SMME 2019/20: SUCCESS STORIES
Seda provides business related information, advice, consultancy, training and mentoring services in all areas of enterprise development. These services aim at providing solutions related to various business functions from production to human resources, finance, marketing and export development. Rural enterprise development and cooperatives are supported through the Cooperatives and Community Public Private Partnerships Programme (CPPP).

Through Seda’s Technology Programme (STPI), Seda also provides technology transfer, business and technology incubation services, as well as incentives for management systems implementation (such as ISO9001 and OHSAS 18001), product testing and certification.

Seda aims to establish a long-term relationship with clients. Prior to embarking on any intervention, a Seda Business Advisor assesses the needs of the client and based on the assessment results the client, together with the Seda Business Advisor, drafts a development plan with specific development interventions. These services are delivered to the client either by Seda’s own staff or through business development service providers. Seda’s target market covers small, medium and micro enterprises (SMME), including cooperatives, as well as potential entrepreneurs with a business idea. The definition of a small enterprise is provided for in the National Small Business Act of 1996 and it is based on the number of employees, turnover and fixed assets. Seda defines its clients according to the number of employees.

Historically, Seda has primarily focused on the micro and very small segments of the SMME sector, due to the sheer volumes and the number of people who want to start a business. The outputs in terms of clients assisted have been huge, but this has come at a cost on impact measures such as employment, profitability and sustainability of assisted clients. The current economic realities necessitate that Seda continues providing services to the entire small enterprise sector, with the aim of reducing the mortality rate of nascent enterprises and creating an entrepreneurial culture at micro and survivalist level and creating jobs and globally competitive small enterprises at the small and medium enterprise level.

The service delivery network of Seda consists of delivery points located throughout the country. These points currently take the form of Seda branches, Seda enterprise development centres and Seda supported incubation centres. Seda also utilises information kiosks and mobile units to access remote areas. In addition, Seda co-locates primarily with local municipalities and various other partners in areas where it does not have a branch.
We promote entrepreneurship and develop small enterprises by providing customised, non-financial business support services that result in business growth and sustainability in collaboration with other role players.

0860 103 703 | info@sedapro.org.za
SediClean Hygiene Solutions is a business based in Phuthaditjaba in the Free State, that manufactures and supplies healthcare and cleaning products. The business was established in 2007 as Sedibeng Sa Maluti Healthcare & Cleaning Solutions. At the time they were not manufacturing any products and were merely sourcing and distributing manufactured products from wholesalers to their customers.

Late in 2014 (Patrick Ntoko) owner/founder of Sediclean after conducting thorough research on the nature of the industry and the market especially on what products were needed, decided to reposition the company by manufacturing specific healthcare and cleaning products. The owner then purchased the relevant manufacturing equipment that would allow SediClean to enter the market with products that will meet customer needs.

SediClean even though armed with new equipment and focus experienced many challenges. Firstly, that customers had very high expectations about the quality of the products; secondly that the company experienced a high number of customer complaints and as a result a high number of product returns. Thirdly the business had an inadequate capacity to improve their systems and processes; and lastly a number of potential customers had demanded that they be ISO 9001 certified before they could conduct any business with them.

The company then began its journey with Seda through the Seda Technology Programme (STP), seeking assistance in the improvement of its business processes and systems in order to meet customer needs and expectations. Seda’s intervention assisted SediClean with the implementation of the ISO 9001:2015 quality management system; and the implemented quality management system was then later certified by an independent certification body in 2018.

The intervention was crucial in changing the prospects of the business and resulted in the customer complaints and customer returns having been reduced to almost zero. The turnover of the business has increased and customer satisfaction has also improved significantly. The production volumes have since increased by 5% since the intervention. The implemented systems made it easier to achieve this increase as there are no more reworks, minimal quality problems and reduced scrap and waste and in-turn customer returns. Their current production volumes are now estimated at about 40 000 litres of product per month and are increasing, which is a huge achievement, considering that the organisation only started manufacturing in late 2014. The company has now employed a chemistry graduate to focus on sampling, quality control testing of products and quality improvement initiatives. This has proven to be very critical in the improvement of the quality of products that are delivered to customers.

“Business mentorship and support received from Seda has helped us to ensure that our motto “Quality on time, Every time”, is a reality as the products and services we offer can meet or even exceed customer requirements”.

Company: SediClean Hygiene Solutions

Services: Manufacture and Supply
Location: Free State, Phuthaditjaba
Website: www.sediclean.co.za  Email: direct@sediclean.co.za
Company: **Magesh Logistics (Pty) Ltd**

Services: Services  
Location: Free State, Kroonstad

**Magesh Logistics** is an established black owned transport operator, based in the Vaal. Its aim is to be one of the largest bus companies in Southern Africa. The company specialises in transporting people through reliable management, offering both for-hire bus services and private trips. Magesh Logistics’ value proposition lies in connecting businesses, industries and consumers through a cohesive supply chain. Its use of advanced technology allows Magesh Logistic to deliver a dynamic and seamless value system that is responsive to each client’s needs, while taking into consideration those of the environment in which the business operates.

Magesh Ndaba, whose 15 years of experience in the taxi and transport industry, coupled with his entrepreneurial spirit makes him an astute, progressive leader who directs the business towards profitability, while ensuring sustainable business practices with limited resources. The business is well equipped and committed to deliver quality and specialised services to its clients which include entities such as Eskom and numerous funeral parlours.

One of the major challenges that Seda identified through the Critical Planning Exercise (CPE) was the mismatch between the high demand for their services and their limited buses. The business also lacked adequate business management and it operated more on an informal basis. The business also needed to brand their buses to ensure that they compete professionally and improve their visibility.

Magesh was trained and coached on how to manage the business more professionally and afterwards was referred to a financial institution for funds to acquire additional buses. The business was then also assisted with the branding of their bus fleet.

