo: Since the virus affects lung function, there was going to be an undersupply of ventilators globally. With the primary treatments for severe cases being either continuous oxygen supply or mechanical ventilation we thought we could create a low-cost solution for the South African market.

3. IMBADU: Did you have starting capital?

Neo: Yes, we did have a small amount of capital to develop the first prototype and then through Propella we managed to secure funding from government entities such as the Technology Innovation Agency (TIA) and SEFA. We received R100 000 from TIA and R150 000 from SEFA for early stage product development in addition to the business consulting, mentoring and resource support we receive from Propella.

4. IMBADU: How many people did you start with on the project and how many are there now?

Zain: There are two directors of the company, one electrical engineer and one mechanical engineer on board. We also used the skills of additional Electronic engineers, together with Propella’s internal business development resources and Engeli’s commercialization and market access networks. External specialists in the field of medical device certification were also engaged to help speed up the approval process, given the current impasse.

5. IMBADU: What were your challenges within this business?

Neo: The immediate challenges with regards to starting the project was getting access to funding, establishing, and trying to source components during lockdown and understanding the medical requirements for a low-cost ventilator. The Nelson Mandela University, Propella and Engeli networks were invaluable in assisting us to source the components we needed.

6. IMBADU: What else is still a challenge for you currently?

Zain: Access to clinical and high-level skills remains a challenge, together with funding, as we still do not have sufficient funds to produce a commercially ready product. We are however continuously developing our own skills.

7. IMBADU: Did you know about Propella Business Incubator when you started?

Zain: Yes, we were part of the Propella Incubator already and this is just a new project that we have pivoted.

8. IMBADU: What intervention did Propella give you?

Zain: Propella assisted us in access to finance, business model development, customer validation (involvement of leading medical practitioners in the respiratory field), provision of testing facilities and the use of Propella’s network to assist us in expediting the development of the project.

9. IMBADU: How are you contributing to the economy of the country?

Zain: Once the product is complete, we will be able to create a lot of jobs to manufacture and distribute the device. We are also helping the economy by developing a low-cost product that will be produced locally and will assist those in need during the Covid-19 pandemic, and post Covid 19.

Neo: Basically, we contribute by providing more jobs and more buying power for people who were previously unemployed, which means we will be improving the GDP of the country.
10. IMBADU: Given the situation that the country is in right now because of covid-19, what means have you used to survive?

Zain: We have been trying to create our own capital by manufacturing Personal protection equipment such as face shields to survive and make ends meet, then using some of those funds to push into the development of the ventilator as well.

11. IMBADU: Have you applied for the covid-19 relief fund?

No, we have not.

12. IMBADU: Have you contacted Propella for any assistance during this period of covid-19?

Zain: Yes, we have been working very closely with Propella during this time, to get our product market-ready and commercialized.

13. IMBADU: Would you recommend other SMME’s to utilize Propella’s Business Incubator services?

Zain: Yes, we would recommend anyone with a small business to approach Propella. It has a very good ecosystem, especially for technology and IT based companies. I feel like this is the place for them to be. Propella has also assisted us in the facilitation of wide-ranging media coverage that includes the You, Drum and Huisgenoot magazines, the Engineering News, local newspapers, and we were also featured on SABC’s news programme.

14. IMBADU: What keeps you motivated to do better in the business?

Zain: Financial freedom is one of them and just making the world a better place to live in, through the technology we develop.

Neo: If you look at the motto of the business, we effectively leverage technology to solve high socio-economic impact problems. So, for us, solving problems with technology thereby improving the lives of South Africans and improving business and government processes and seeing people using our product is what keeps us going.

15. IMBADU: What would you like to say to Propella, The Department of Small Business and small enterprises that are still struggling to get assistance?

Zain: To small enterprises I would say, believe in the system, keep going at it and eventually something will come your way. For the Department of Small Business, we would like for you to interact with us a lot more as SMME’s, come and speak to us, show us where there are opportunities to assist us and try expedite your processes. To Propella, we thank you for making the Industrial warehouse and critical resources available during the lockdown period. Also, it would not have been possible to have achieved what we have without the technical and commercial know-how from Engeli, Propella’s 51% shareholder.

