CELEBRATING 10 YEARS OF Seda SUCCESS STORIES
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In this booklet, we share more than 40 stories of success which celebrate our interventions in driving small business forward.

The new South African government executive, which took over office in May this year, has set a target of creating 6 million new job opportunities in the next five years. If the country is to eradicate high unemployment and poverty from our society, then we all need to work together to create these job opportunities. At Seda, we have been playing our part for the last decade. However, the challenge from government is to step that up as the majority of the targeted 6 million job opportunities have to come from the small and medium business sector. Actually, the National Development Plan envisages that 90% of all new jobs created by 2030 will come from small businesses. I am glad to say that this booklet demonstrates that Seda is ready and able to help small business owners in the country to achieve success that will create the desired job opportunities.

We commend the establishment of the new Small Business Development Department under the able guidance of Minister Lindiwe Zulu. This bodes well with the prioritisation of job creation by government and would enable the elevation and consideration of the needs of small businesses at policy level.
At Seda, we believe that for the new department to succeed, and for our programmes to achieve the desired results, we need the unwavering dedication of all our stakeholders - these being government, labour and the small business fraternity. Minister Zulu is championing the cause for a favourable operating environment, and coordination of government and private business efforts on enterprise development and support. We stand ready and able to be the driver of bigger economic participation by small businesses.

Seda has a staff compliment of above 600 and a network of service delivery points which comprises 9 provincial offices, 43 main branches, 12 satellite branches, 43 Seda supported incubation centres, 50 information kiosks, about 19 mobile units and 29 co-location points in areas where Seda does not have a branch. This huge infrastructure has enabled Seda to provide business development and support services for small enterprises in the last few years.

Over the years, these programmes have helped thousands of small business operators – some on the brink of failure – who today contribute towards the 57% gross domestic product (GDP) recorded by government recently.

Government statistics also show that small businesses account for 56% employment (77% in informal sector). We have had our small contribution in those figures. The challenge now is how Seda, and all its stakeholders, will work together towards achieving the 2030 objectives.

In this booklet, we share more than 40 stories of success which celebrate our interventions in driving small business forward.

Lastly, I want to thank our staff for its commitment and dedication which shines through these showcases. Together, we will help South Africa create a stable country which has a thriving small business sector.

SINCERELY,
MR SIPHO ZIKODE
ACTING CEO
EASTERN CAPE
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NUMBER 1 CHUNKY MUESLI

“**When I approached Seda, it was at a time when I really needed the assistance with my new business**”

Port Elizabeth based Lize Fouche is a satisfied Seda partner. Her new business Number 1 Chunky Muesli is growing at lightning pace whilst her healthy breakfast or snack products is flying of local retail shelves, and its due for American stores shortly. This is all thanks to Lize’s trust in Seda - for the second time. Her relations with the organisation started back in 2005 when her family guest house business needed some business development support and Seda took care of all marketing and branding for the hospitality venture (the guest house, Manor 38, in Summerstrand is highly rated in by the tourism establishments).

When Lize needed a partner to turn her new business venture into a national brand and a global player, Seda was her idea first stop. Number 1 Chunky Muesli develops, manufactures and distributes breakfast products. The product range consist out of various flavors of chunky (granola style) muesli. It can be eaten as a breakfast cereal or a snack. The distinct crunchy, chunky texture makes Number 1 Chunky Muesli very popular as a breakfast meal. It contains a good balance of healthy ingredients in a tasty cluster which can be enjoyed with milk or yoghurt or plain.

Lize says, “When I approached Seda, it was at a time when I really needed the assistance with my new business. I could not do it without them at that stage.”

With her market and product test done in early 2013, Lize approached Seda for business development support through marketing, branding and website development.
The business also needed funding support for catering the growing customer needs by increasing production volumes and product range.