The interventions assisted the business to increase its employee count from 25 to 30 permanent employees. And the monthly turnover improved by 22%. While the business also managed to purchase 5 additional Buses for their fleet.

**“Seda has increased my knowledge on business”**.
Pelo&HartTM is the brainchild of Mirna de Hart who started the social fashion brand in 2015 with money she won from the ILO (International Labour Organisation) for a youth entrepreneurship programme she initiated. This initial idea culminated in the combination of passions of women from different South African cultures working together to develop an international fashion brand based on the vibrancy of South Africa. This year we decided to design and print our own fabrics to grow our brand.

Our goal is to have a ready to-wear fashion line that can be scaled for the boutique and retail markets. Showcasing the unique elements of South Africa, from township to wildlife – we are inspired by our beautiful country and don’t shy away from using colour in our designs.

In the Pelo&HartTM timeline there are three highlights that stand out - the first was winning an International Stevie Award [Gold] for the “Best New Consumer Product” in August 2015 - this was totally unexpected but showed us that our home grown products and social goals could compete with the best in the marketplace.

The second was the tremendous thrill we felt when we saw our products in a shop for the first time (2016). And finally – being invited to showcase our ready-to-wear fashion range at the Torino Fashion Week (2019).

I have been a client of Seda since 2002 and over the years they have assisted me greatly with business training, support material for marketing and sponsoring to exhibitions to assist with expansion of my brand locally and internationally.

“As an entrepreneur, I believe Seda plays an important role in assisting small businesses to find their feet in a challenging landscape. My success would not have been possible without Seda as a partner.”
Brimis Engineering is a rotating equipment and valve firm engineering services company based in Middleburg in Mpumalanga. The business was established in 2013 and is a 100% black owned company; owned by Andile Nqandela and Moeketsi Mpotu. The business offers mechanical engineering products and services to power stations, mines and government technical divisions. The business was created when the directors saw an opportunity for them to utilize their engineering skills. The directors then came together as team and established the company upon also realising that there was a lack of black owned businesses in the industry. Brimis works very closely with experts with over 30 years of industry experience making the company flexible and diverse. Brimis engineering offers its services to the energy, mining, construction manufacturing and government sectors. The company currently does a lot of business with Eskom power stations.

The business had a few challenges and needs that needed to be addressed. Brimis had no quality management systems in place and needed assistance with the implementation of quality management systems in accordance with ISO9001 together with the business support that will form part of ISO 9001 implementation. The directors contacted Seda Nkangala branch for assistance, where Mpho Mahlangu, a Seda business Advisor firstly visited the business premises for assessments, registrations, and finally an ACO was conducted on the business to fully analyse the business’ operations. Upon completing the necessary assessments, it was discovered that there is a high demand for engineering services; but the company was still operating from home and needed a fully functioning workshop to properly run the business. The company also had no proper engineering machinery to do many other engineering tasks as they would normally outsource this work to other companies. The business also needed funding to purchase various equipment, machinery as well as to assist with the implementation of quality management systems.

After taking stock of all that was needed to take Brimis Engineering to the next level, Seda implemented the following interventions. The first and most crucial was the implementation of a quality management system through the Seda Technology Programme. Seda then assisted the company in the development of a proper and viable business plan to assist with funding applications. Afterwards Seda organised a mentorship programme for the directors through Productivity SA. Lastly branding and promotional materials were developed to assist in attracting new clients and maintaining a professional look for the business.

Seda’s intervention were very successful and assisted Brimis Engineering achieving numerous noteworthy achievements and taking the business to new heights. These include Brimis improving their CIDB level from 1ME to 4ME and successfully applying and joining the prestigious Gazelles Programme and receiving a one million rand grant from the programme. The business is now ISO 9001 certified and it is housed in a premium 1000m2 building and the employee count has risen to 10 staff members before the Seda interventions to 20 post Seda’s support; increasing turnover by over 50%. Over and above this Brimis also received a Seda Technology Transfer Fund grant worth R600 000; the company also continually receives Merseta grants to train apprentices and graduates; and the Department of Labour has approved the business to provide 3rd party Lifting inspection services.

“We will never forget what Seda has done for us and will forever be grateful.”

“Seda Emalahleni, through Mpho Mahlangu and Sibusiso Ndwandwe have held our hands since 2014 when we were working from home with no assets, system, vehicles and staff”

“Seda has been our strong support structure and we will always keep you in mind as we continue to grow.”
Ntobe Fire Control is a business that specialises in the servicing, maintenance and installation of fire control equipment. The company is based in Nelspruit, Mpumalanga and is the brainchild of Tholi Nkambule. Ntobe Fire Control’s core focus in the fire control equipment industry is in the design, manufacture, installation and maintenance of fire sprinkler systems, fire detection systems, fire suppression systems, fire extinguishing systems, hand held fire combating appliances as well as fire and directional signage. The business offers a total turnkey solution for all fire services including and not limited to: risk assessments, system design and development, project planning and execution, installation, commissioning, training and maintenance.

After a Seda Business Advisor conducted a diagnostic assessment, a few challenges were identified. Which included the quality management system not being fully implemented; as well as a lack of SABS certification which hindered conducting business with larger clients who require it.

Seda’s interventions which include continuous mentorship from a Seda Business Advisor, included the development and implementation of a Quality Management System (ISO: 9001); facilitation of a Quality Management Certification; and acquiring SABS certification. With the ISO 9001 fully in place Ntobe Fire Control aligned itself and has official membership of all of the relevant and important fire associations within the industry. This important step has perfectly positioned the company to keep abreast with the latest service standards & codes of practice that is expected within the life safety industry.