Neo: To government we would like to say, please reduce all the red tape, improve your due diligence processes, and make them a lot easier. Reduce all the verbosity on all your documentation. If funding is available, try and get it to the people that need it the most so that their businesses can grow.

16. IMBADU: Where can people contact you for your services?

We are located at the Propella Business Incubator, 07 Oakworth Road, South End, Port Elizabeth.
Contact number: 041 502 3700
Our website: https://propellaincubator.co.za/hedgeSa and www.hedgesa.co.za

Leveraging technology to solving high socio-economic impact problems.
Lebomash Design was started by Lebo Mashile in the year 2007. Born in Limpopo Province, after matriculating she was inspired by her family clothing fashion business which she used to spend most of her school holidays assisting. She therefore pursued her dream by registering with Tshwane University of Technology and obtaining her degree in fashion design. This is where Lebo’s entrepreneurial journey officially started. Based in Centurion, she has five employees with additional seasonal employees when she has huge orders.

Lebomash’s designs have grazed international magazines and has showcased her work internationally in countries like China and Torino Italy where Seda, DSBD and Department of Arts and Culture took 18 designers to showcase their designs to the international platform. She draws her inspiration from her rich multicultural society. She has had opportunities to make uniforms for a number of government departments. During this Covid 19 lockdown, Lebomash design saw an opportunity and appointed additional staff in order to produce face masks and children’s hat masks to be able to supply a number of sales people who are distributing the masks in 3 provinces. Covid 19 has allowed us to touch lifes and bring food to the table of more families than we expected, says Lebo.

To get hold of Lebomash Design u can follow her on instagram or contact her on the following numbers 082 969 5874 to place your order.
Entrepreneurs Day in Lejweleputswa

Just before the President’s announcement of a lockdown late March, Seda Lejweleputswa Celebrated Its Annual Entrepreneurs Day in partnership with Matjhabeng Local Municipality and Lejweleputswa district Municipality in Odendaalrus Town Hall. The objective of the gathering was to conduct a formal Information session to SMME’S who are into business as well as those who would like to start their own Business.

The information session emphasized on various important aspects to consider when you are in business or before starting. Various stakeholders were invited to present their products and services to participants with the likes of SARS who presented about Tax Compliance.

NYDA presented on the different grants they have for young entrepreneurs as well as funding and free Business Registration. DESTEA and the Matjhabeng Local municipality talked about how they assist businesses on getting equipment, grants and funding while Seda focused on the business development services they offer. One of Seda’s clients, Itumeleng Maruping of Excellence College, gave a testimonial on how Seda supported their business and what impact it made.

Unemployed Youth Training in Wood Furniture Making and Upholstery

The Department of Small Business Development, through its agencies, Seda and Sefa will be supporting start-ups through an ambitious entrepreneurship action plan, that will see 100 000 young entrepreneurs take their businesses to new heights with funding from the Small Business and Innovation Fund (SBIF). The Department had promised fast access to networks and finance, which will be vital for start-up scaling. Government’s renewed support for innovation and entrepreneurship comes at a time that the country is experiencing massive unemployment challenges.

South Africa’s youth unemployment rate rose significantly to 58.2% in the third quarter of 2019 from 56.4% in the previous period, reaching its highest level since the first quarter of 2008. The Department has also announced measures that will improve access to finance for SMMEs, which include promoting and facilitating funding for entrepreneurship and innovation in key industry sectors. Furthermore, the Department will be enhancing financial inclusion by increasing access to finance for enterprises owned by women as well as the youth in the townships and rural areas. Seda in the Western Cape has taken up the challenge by launching a pilot project to train 23 unemployed youth in wood furniture making and upholstery. The Provincial Manager, Alex T Qunta said “This is our response to the Minister’s service delivery priorities, and this youth capacity development initiative will go a long way to unlock youth unemployment which has become a national crisis.” The training is conducted in Nyanga East by Furntech, a training provider that offers education and skills training in furniture making.