Seda assisted Lize to apply for a developmental loan of R4.8 million from Anglo American. Another R30 million funding was sourced from Industrial Development Corporation (IDC) to develop a bigger manufacturing facility at Coega able to handle production quantities of around 600 tons of muesli per month. The new facility will open in September.

“They (Seda) helped turn ideas into business reality” adds Lize.

She also took up Seda’s 80/20 initiatives programme which led to her receiving the following support:

- Funding for accounting programme of which R82 000 was required
- Funding of R170 000 towards the development of export range packaging
- R200 000 required for nutritional test and legislation approvals on packaging
- Project and engineering management fees of R600 000 towards the new manufacturing plant.

When the new manufacturing plant is fully operational, about 180 people will be employed in the business.

The combination of Lize’s entrepreneurial and food product development experience, and Seda’s drive to create sustainable businesses in South Africa, is the kind of recipe the country needs to create 6 million job opportunities in the next five years.

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**COREWORTH INVESTMENTS CC**

“Seda is working with Coreworth Investments to drive the company’s plans to service the international market”

From zero to R10 million turnover in 12 months, that is the remarkable growth of a small mechanical engineering company in the Eastern Cape, Coreworth Investment CC. Like most entrepreneurs, Lionel Arnolds and Grant van Giesbergen risked everything when they resigned their positions in 2012 to set up a company that would compete head on with their former employers for customers and market share.

Coreworth specialises in design, manufacturing and installation of complex engineering solutions in multiple sectors such as automotive, electrical engineering, energy, petroleum and various others. The company also has solutions for both light and heavy current reticulation, and has the capabilities to design and manufacture all elements of structural steel.

Soon after setting up the company, Grant and Lionel realised that winning new contracts will be difficult
for a new outfit without the necessary marketing and branding of the likes of their former employer. Enter Seda into the picture to assess the situation and offer business development advice. Seda focused on offering marketing support to the business with development of signage and promotional material being a priority. The branding exercise was further complemented by the development and deployment of a company website.

Besides giving the company improved profile and legitimacy before its clients, these interventions also helped the company attain encouraging revenues in its first year of operation. From a first year revenues of R10 million, the company achieved a healthy 15% net profit. The company also currently employs about 25 staff members and it is contributing positively to the skills development.

Seda is working with Coreworth Investments to drive the company’s plans to service the international market. Key to recognition in both the local and international market is quality certification. Seda subsequently, assisted Coreworth Investments with their Quality Management System (QMS) accreditation. This is one of the main standards of compliance for the industry.

With the South African market under control, Coreworth Investments has plans to make inroads into the international markets and create more job opportunities in the Eastern Cape by increasing production capacity in line with growing customer base.

Asked about the role of Seda in the company, Lionel says the agency is helping “to mould Coreworth Investments into a professional, successful business entity”.

“People have a wrong impression about government agencies like Seda,” adds Lionel, saying he benefitted a lot from attending Seda briefing sessions.

SAUCY SECRETS

“On our initial encounter with Seda, we did not know much about how they can help us, but now we can confidently say they have played a major role in getting us where we are today”

It is common knowledge that most employees have desires to own the company that they work for. For Jorge Ferreira, that desire did not materialize and he opted to retire from his employment due to age. Instead, his
son Ricardo and his friend Rashaad Musa, established Saucy Secrets in 2009 after seeing Jorge work most of his life at a sauce making business.

Saucy Secrets was established with the aim of giving back to the underprivileged community of Uitenhage in the Eastern Cape by Jorge and Musa. With the assistance of Seda – among others – the company has now become a small golden goose for its founders with revenues of almost R4 million a year, whilst also giving employment to about 16 local community members. In 2010, the company’s turnover was less than R100 000 per year with about 7 employees. Seda’s intervention has resulted in the extra-ordinary turn around in fortunes.

Saucy Secrets founders approached Seda in 2010 and the following areas were diagnosed as gaps in the business:

- Lack of business plan to guide and control the business through its growth phase
- Inadequate branding and lack of advanced technical equipment
- Lack of relevant industry accreditation – Good Manufacturing Practises (GMP) which would enable access to certain retail markets.