Ntobe Fire Control now holds certified membership with the following accreditation bodies within the South Africa Fire Industry: FDIA: Gaseous Fire, Suppression systems, FDIA: Detection Systems, SAQCC: Gaseous Fire Suppression systems, SAQCC: Detection Systems, SAQCC: Hand Held Fire Combating appliances, ASIB: Sprinkler Systems, FPASA: Fire Protection Association of South Africa, Construction Industry Development Board. All services by the business are also in accordance with South African National Standards which are governed by South African Bureau of Standards.

The intervention has seen the company acquire big clients such as O.R Tambo International Airport, enabling a 17% increase in net profit and creating 16 more permanent jobs to have a total staff complement of 28 employees.

“Thank you very much Seda for the assistance given to Ntobe Fire Control.”
Company: Dikwankwehla Construction CC

Services: Construction Services
Location: Mpumalanga, Secunda, Embalenhle

Dikwankwehla Construction was founded by Simon Shabalala in 2006, after he saw a gap for quality construction services in Secunda. That very same year the company was awarded with a subcontracting opportunity which vindicated his initial assessment. The business provides a wide range of services in construction, mainly in road construction and maintenance. Including form works, support work, concrete works, demolition works and mining work. The business has the National Home Builders Registration Council certificate and a level 5 Construction Industry Development Board certificate. Its major clients include Sasol, the surrounding Municipalities as well as sub-contracts from medium sized to large construction firms in the area.

Before approaching Seda Dikwankwehla had a few challenges, which were that the office the business was operating from had no signage or branding material to distinguish it from other businesses in the area. Their business profile and logo were not very appealing and needed to be enhanced in order to attract potential clients. All the vehicles of the business where not branded in the company name, colours and logo. This was a lost opportunity to further advertise the business.

Lastly the business did not have a financial management system. This presented major cause for concern as it was an audit finding by Sasol Synfuels and the business needed to rectify it in order to fully comply with all the Sasol requirements.

Seda conducted a Critical Planning Exercise [CPE] assessment on the business, which took an intense look into the current financial management system and performance of the business. Faults were identified and recommendations were made on how to improve the system and the financial performance of the business.

The business was then assisted with the following: an appropriate financial management system, The design and development of signage and promotional material for the business which included an enhancement of the logo and business profile as well as development of sign-boards, magnetic car stickers and business cards.

The financial system has helped the business comply with Sasol requirements and also assisted the business to manage its finances better, while the branding materials have enhanced the look and feel of the business. The business then managed to earn three subcontracts and two new contracts with Sasol.

These contracts have assisted the business to increase its turnover by 33%, while increasing the number of employees from 10 to 40 employees.

"Thank you Seda for supporting my small business, I am now able to create jobs in the township."
Renabo Plastics Moulders and Furniture is a business venture operating in KwaMhlanga, under the Thembisile Hani Local Municipality. The business was registered as a private company in 2013. The company manufactures and refurbishes office and school furniture.

The challenges the company faced included the struggle to acquire proper machinery to produce at large scale which meant the business couldn’t grow and had to operate at a much smaller scale than its competitors. The business also did not have a business plan in order to get access to funding. Seda’s intervention assisted the business to develop a business plan and also facilitating access to finance that the company needed. Furthermore, a Technology Transfer grant of R600 000.00 was approved for the much needed industrial machinery.

The interventions proved to be a great success as the company turnover increased by 50% and its employees increased from 7 to 10 employees. The business also received a 24-month contract with the National Youth Development Agency to supply office furniture; as well as a large order from the Gauteng Department of Education to supply school furniture.

“We would like to thank Seda for assisting with the business plan which assisted in getting funding opportunities through SAB, TTF and would like Seda to assist further to expand the business”
GAUTENG
It’s a long road to become a successful Jeweller in South Africa and it takes more than talent to sustain it. Despite the many obstacles and challenges that face many emerging jewellers in the country. There have been a few notable exceptions, who have managed to forge ahead and push the boundaries. One such jeweller is Nqobile Nkosi of NQ Jewellery, a Soweto based quality jewellery manufacturer.

Nqobile was introduced to jewellery manufacturing through a chance encounter with a Soweto based Jewellery School, after he was forced to stop studying towards an electrical engineering qualification due to a lack of funds. He then enrolled at the Soweto Jewellery School, and that is where he developed his passion for jewellery and jewellery making. Upon completing a 2 year jewellery manufacturing course Nqobile began looking for avenues to start his own business. During this time Nqobile was initially able to start purchasing jewellery tools and equipment, with funds raised through baking scones at night and selling them in the morning to commuters on their way to work. One of his first purchases was a polishing motor; which he brilliantly used by not only offering jewellery polishing services but also polishing other valuables such as cutlery. This then became the perfect way to introduce people to his skills and the minimal products that he was able to produce by then.

During this time Nqobile was introduced to Seda-supported EJP, a jewellery manufacturing training and incubation centre based at Rand Refinery. At the incubator Nqobile was provided with essential manufacturing facilities and additional training. He was also introduced to a United Kingdom (UK) based jewellery designer who saw his passion, flair and dedication, which led to him receiving further training and mentorship in design concepts and different styles of jewellery making not often seen in main stream South African jewellery. He was then on three separate occasions offered internships at various jewellery production houses based in the UK. Upon his arrival back in the country Nqobile registered his jewellery manufacturing business with financial assistance of Jerry Nkeli, popularly known as the first qualified black paraplegic Attorney in South Africa. Jerry Nkeli is now currently the chairperson of NQ Jewellery as well as a mentor to Nqobile.