Training Facilitator, Maxwell Jaca explained that at the end of the training, the students will be able to assemble a cabinet. For the first two weeks of training, they are introduced to health and safety regulations in a work area so that they are aware of any dangers. From there they spend another two weeks, in theory, learning about the tools which they will be using.

The group will be encouraged to start their own businesses, with coaching support and business development support that is within Seda’s mandate. All the participants will be getting start-up kits from Insika Foundation, a non-profit organisation that runs Community Work Programmes on behalf of the Department of Co-operative Governance. The training has resumed after it was postponed due to COVID-19 outbreak and will be completed on the last week of July. Graduation will take place in August at the Furntech Training Centre in Nyanga East.
Ziyahlanjwa Laundry Services, was awarded with an Entrepreneurial Achievement certificate at the Graduation Ceremony for Women Enterprise Coaching Programme hosted by the Small Enterprise Development Agency (Seda) at the River Club in Salt River, Cape Town. The business is owned by a couple, Sivu and Justice Mongo. They started the business on a very small scale with a second hand washing machine. Today, they have more than 500 clients in Khayelitsha and the surrounding areas. Sivu Mongo was also a participant in the programme and thanked Seda for business development support that made the business to be what it is today. Seda has assisted the business with marketing tools and access to funding. The award recognises a small business with outstanding achievements, and Ziyahlanjwa was recognised for her tireless journey and hard work. This is the second prestigious award that Ziyahlanjwa Trading is getting in a short space of time. In 2019, the Department of Economic Development and Tourism recognised and awarded Ziyahlanjwa Trading as the overall winner in the Western Cape Entrepreneurship Recognition.

The Women Enterprise Coaching Programme aims to assist women owned businesses to grow and empower them to develop their efficiencies and competencies. "We want to make these businesses more dynamic and agile so that they can quickly adapt to the continuous changes in the business ecosystem. We had a wonderful group of ladies who participated in the programme and we are exceptionally proud and grateful for their enthusiasm, passion and ardour they displayed throughout the Programme," said Lusanda Dyani, Programme Coordinator.
Seda in collaboration with Sefa, and Garden Route District Municipality brought the Pick n Pay’s Enterprise Development Programme to the Small Retail Suppliers of the Garden Route District. This enabled Small Retail Suppliers who aspire to supply Pick n Pay an opportunity to engage with the decision makers of this biggest supermarket chain store in South Africa. More than 50 suppliers showcased their products and interacted with Pick n Pay buyers. The event took place at the Conville Community Hall in George on Tuesday, 10 March. This was the second Supplier Development Expo hosted by Seda in association with Sefa and Pick n Pay. The first event was in Kenilworth at the Pick N Pay Headquarters in August 2019, which brought more than 100 Women own businesses to interact with Pick n Pay suppliers.

Addressing the exhibitors and stakeholder in the ecosystem in George, Pick n Pay’s Head of Enterprise and Supplier Development, Mishinga Seyuba Kombo said some of the challenges facing the small retail suppliers include high production costs, poor productivity and labour relations, slow decision making with partners, high raw material costs, insufficient expertise, and insufficient innovation to satisfy customer demands. Pick n Pay’s Head of Innovation, Nicki Russel made a presentation on trends that drive innovation for the Pick N Pay customers.

Seda Provincial Manager, Alex T Qunta said, “Seda and Pick n Pay have a three year Service Level Agreement (SLA) to support small businesses to enter the retail market by providing mentorship, coaching, and business development services. Seda sees this initiative as a catalyst for local economic growth, and the aim is to support small businesses to grow and create much needed jobs in the region. Seda wants to strengthen our relations with our strategic partners to add value adding services to the SMMEs that enable growth and create much needed job opportunities.”

One of the exhibitors at the event was Four Flowers Water, a Knysna based client that manufactures pure sparkling water, delicately infused with natural botanical extracts with no sugar, sweeteners, preservatives. The application process for the client to supply Pick N Pay is at an advanced stage. Owner of the business, Nanna Joubert said “I sincerely appreciate the positive response and an opportunity to supply Pick N Pay. I enjoyed hearing about Pick N Pay’s initiative to assist small businesses to become vendors and the company’s trend projections and look forward to the process to qualify us as a vendor. It was also good to hear more about the wonderful work that Seda is doing in the region. Word of appreciation goes to Mbulelo Sokanyile, my Business Advisor from the Knysna Branch. His assistance to register and facilitate product pricing has assisted the business to be on a different level.”