Seda helped the company to implement new financial systems; completed a business plan; developed new branding for their premises and vehicles and assisted them to undergo the GMP training, a precursor to full accreditation. The agency further worked with the founders to apply for a R500 000 Seda Technology Programme grant to acquire new specialised equipment and machinery.

Seda’s assistance has also made it possible for Saucy Secrets to add more products into its range, and move its operations to a large facility in the industrial site of Uitenhage.

Jorge came out of retirement to manage Saucy Secrets manufacturing operations. He says “on our initial encounter with Seda, we did not know much about how they can help us, but now we can confidently say they have played a major role in getting us where we are today. We are hoping to have them as our strategic partner in our plans going forward”.

The company has big plans to further increase its product offerings, and its share of the local sauce market in the next five years. This move will also result in Saucy Secrets doubling its staff complement.

The statistics that say 90% of small business fail in the first 10 years of operation definitely does not apply in this saucy business. Saucy Secrets plans to expand in size of products and market in the next five years. This will definitely go a long way in alleviating poverty as it will ensure more employment is created.
ZAMFUZO TRADING


The signage and promotional material have helped the image of my business a lot

When one door closes, another is opened. That rings true for Zamfuzo Trading which experienced slow business flow from government and decided to shift operational focus to brick making in 2010. The business was started a year earlier as a civil construction company providing construction consumables and expecting to rake in government business in the town of Bizana in the Eastern Cape. After a few months of slow business from government, the business founder, Mr NZ Ngcabelo decided to change focus and started brick making targeting general consumers. The business picked up speed in terms of income generation, but Mr Ngcabelo felt it was still not performance at its optimal.

Seda was approached to assist with business assessment and the following was diagnosed:

- Zamfuzo was not generating enough revenue and profits to be sustainable
- Marketing efforts were poor leading to a small number of customers

Based on the assessment, new marketing material comprising of signage and product promotional material was developed and deployed around Bizana and adjacent towns. These interventions led to a huge improvement in customer turnover with business income improving significantly.

Mr Ngcabelo was also offered general assistance with general business advisory, focusing advice on how to manage a manufacturing business effectively. The combination of all these interventions had a serious positive impact on the business. In 2010, Zamfuzo was making less than R250 000 per annual in revenues from its brick making operations. This figure has now been increased ten -fold with income of over R2 million at the moment.

Mr Ngcabelo has also seen his workforce numbers increasing more than 70% during the same period from 4 people in 2010 to 14 this year.

“The signage and promotional material have helped the image of my business a lot. I am still hoping for more assistance from Seda,” says Mr Ngcabelo.
MAMANDE CHEMICAL MANUFACTURING & LAUNDRY SERVICES PRIMARY CO-OPERATIVE

"Mamande is a leading light to government’s “vuku’zenzele” efforts of driving community development and poverty eradication."

The establishment of the Mamande Chemical Manufacturing and Laundry Services Primary Co-operative is a typical example of entrepreneurship. In 2001, a group of Mdantsane community members in the Eastern Cape province spotted a gap in the local market – which was a lack of low cost and locally produced chemical products such as dish washing solutions, fabric softeners and car wax.

The five person driven co-operative was started with a R100 seed funding by each member. Today, the co-operative have turnover of almost R700 000 and a contract worth more than R400 000 per year to offer laundry services within the Amathole District. The manufacturing side of the co-operative develops and retail chemical products such as dish washing liquids, fabric softeners, hand cleaning liquids, sun pine, pine gel, car wash and wax, and carpet cleaners.

Mamande was introduced to Seda services in 2009 by the Amathole District Municipality after the business experienced some challenges which were affecting its growth and development.