Over the years Nqobile would continue to work hard and sharpen his skills, winning a number of competitions for emerging entrepreneurs including South African Breweries’ Kickstarter award and the Jet Community award. Today NQ Jewellery has a fully equipped workshop and showroom in Soweto, where the company employs 6 people from the community, 2 of which are disabled. The company’s products are sold in outlets such as Gold Reef City, OR Tambo Airport and the Bryanston Organic Market where it has a permanent stand at the market. Through the increased access to markets NQ Jewellery has set up an expanded manufacturing facility in Rand Refinery’s Jewellery Village, with the assistance of EJP, cementing the strong bond between the two companies going back over 8 years.
Sihle’s Brew started operating as a coffee brewing company in 2012. Sihle Magubane, the owner of the business, is a trained barista and started mixing his own coffee and selling it in his own coffee shop. Sihle’s Brew produces ground coffee using green coffee beans sourced from various cocoa producing countries such as Ethiopia, Kenya, Tanzania, Colombia, and Brazil, and has them roasted in South Africa. The youth-owned company used to outsource roasting services to Still Coffee Roaster and package them manually in-house.

The biggest challenge that the business faced was that most of the production was outsourced to suppliers who owned coffee roasting equipment. As a result, the business spent most of its revenue paying suppliers.

Seda’s intervention was simple but with immense impact. Seda bought the company coffee roasting equipment so that it could be able to produce and blend its own coffee. This gave the company ability to better manage their supply chain and freedom to expand their operations.

The business has since improved its revenue by 138% in 2018; as a result, this has given Sihle’s Brew the ability to hire new staff members who were then trained as baristas. In turn, the business now owns two coffee shops in the Johannesburg area and is in the process of opening a third one in Randburg. The company now comprises of four divisions namely: Manufacturing, Packaging, Coffee Shops, and Barista Training.

“I would not have been where I’m today if it was not for Seda assistance”
Hairtural has been operating for a little over five years. The business was founded by Bothlale Tshetu who identified the business opportunity after struggling to find products in the market that specifically catered for natural ethnic hair.

Hairtural was first assisted by Seda in 2016 with product design for their branding and packaging designs via the South African Bureau of Standards as part of Seda’s client journey model. The latest interventions were in 2018 where Seda assisted with product testing through the Agricultural Research Council.

New regulation in the cosmetics industry forced all manufacturers to ensure that their products are rigorously tested for safety prior to publicly trading in order to protect the public from harm due to untested and unsafe products. The interventions have since assisted the business to increase its turnover by 54% in 2018, and create new jobs from 8 in 2017 to 21 in 2018. The new branding and packaging assisted the business to better position the brand in the market and capture the attention of the intended market. The product testing assisted Hairtural to comply with all regulations and instil confidence in their current and potential clients regarding the safety of the products, especially considering that there is a children’s range as well.

In addition to the manufacturing business, Hairtural has expanded its operations by opening a retail store named Autumn which also stocks products from other SMMEs who make similar products using natural ingredients in order to cater for the conscious buyer. The company has also opened a salon that offers ethnic hair treatment services.

“The intervention has helped with brand integrity”
Ntudiseng Rebecca Mwala the owner of Excellere Foods based at the N4 Gateway Industrial Park in Pretoria, is a qualified Chef and established Excellere Foods back in 2004. The business at first started operating as a restaurant and coffee shop, but due to serious financial challenges the coffee shop was eventually closed down. The business had challenges with outstanding VAT returns and was not able to obtain a TAX clearance certificate. It also operated from Rebecca’s home in a security complex in and thus was unable to apply for a health certificate as the premises were zoned for residential purposes.

Seda’s intervention was through placing Excellere Foods at the Seda-supported Bakery and Food Technology Incubator (BICSA), which initially assisted the company with all its tax compliance issues. Then the Food technologists at BICSA assisted Excellere Foods with product specification and nutritional values of the frozen products it produced and product presentations to major clients such as the Evergreens. Once BICSA was able to acquire production space, Excellere Foods began operating from those facilities on a permanent basis since January 2019. Now their products are manufactured on site to enable the client to use the BICSA health certification.

With improved products and services Excellere Foods was able to acquire long term catering contracts with numerous corporate clients. This has led to the business’ turnover growing by 372% and 3 new jobs being created.
Company: **Scalo Designs**

Services: Clothing design and manufacturing  
Location: Gauteng, Soweto  
Website: www.scalodesigner.com  |  Email: sellomedupe@gmail.com  
Instagram: scalodesigner  |  Facebook: scalo designs  |  twitter: scalom

Scalo is a South African fashion brand that represents quality and style and has done so since 2009. Founded in Johannesburg by Soweto born Sello Medupe, Scalo works on a foundation of passion and creativity, fused with the dynamism of a Johannesburg attitude. It is a modern, sophisticated and futuristic brand.

Revolutionizing shape is paramount to the brands philosophy which brings out a great fit and a flattering silhouette. Scalo aims to bring out a fresh and innovative approach to design, in order to create wearable yet cutting edge clothes. The Scalo logo has taken on a strong presence for itself; as it reflects the personality of Sello and the inspiration behind Scalo, which is intended as distinguished, creative and emotionally present. The brand prides itself for its consistent approach to risk taking with bold fabric and color choice and its deep understanding of the human form and how its best flattered.

Scalo’s first interaction with Seda was in 2018 and then 2019 when they were afforded the opportunity to showcase their products on an international platform, Torino Fashion Week. Their fresh and innovative designs got them to close the South Africa show for two consecutive years. Coming back from Torino, Scalo’s exposure saw an increase in sales and also maximised designing for high profile clients. Just to name a few, he designed clothes for the African iconic Barbie doll in Lira’s likeness, a well-known South African singer. Designing for these high profile clients has seen tremendous growth in the business today.

“Thank you Seda, Department of Small Business and Department of Arts and Culture for supporting local designers.”