Picture: Nanna Joubert (blonde lady), Alex T Qunta with Mishinga Seyuba Kombo and Mbulelo Sokanyile, Business Advisor (dreadlocks guy)
Seda participates in the 2019/20 Global Entrepreneurship Monitor (GEM) Annual Meeting in USA, MIAMI.

The Small Enterprise Development Agency (Seda) through the Research & Development unit has established and maintained a long term working relationship with Global Entrepreneurship Research Association (GERA) that is currently managed and administered through a Memorandum of Agreement (MoA) with the University of Stellenbosch, Business School. The Organization continue to leverage its resources with regards to its research mandate and support the publication of the Global Entrepreneurship Monitor (GEM) - South African version, through sponsoring and serving in the study’s research steering committee, which is coordinated by the University of Stellenbosch and represent the South African GEM national team.

Seda has vested strategic and operational interests in the GEM project for the following reasons:

- the study measures differences in the levels of entrepreneurial activity between countries, which allows the opportunity for Seda to facilitate the production of research information that informs position policy and programmes development that advance entrepreneurship development in the country. It Serves as a longitudinal study that provides information that is used in the design and evaluation of entrepreneurial support mechanisms. Reliable quality information is vital to advance in an environment that is conducive to entrepreneurship development in any given economy. Importantly, GEM provides research (information) that is rigorously designed and continually advanced through the collaboration of a network of researchers across the globe. It is conducted locally with central oversight and harmonized across multiple diverse economies - to offer benchmarking and learning opportunities.

- GEM also uncovers factors leading to the enhancement and hindrance of entrepreneurship or small business development and propose suggestions for the public sector, private sector and non-government organizations, thereby empower agencies like Seda to be at the forefront to inform key decisions that shape entrepreneurship and small business development landscape across the SMME ecosystem in the country.

Officials from the Seda Research & Development unit Mr Mduduzi Dlamini (Manager: Research and Development) and Mr. Caswell Maloka (Specialist: Research and Development), were invited to participate in the GEM annual meeting which was held in the United States of America (USA), Miami on the 1st to 4th March 2020. The main purpose of the event was to analyse the previous year’s research [GEM] findings and challenges and to discuss new developments. It also provided opportunity for networking amongst leading entrepreneurship researchers from around the world in order to exchange ideas, best practices, share lessons, opportunities for benchmarking identify as well as planning for the next cycle of the project.

The event provided the Organization with international insights and various perspectives regarding entrepreneurship, and specifically SMME research on the levels, trends, challenges, programme and policy imperatives of entrepreneurship and small business development. It also presented an opportunity for international exposure towards enhancing value adding on entrepreneurship research and tools that can be used to develop the local small business ecosystem, which resonates with the current work that the Organization is working on in enhancing its role of being a leading facilitator for enterprise development in districts across the country. The GEM report findings has over the years proven to be significant towards providing objective and scientifically proven information that inform policy and programmes development for entrepreneurship development in economies. Seda is working towards ensuring that GEM SA study findings are better communicated to the ecosystem as well as facilitating tangible implementation of these recommendations across the ecosystem.

The following highlights were discussed at the event:

GEM 2019 -2020 Global Report Launch
This session was the highlight of the event where the global report was launched. It included the presentation of comparative analysis of entrepreneurship levels of the various participating economies. The report also provided key areas deserving attention by policy makers and stakeholders.

GEM Research Paper Presentations
Presentations of selected academic papers on entrepreneurship development which formed a basis for
a discourse on various approaches towards advancing entrepreneurship across economies.