The co-operative had cash flow challenges as monies for services rendered or products offered to government was constantly delayed. Lack of proper investment in the business also meant insufficient machinery to increase productivity, and also limited scope to bid for large government laundry contracts. The company also did not have verification or approval from the South African Bureau of Standards (SABS) for its products, another hindrance to receiving government business. No SABS classification means higher risk of chemical fault and potential liabilities.

Seda’s intervention in the business include successful assistance with funding applications to the Department of Trade and Industry’s Co-operative Incentive Scheme.
Celebrating 10 Years of Seda Success Stories

BASISA PRIMARY CLEANING CO-OPERATIVE

“The business has already created eight permanent jobs which are filled by members of the co-operative.”

Armed with more than R2,5 million in capital injection, Mamande invested in new laundry machinery and equipment which give a jab to the business’ dream of competing for large laundry contracts. Further investment was also made on the chemical manufacturing side of the business. A new reception area was incorporated into the business premises to boost the company’s image.

Seda also linked the company with its incubation unit – CHEMIN – to assist with the management development side of the business. This partnership continues today alongside that of Productivity SA which is also guiding Mamande. Job creation opportunities are also increasing with the co-operative now boasting 14 full time employees.

Mamande is a leading light to government’s “vuku’zenzele” efforts of driving community development and poverty eradication, and Seda’s involvement further cement its critical role in guiding small businesses.

Basisa Primay Cleaning Co-operative was born out of a responsible corporate citizen’s desire to make a difference in the community where it operated. Halls Property pursued a different root of Corporate Social Investment. Rather than giving money to projects that do little to create new employment, the company decided to form an enterprise to be run by youth coming from Nelspruit in 2012. Because of its expertise on start-up advisory and guidance, Seda was invited to form part of the discussions and advise on the best vehicle to use by the youth enterprise.

The agency facilitated a co-operative training session with 11 young people who responded to the call by Hall Properties, and who were keen to join the youth enterprise. Seda also appointed a service provider to train the members of the Basisa co-op on cooperative governance, basic business skills and mentorship.

(which approved R300 000), Seda’s Technology Transfer Fund (approved R600 000) and Local and Regional Economic Fund (which approved R1,6 million).

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To this day, Seda continues to be involved in business counseling and advice for the co-operative member on challenges such as dealing with diligent and inactive members, salary discrepancies, bookkeeping and financial reporting.

Despite that the co-operative was formed with the initiative of Hall Properties, the co-operative is now approaching other opportunities with companies in the area such as the Mbombela stadium which was successful. Halls Properties also brought other stakeholders to assist the co-operative with equipment or training. Rudaman donated brush cutters whilst Servest contributed with technical training, horticultural practice and management.

The business has already created eight permanent jobs which are filled by members of the co-operative. Another 18 people have had temporary positions with the co-operative since it was formed in 2012. Financially, the co-operative is also making steady strides towards stable income from the various projects currently being serviced. In the 12 months to December 2013, the co-operative generated revenue of R382 000 from its various projects. This is sustainable income as some of the projects are on long term, and the potential to secure contacts looks brighter.
WESTERN CAPE
POPCORN AFFAIR

“Professional packaging of the various products has enabled Comessa to place its products in major retail stores”

A mixture of authentic South African recipes and a play on traditional food components like Indian roti and tortilla wraps have landed Zoegdie Essa a R5 million a year turn over business. Zoegdie started Comessa Food Services (trading as Popcorn Affair) in 2004, focusing on serving local consumers with popcor. Over time, and once the popcorn product line was fully established, Zoegdie extended his range to different flavoured tortilla wraps known as “Tortilla Affair” and recently launched the “Indian Roti Affair”.

Comessa product lines come from traditional recipes, which have been perfected and refined to suit the South African consumer palate. In line with accepted standards, the company has differentiated its various products by developing packaging and unique labelling for the different products. The label has product information enabling consumers to know what they are buying, and includes cooking instructions. This professional packaging of the various products has enabled Comessa to place its products in major retail stores.