Seda Success Story Booklet 2019/20
SoyLites is a registered trademark. The company was founded by Colin Skelton who partnered with Nicole Antonie and established the company back in 2008. SoyLitesTM currently manufactures a range of soy based candles and body products blended with essential oils. The business is based in Linden, a suburb located in the North Western area of Johannesburg.

The business had few challenges in that as the business grew and due to increasing demand SoyLites TM continuously developed new products to diversify its product range but lacked the capital for branding and packaging the new product lines. Inadequate machinery also led to inefficiencies in production which resulted in reduction of bulk orders and the need to cut back on the production of certain periphery product ranges. Due to lack of capital to acquire advanced equipment, the business was previously using a manual process to make products which also led to less stock holding and delayed delivery deadlines.

Upon visiting Seda Johannesburg branch for enterprise development support, an assessment on the operations of the company was conducted to ascertain the extent and nature of the growth challenges facing the business. The business diagnostic assessments revealed a need to assist with facilitating access to finance to address the cash flow constraints, branding as well as packaging.

With the assistance of the Seda interventions, SoyLitesTM was able to secure funding from the Seda Technology Transfer Fund (TTF) for the acquisition of branding and packaging tools to the value of R540 000 for new product lines.

As a result, turnover improved by 30% due to introduction on new products which were launched once Seda supported the business with packaging. A 20% increase in revenue is also projected for Year 2019/20 mainly due to securing of a large order with Sorbet. The new packaging for the adult Rainbow Rocks has increased product offering and to date has sold reasonably well, increasing interest from international clients. SoyLitesTM initially started with 2 employees. There were 5 additional jobs created due to increased capacity and to fulfill large orders from Sorbet.

The label production machine received through the TTF has decreased delivery time since SoyLitesTM is able to print their own labels. The business is also able to offer custom printed labels to its customers ( mainly Sorbet) and have recently acquired additional clients who only require label printing.

“We are extremely grateful for the assistance we have received from Seda, which has enabled us to grow at a faster rate and develop more efficient production systems.”
Company: **Takka Trading t/a Seoks Beads**

Services: Jewellery design and manufacturing

Location: Masosobane Section, Phokeng, Rustenburg, North West

Facebook @seoksbeads  |  Instagram @seoksbeads  |  Email: rantakgomotso@gmail.com

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Seoksbeads is a homegrown, local and proudly South African brand. Its mission is to create and offer unique, innovative yet simple and functional accessories for the modern customer. The pieces are of very high quality and come at very reasonable prices. Seoksbeads, an everyday beaded - accessory designer company was inspired by a beautiful beaded piece that Kgomotso Ranta, the founder, loved but could not afford. Because she had always been good with her hands, she promised herself she would try to make her own. She never tried, but rather designed her own beaded pieces that people close to her loved and appreciated. That is how Seoksbeads started and was officially launched in 2017.

The company strives to deliver creative yet practical pieces to the world. The pieces are inspired by the world and colours around it, be it beautiful furniture, architecture, beautiful patterns, etc. They are kept simple, but yet make very bold statements and accentuate any outfit. All the pieces are handcrafted mixing ethnic, natural wooden beads with modern glossy or metallic materials to keep the designs edgy, sharp and relevant to the modern society.

Since the company launch in 2017, SeoksBeads had managed to grow its product range and sales. From offering only neckpieces, the company now also offers earrings, bracelets and bags and will continue to add more accessory products. This product extention will also help the company to create more jobs and share its skills. The company sales have increased by 40% since the launch.

Seoksbeads also managed to increase its market reach. The company has managed to grab some international customers. This is partly through the intervention and support of Government institutions like Seda and NWDC in collaboration with other institutions like the dti. These institutions helped the company develop International markets by taking it to showcase and exhibit its products in those markets for example the Torino Fashion week through Seda, where for the first time Seoks beads had their products on a catwalk. The experience has been really impactful for the business and the brand.

Trends come and go and fashion evolves and changes very quickly. People always want to look different and stylish. This is where the excitement comes in and definitely where Seoksbeads comes in. Seoksbeads offers an exciting and innovative product!
Alvada Creations specialises in high end funky couture. Our work is inspired by South African cultures and landscape. We produce ranges for women and men specialising in plus sizes. Co-owner and head designer Tshukudu Salva Phasha and Thabo Maila prides themselves in knowledge of many aspects of fashion designs that are popular among women, youth and men of all age groups. Alvada produces garments that are of high quality and fashion and uses the latest fabrics and styles that are sourced on the global market.

In 2018 and 2019 Alvada had an opportunity to represent South Africa at the Torino Fashion Week. This intervention by Seda, the dti, Department of Small Business Development and Department of Arts and Culture saw Alvada Creations winning the 2019 Vogue Talent award. This meant that the designer would receive an interview on Vogue Online and their products displayed on the vogue website for the 2019 special mention. Through this intervention alone, Alvada has grown as a business. Other interventions received from Seda are business skills training and export orientation training.

“Thanks to Seda, It was great international market and trends exposure. The recognition received and the advertising space on Vogue Online Magazine will go a long way in taking the business to greater heights.”
KWAZULU NATAL
Company: **SBS Engineering**

Services: Mechanical Engineering  
Location: Richards Bay, KZN  
Website: www.sbsengineering.co.za

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**Specialized Boilermaking Service (SBS) Engineering** is an engineering company based in KwaZulu-Natal’s coastal city of Richards Bay. The company works extensively in the mechanical engineering and welding sector and has been operational for over 15 years having been established in 2003. SBS carries out a considerable amount of work for the pulp and paper industries, with clients such as Mondi, Mpact Felixton, Mpact Piet Retief, Sappi Ngodwana and Sappi Saiccor Umkomaas.

SBS first contacted Seda needing assistance with the development and implementation of the ISO3834 Welding Quality Standard. The business urgently needed the quality standard in order to be able to tender for some of the bigger contracts that were available in the market, but were unable to do so as the ISO3834 Welding Quality Standard was always a prerequisite.