Entrepreneurial Ecosystem Index (ESI)

Discussions on the introduction of a new tool that GEM has developed, referred to as the Entrepreneurial Ecosystem Index (ESI), which measures a set of interdependent factors and factors coordinated in such a way to enable productive entrepreneurship within a particular territory, at subnational level in a specific country. The ESI concentrate on specific local and subnational regions to collect data in order to assess the entrepreneurial quality. The region is evaluated according to 10 pillars by different stakeholders. These pillars include the main framework conditions (formal institutions, culture, physical infrastructure and demand) as well as the systematic conditions (networks, leadership, finance, talent, knowledge and support services / intermediaries) that help to assess the entrepreneurship productivity.

Mr Dlamini has indicated that in recommendations outlined in the report back from the event, “the team has highlighted the ESI as a vital tool that can assist the Organization to effectively review its delivery model and align it to the government district development model, where Seda is expected to increase its facilitation role with regards to advancing entrepreneurship and small business development in the ecosystem”. The ESI tool provides information on the geographical situation and characteristics of the targeted entrepreneurial ecosystem. These include a written description of the main features of the entrepreneurial ecosystem: geographical situation, demographics of the population, number of companies, administrative resources and assistance provided by formal and/or private institutions to entrepreneurs or businesses, sectors and main industries if they are main features of the area in terms of economic characteristics and potential. As a way forward, the Organization will continue to work with its research partner, the University of Stellenbosch, to pilot this tool in selected districts”, added Mr. Dlamini. Lastly, due to the Covid -19 pandemic, Seda in partnership with the University of Stellenbosch, Business school, will be launching the 2019/2020 GEM SA report digitally and facilitate the implementation of the study’s recommendations across the small business ecosystem.

From Left: Caswell Maloka - Specialist – Research & Development and Mduduzi Dlamini – Manager – Research & Development, the 2019/20 GEM Annual meeting, in Miami USA.
MRT Auto Clinic is all about Automotive Performance Enhancement

Founded on the solid foundation of Innovation, Integrity and Professionalism, MRT Auto Clinic has proven time and again why it is the fastest growing automotive performance enhancement and maintenance centre in the Mother City. The business is co-owned by two great minds, Marcellino Muller and Wesley Mac Donald. The duo has over 26 years of experience in the industry, having previously worked as Auto Electrician Mechanics from their previous job.

They both started working for Motolek in Kuilsriver and graduated to become Professional Auto Electricians and they are happy to be owners of their own business. With an exceptional track record when it comes to customer service and the quality of the work they deliver, MRT Auto Clinic always aimed to be considered the first choice for new and well established customers alike. In their 2 years of existence, the business has endured many trials and hardships along the way with Albeit repeatedly having to keep ahead with trends in the industry. They have had to constantly retrain the employees as new technology is developed and taking risks with the business in order to grow.

MRT Auto Clinic is the best, only because they work with the best and make use of the best equipment and products available today; from their top-notch employees, state-of-the-art tuning and diagnostic equipment from Seda as well as their exceptional professional customer service. The client approached Seda Cape Winelands Branch for assistance to grow the business and was introduced to Mphumzi Mange, one of the Business Advisors who conducted a Critical Planning Exercise (CPE) on the business. The assessment assisted the business to make accurate, realistic financial predictions and develop a plan which significantly contributed to the business’ viability. The client was assisted with diagnostic software equipment, financial management and signage for visibility.

Seda Western Cape Provincial Manager, Alex Thandikhaya Qunta said: “Seda assisted the client with business development support and diagnostic software equipment from the technology transfer programme. The programme aims to promote and facilitate the transfer of technology which is appropriate, effective and competitive to small enterprises.” Marcellino Muller, one of the Directors in the business has thanked Seda for the continuous support to grow the business to be where it is today.
Seda Free State Hosts Virtual Pitching Competition and Youth Seminar

Seda Free State hosted young entrepreneurs from the Free State and beyond its borders on a virtual engagement as part of youth month celebrations during this COVID-19 period which has been very hard on entrepreneurs both old and young. Three prominent speakers were invited to bring hope and share business wisdom with the youth and there was also an opportunity for youth to pitch their business ideas through a pitching competition.

The virtual stage was shared by Mr Ben Moseme who is the founder and Director of the C-Squared Group, Mrs Busi Ntsele who is the owner of Ruby Red Clothing and also in property investment and also Dr Tebogo Mashifana who is a Senior Lecture at the University of Johannesburg and holds a Doctoral Degree in Engineering. The event was attended by one hundred and thirteen (113) young established and prospective entrepreneurs from the province and beyond its borders.

Pitching judges namely Ms Mphoko Matsie - Stakeholder Relations Manager from Destea, Mr Boitumelo Dithebe - Regional Manager from NYDA and Mr Lebusho - CEO - South African Youth Chamber of Commerce and Industry - FS evaluated thirty (30) SMMEs from all the districts of Free State that participated in a live virtual pitching competition. Three participants won vouchers worth R20 000 of Seda business development services. These services will go a long way in assisting these young entrepreneurs during this difficult time where businesses have been impacted negatively by the Covid-19 pandemic. It was a very fruitful and encouraging session where the youth acknowledged the importance to be kept engaged on an ongoing basis using virtual platforms.

The three winners walking away with R20 000 worth of Seda business development services were:

- Kemiso Motholo owner of Kemi Chem - a chemical manufacturing company in Thabo Mofutsanyana
- Lindelani Madlala owner of El Henry - a clothing manufacturing company from Thabo Mofutsanyana
- Hlalefa Sefika owner of OMFC Pty Ltd – a confectionery and baking essentials business from Mangaung

Seda will continue to host SMMEs engagements virtually and will soon host one for Cooperatives in the month of July.
Your TOP Corona virus questions answered

What are the symptoms of coronavirus?
According to the CDC – Symptoms may include: Fever, Cough and Shortness of Breath. A recent study from the WHO - provides more detail which includes; fatigue, bone or joint pain, headache, and chills. Symptoms may appear in as little as 2 days and as long as 14 days after you’ve been exposed to the virus.

Is it safe to travel?
SA is currently under lockdown, which restricts travel unless you are classified as essential service staff, out to get groceries or going to the pharmacy. Advice on travel is changing rapidly. Visit CDC Website for more information.

Are face masks really effective in reducing the risk of contracting the virus?
Generally, No. If you have COVID-19, then yes, wearing a mask should reduce the risk of you spreading it to others. If you are healthy, surgical masks provide little protection and the more sophisticated N95 masks are best left to health care workers.

How is Coronavirus diagnosed?
If you believe you may have COVID-19:
call Corona Virus [COVID-19] 24-hour hotline number: 0800 029 999

How does coronavirus spread?
Because COVID-19 is new, there remain many unanswered questions about how it spreads. But experts believe:
• The virus may spread from person to person, between people who are within about 6 feet of each other, and through droplets produced when an infected person coughs or sneezes. It may spread before people have symptoms.
• It spreads from contact with infected surfaces. Touching a surface or object that has the virus and then touching your mouth, nose, or eyes is one way it may spread.
How long does this coronavirus live on surfaces or outside of the body?

It can last up to 4 hrs – 24hrs on various surfaces (copper, cardboard)
Up to 2 - 3 days (plastic and stainless steel)
It may be possible to transmit the virus by touching a contaminated surface.
Using a simple disinfectant on all reachable surfaces is a good idea.

Is there a vaccine for COVID-19?
Not yet. But several research universities and drug companies are working on it.

How is coronavirus treated?
There is no drug treatment yet, and antibiotics are not effective against it. Experts recommend treating symptoms: Try acetaminophen for pain and fever; get rest; and drink plenty of water.

Can I get coronavirus from a package?
The CDC says there is likely a “very low risk” of it spreading from products or packaging shipped over a period of days or weeks.

Is the coronavirus seasonal, like the flu?
Will the coronavirus die down once warmer weather hits? It’s possible, but we don’t know enough about the virus yet to know for sure, says Nancy Messonnier, director of CDC’s National Center for Immunization and Respiratory Diseases.

COVID-19 Testing sites
Visit AMPATH, LANCET and PATHCARE COVID-19 testing sites or the department of health to find out which other testing sites do they have.

Where can I get South Africa COVID-19 latest stats?
For COVID-19 latest stats please visit: www.nicd.ac.za