Seda’s intervention was to assist SBS Engineering with the development and implementation of the ISO384. And once SBS was ready for the certification audit, Seda then assisted the business with the SA Institute of Welding (SAIW) certification cost for the ISO3834 standard. The implementation of the system was a massive success for the business, with SBS completing the first stage audit with exceptional results, and are now currently awaiting the date for the second stage audit from SAIW.

The company’s turnover increased by 26% and was able to retain all 17 jobs from the previous financial year. The business has also been awarded a 5-star Occupational Health and Safety rating following an audit by Technilaw rating agency.
Nyanya Resort (Pty) Ltd trading as Nyanya Resort is a 100% black owned tourism business that was established in 2013 and became fully operational in 2014. The business is a holiday accommodation, conference and events facility made of thatched and white-washed traditional rondavel cottages built high on the natural platform overlooking the Umfolozi River and Ulundi Town known as the City of Heritage. The owner, Mr Dumisani Dlamini, built the premises as a venue for convening the Dlamini clan. He later realised that the premises could be used to generate income and therefore converted the cottages into a resort and named it "Nyanya", as a sign of appreciation for what he considered to be a gift from his ancestors. To date Nyanya Resort has 35 fully functional cottages including 6 presidential suites as well as 4 conference facilities that can cater for up to 100 guests. The business targets travel agencies, event coordinators, corporate companies, local municipalities, government departments and to a lesser extent, other small businesses and private individuals.

An assessment was conducted and it was found that the business needed assistance with access to markets as at the time the business had done limited advertising and had not developed any strategies for effective marketing. This led to a low occupancy rate of approximately 5% against the norm of 40% for similar businesses operating in similar environments. There was limited exposure of the business to customers and no platform for customers to access information that could be used to improve its base. The business also had very limited marketing material to put into effect the marketing strategy which was to be adopted.

Seda was recommended for a marketing intervention in the form of e-marketing and the development of promotional marketing material. The website was designed and developed and in addition; sign boards, a company profile, business cards, gazebos, branded stationery, teardrop and pull-up banners were developed and acquired. The client was also assisted in applying for a tourism star grading with the Tourism Grading Council of South Africa (TGCSA) in order for the establishment to tap into national and international markets.

Due to Seda’s intervention the following outcomes were achieved by the business. Revenue increased by an outstanding 2385%. This was a result of the rigorous marketing drive that resulted in the business securing work with the KwaZulu-Natal’s Department of Education and Edtea. The number of employees increased from 3 to 27 employees, and a 3-Star grading was obtained from the TGCSA.

“The intervention has transformed and improved the image of the business and the customers are now trusting the brand and more are coming”
LIMPOPO
Mamabheka Tyre and Fitment Centre is situated at No.79 Nelson Mandela Drive in Superbia which is an industrial hub of the suburb of Nirvana in Polokwane. The company was established by three siblings with a combined industry experience spanning over 30 years. As a certified member of the Retail Motor Industry Association (RMI), the company sells tyres and offers fitment services which include wheel balancing, wheel alignment and tyre repairs. The business is fully equipped with functional and sophisticated workshop equipment with state-of-the-art technology that allows it to fully compete in the market.

The initial interaction with Mamabheka occurred at the local Seda branch where the siblings presented their business idea to a business advisor. The idea appeared to be feasible and they were advised to register a company of which they did within two months. The company started operating immediately after registration, and a Seda Business Advisor subsequently made visits to their workshop to perform diagnostic assessments. One particularly concerning observation from the assessments was that their machines were underutilized and there were concerns over too much idle capacity. A Critical Planning Exercise (CPE) tool was utilized for further assessments and it revealed that although the business was strategically well positioned to attract clients, it wasn’t clearly visible for potential clients to recognize it as a tyre business.

Based on the assessment outcomes it was found that the company needed to create a tyre fitment company image that would attract and encourage customers to utilize their services. A business case was created that proposed for the development of marketing material in the form of signages and promotional material.

As a result of the intervention, the business managed to create a tyre fitment image. The company is more visible and is now in a position to attract more clients. The turnover increased by 100%, and the staff compliment increased from 3 to 11 employees.

“Keep up the good work Seda.”
Company: **Royal Wardrobe**

Services: Clothing design and manufacturing  
Location: Seshego, Limpopo  
www.royalwardrobedesigns.co.za | Facebook:

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Royal Wardrobe Designs is a brand where personality meets fashion. Our body consultation does not only focus on the body but the client’s personality is also taken into consideration when designing an outfit. We sketch the design, make patterns and sew garments best fitting for the client. We do make orders for companies. Everytime you deal with Royal wardrobe designs one feels like a king/queen. “Dynasty never dies” as our slogan says. We Design garments and suits, wedding gowns, Natural fibres fabrics, Sewing machinery, Synthetic or man-made fibres fabrics, Dress Fabric for special uses, Hats, Underwear, Beachwear, Sewing services and Sportwear. She also designs women underwear for Jockey SA.

Royal Wardrobe is one of the small businesses that received Seda intervention for Torino Fashion week in 2018 and 2019. In 2018 she opened the show with her influence of the colourful sepedi culture that got the audience very excited. In 2019 she was awarded Best Rising Talent.

This opportunity gave Royal Wardrobe the exposure it deserved. “It was an excellent experience and i loved the organizing by Seda and the Department of Arts and Culture in helping us to meet the standards required. Coming back i will be able to implement what i have learned about the Green Economy and sustainability, and how to recycle material.”

Seda Success Story Booklet 2019/20
Company: Tumalone

Services: Clothing design and manufacturing
Location: Seshego, Limpopo
Instagram: @tumalonelifestyle | email: tt.tumalone@gmail.com

Tumalone Lifestyle is a privately owned fashion design, sourcing and manufacturing company. With years of industry experience, Tumalone specialises in the whole fashion supply chain process since founded in 2004.

Our satellite office is based in Polokwane, Seshego. Our products are custom made to order at our studio/mini factory in Bagleyston Johannesburg and couriered all around Africa and internationally. The company offers dresses, tailored suits and fancy knotted leather belts. Whether pretty floral dresses for date night or tailored dresses for work, our collections will keep you looking and feeling amazing from desk to dinner to dawn. We play with lengths, silhouettes and details for classic designs that will never go out of style.

Tumalone uses your measurements, your form and your posture to create a unique garment/suit that will fit you like a glove and highlight your best features perfectly. Tumalone studios includes creative designers, patternmakers, machinists/tailors, a quality controller and a production and dispatch manager. Our garments are tailored within 3-6 weeks by our specialist tailors. An online presence keeps the communication lines between the business and its far flung customers base connected. We have only one mission, to deliver the heritage of bespoke to the modern woman with exceptional service and unparalleled results. Monthly calls are made to carry out fittings, make alterations and take new orders; giving customers the opportunity to expand their wardrobes and refresh old garments/suits. Customers tend to stay for life. They appreciate the sophisticated tailoring and individualised attention they can take for granted at Tumalone Lifestyle.

Tumalone also manufactures quality uniforms and protective clothing. We have created amazing uniforms for Clarins and promotional gifts for Absa rebranding in 2018 for their international clients.

Through their hard work and dedication, Seda’s intervention assisted them to represent South Africa at Torino Fashion week last year, 2019, where they came back home with an award for Best Rising talent. The garments were Sepedi and Tsonga inspired.

That proud legacy of quality and service endures today and guides our business in every way. We pursue every avenue of excellence and customer convenience.

“We welcome the opportunity to be of service.”

Seda Success Story Booklet 2019/20
EASTERN CAPE
Company: **AMINA CHEM**

Services: Chemical Manufacturing  
Location: Mthatha, Eastern Cape

*Aminachem Pty Ltd* is a small business specialising in manufacturing of a range of over 30 industrial and domestic detergents. The business is based in Mthatha in the Eastern Cape. Amina began its operations in June 2013. To date, the company continues to strive in a tough economic climate, employing 18 permanent staff members.

The business had a challenge with a lack of relevant technology, as manual production methods were used, resulting in low productivity or poor product quality.

Through Seda’s Technology Transfer Fund (TTF) the company was assisted with machinery and equipment for efficient operational processes, increasing production capacity as well as enhancing the quality of the product. The machinery included mixing tanks (Cold Blends Baffles), geared motor and shafts, decanting stations (Powder and Liquids), air driven pumps, pH meter and Heat Measuring Equipment (Hanna), as well as a Flow Meter.

This intervention produced significant results as annual turnover increased by 195% and jobs increased from 5 to 18 employees. The machinery also provided a more efficient process and enhanced product quality. The business continues to perform extremely well and has recently opened an outlet shop.
Lima Trading CC trading as Agloa Cement Industries (ACI) is a concrete products manufacturing enterprise which was founded in 1934 by the Kerbel family and is the oldest precast manufacturer in Port Elizabeth. In 2006, Mr John Harrington and Mr Chris Collett took over the business from the previous owner and registered it as a Close Corporation. Mr Harington has 13 years of experience in the brick manufacturing industry and holds a BCom Accounting and Financial Management degree. Mr Collett holds a Sales and Marketing qualification with 13 years of experience in the manufacturing of cement products.

The business operates from Markman Industrial Township close to Motherwell in Port Elizabeth. ACI’s main products are cement blocks, lintels, kerbs, storm water components and precast walls. The business operates from a 14600 square metre facility which is owned by the business. They supply their products to a growing market of civil construction and real estate development projects in the Eastern Cape.

The business faced challenges in that it needed to have their products certified to national standards which would enable it to access a number of additional markets. It also needed assistance with implementation of a Quality Management System (QMS) which, coupled with product certification would enable it to receive the SABS mark on their products.

Agloa Cement Industries approached Seda in 2017 and after a diagnostic assessment was conducted, a number of interventions were made. Firstly, in-house Quality Management System training was provided for the business. Furthermore, A Quality Management System was developed and implemented. Finally, the business was assisted with product testing (SANS-1215) for their concrete blocks.

The assistance from Seda paved the way for the business to pass the SABS product testing and the certification process and their products now conform to SANS-1215. This assisted the business to secure and maintain supplier contracts with Build-it Warehouse and Builders Warehouse. The business increased its sales by 67% and its turnover by 50%. The number of employees increased from 31 to 75 staff members.
Carlos Fritz is an emerging fashion brand based in Port Elizabeth owned by Carlos Fritz. Carlos is originally from King Williams Town where his business started as a “one-man show” in 2014 with the owner involved in all aspects of the business including design, manufacturing and administration. After relocating to Port Elizabeth Carlos shared premises with another designer in October 2017. He decided to still operate solo however the business had challenges. After two years in the market Carlos Fritz was still relatively unknown, struggling with low turnover and breaking into the market. These were identified as key factors following an assessment by a Business Advisor at a Seda branch.

To boost sales and improve turnover Seda intervened by assisting Carlos with marketing his business to acquire a slice in the market. The interventions also included facilitating the development of marketing material (banner and business cards) and enlisting Carlos Fritz to be part of international and local fashion shows. Carlos was put through a mentorship programme to enable him to effectively manage the business.

Following these interventions and appearing twice at the Torino Fashion Week in Italy, the business is showing positive signs with a 100% improvement in turnover. Carlos has employed two more people, which will enable him to also focus more on other strategic aspects of his business including marketing and finance.

Coming back home from the 2019 Torino Fashion Week, Carlos was awarded with the Best Rising Talent award.
North West
StaV Trading and Projects was established by Mr Victor Rampa, an enthusiastic and energetic man from Phuthaditjaba in the North West. The business manufactures, packs and sells Atchaar; in bulk, 20, 10, 5, and 1 litre buckets to retailers, wholesalers, shops, restaurants and consumers. Atchaar is a South African delicacy that is manufactured from diced green mango fruit, found largely from the different parts of the Limpopo Province. It is purchased packed into 200 litre drums, then transported to Koster in the North West Province. The mango is then chopped, diced and mixed with oils, spices and preservatives specially designed for Atchaar manufacturing.

At first the business was not well exposed to the market and also not easily identifiable, leading to a very low clientele and no profitability. The other challenge was that large supply stores rejected their products because of poor stock control and no management.

After diagnostic tools were used to assess the business and identify the gaps; it was noted that the products were of high quality, but the problem lied with market access. Seda assisted the business by implementing comprehensive packaging and bar-coding controls. This enabled the client to arrange the stock, and capture and display it efficiently on store shelves and gondolas. This has made stock visible and accessible to customers, enhancing sales, and growing the business.

This intervention pulled the business out of the doldrums, helping it to increase turnover by 60%. The business is now also well marketed and is now able to penetrate into big supply stores. The business was also able to employ 2 additional employees and increased their asset base by replacing two old vans with 2 x 1ton Bakkies.

“I’m delighted that Seda has helped me to attract more clients and business. Gateways are now open and I have succeeded in clinching a Trading Terms Agreement with Choppies, which runs until December 2020. Keep up the good work Seda”.

Seda Success Story Booklet 2019/20
Members of **Batlhako Temo Agricultural Primary Co-operative** approached Seda in 2010 when they were farming sunflower on their personal farms. They wanted assistance on how to become sustainable farmers. This is one co-op that has invested back into the co-op and currently they are under the SIR Juice supply development programme.

The initial analysis by Seda revealed that they were not registered. They experienced no growth as most of the money went to Obaro as their supplier of seedlings, diesels and harvesting machines. Obaro would buy sunflower, then deduct all cost and then deposit a very small amount of money which could not be considered as profit because they could not even account how much were the total costs. The Seda interventions included assisting with the registration of a Co-operative and training on vegetable and sunflower farming. Seda also referred them to Land affairs regarding the acquisition of a farm and furtheron provided the co-op with access to markets.

The outcomes that came from Seda’s intervention included a fully registered co-operative. They acquired a citrus farm of 60 hectares with 10% shares to supply Magalies Citrus. They are now contracted to supply Sir Juice; which also, through their supplier development programme, appointed a book keeper, purchased a new engine for their truck and provided them with a mechanic who services their truck. Seda further assisted the co-op with the development of bankable business plan as well as provided export training.

These interventions set the co-op on a new path which included the co-op getting finance from the department of rural development and the department of agriculture which in-turn improved their turnover and assets, also giving them an opportunity to supply the Tshwane Fresh Produce Market. Their turnover increased exponentially, while 10 permanent jobs have been created for the day-day running of the farm and a further part-time employment of 20 seasonal workers.
Northern Cape
Ezy Mok started out as a micro informal business in Seven Miles, a village 10 kilometres away from the Kuruman CBD has flourished into a household name in the horticulture sector throughout the province. Owner of Ezy Mok General Trading, Mr Mokhai, formalised his business in 2015 and hasn’t looked back ever since.

The challenges that the business faced before approaching Seda was mainly a lack of access to markets which hindered the growth of the business. Mr Mokhai also wanted to penetrate both the public and corporate markets, however a lack of knowledge on tendering processes exacerbated the challenge.

Upon conducting assessments, the business was assisted with access to markets including ongoing support which included mentoring and coaching. Marketing material comprising of signage and flyers were developed.

The intervention did not only promote the Ezy Mok services to the target market, it further enhanced the professional outlook of the business. In addition, Mr Mokhai was assisted with CSD registration as well as listing on the corporate business databases, which produced almost instant results as the company was awarded a two-year contract by Adams Solar PV Projects for vegetation management services.

The business’ turnover improved by 626% and a total number of 56 people were employed thus increasing the headcount from 5 to 61 employees.

“The assistance and advice I received from Seda has made a huge difference in my business. I am grateful and confident that with Seda’s interventions, my business will grow in leaps and bounds”.

Company: **EZY MOK General Trading**

Services: Services  
Location: Northern Cape, Kuruman  
Website: www.ezymok.co.za  
Fb: web.facebook.com/Ezy-Mok-General-Trading-Pty-Ltd-1258488037634070/  
Email: info@ezymok.co.za  
Twitter: www.twitter.com/ezy_mok (@ezy_mok)
Western Cape
Boomerang Marketing is a Claremont based outsource call centre and an authorised financial service provider. The business was established in 2005 by Robert Joubert who started his career as a Telemarketer in 1992. He grew up in the field and became a Sales Campaign Manager until he implemented call centre solutions and started call centre campaigns for a number of leading brands in South Africa. The business offers customer acquisitions, sales and customer retention programmes, and they are happy to have secured fixed contracts from leading brands.

The business needed implementation of quality management systems, and to attract more clients.

The client approached a Seda Branch for assistance where she met with one of the Business Advisors who conducted a diagnostic assessment and a Critical Planning Exercise (CPE). This assisted the client to make accurate, realistic financial predictions and to develop a plan to significantly contribute to the viability of the business. Seda also assisted with the certification of the quality management system ISO 9001: 2015.

The company’s turnover increased by 107% and employment increased by 57, from 74 to 131 employees.

“Thank you Seda for assisting with the growth of our business.”