Seda was approached in 2011 in the first of many interventions the agency has undertaken in the company. The initial approach was to assist Comessa with branding and better market positioning. The business lacked professional marketing and branding material to position the business and attract new customers. It is believed this hindered the company’s progress as it could not reach the broader market segments within the South African market.

After a detailed assessment, Seda recommended the design and development of professional marketing and branding materials and Native Design Studios was contracted to do the work.
In 2012, Comessa and Seda identified the need to implement an effective and efficient financial and stock control management system. This was necessitated by growing product demand which meant the need for large inventories to be managed. Seda appointed a service provider to implement a financial management system which led to the client employing a permanent staff member to perform this function in the business.

The success of the two interventions gave rise to another challenge – growing demand required more resources. The business has grown to a point where its existing capacity was stretched to the limit and it needed assistance with obtaining additional capacity. Seda assisted the business in applying for a R50 000 DEDAT Grant Fund which was used to acquire more equipment to increase production capacity.

Comessa’s success is part of Seda’s growth intervention in South Africa. Today, Comessa has created and maintained 8 job opportunities in the last 3 years. Its revenue growth during the same period has been remarkable from about R1,5 million a year in 2011 to about R5,5 million in 2013.
company was established in 2001 by Alton Mavata, a Western Cape based businessman. Prior to setting up his own company, Alton had spent 10 years in different capacities in the security business.

Security Zone was started with the aim of servicing the security needs of both government departments and the private sector. The business provides security personnel, CCTV installations and provides general security services. The first two years of Security Zone’s life cycle were difficult with other companies outbidding them for contracts. The company resorted to under-pricing its services in order to achieve a financial break-even point.

The security industry employs more than 500 000 people in South Africa, and it is known to be a cut-throat industry dominated by few big players, some of whom are owned by foreign parent companies. The sector also has a number of South African companies operating, and among these is one known as Security Zone. This
When Seda intervened, the business needed branding and promotional material in order to increase its visibility and improve its reputation among potential clients. Seda also developed a website for Security Zone which enabled clients to seek quotes online. This ability set apart Security Zone from its competitors.

Alton was also offered advice by the agency, and opportunity to attend business management workshops and training. With understanding of business management, Alton and the business started to grow in stature and a number of contracts were trickling in, among the new clients were Cape Nature, Western Cape Provincial Government and a smaller contract from the South African National Parks.

The company has also since increased its online presence and marketing. Its web-presence has placed it in a better position to receive invitations to participate in contracts outside its primary operating area of the Western Cape. The growth of the company has resulted in the growth of its vehicle fleet to about 12 and a caravan in 2013. These vehicles are also used as marketing and branding tools for the company.

The business is now moving from micro to medium enterprise, with growth into neighbouring provinces progressing well with offices in Ladysmith and Beaufort West. Its annual turnover has also grown significantly in the past three years.

“With the growing business and Seda’s intervention, Stone Nature has managed to increase the number of employees in its books from 6 to 14 in 2013.”

Stone Nature Construction was formed in 1999 by Nicolas Tshabalala and Mildred Lusawana after they spotted a gap in the construction and renovation market, both for residential and commercial buildings. The gap was for the supply and construction of natural stones for new or existing buildings to increase aesthetics. In the last few years, the company has gained a good reputation with most construction companies and architects all over South Africa despite being a Cape Town based business.

The company approached Seda to assist with further branding and marketing of the company’s services. The
agency recommended a number of interventions that included development of new website and marketing materials that can be handed out to potential customers at various points of contact. The company’s management was also assisted with basic business management training.

The various interventions implemented since 2012 have seen vast improvement in new work referral to the business. This led to improvements in the company’s financial position with annual turnover rising to R830 000 in 2013 from R713 000 in 2012.

Stone Nature Construction has a team of very experienced personnel working in all kinds of commercial developments, residential projects and upmarket estates. This team has passion for natural stone and are very knowledgeable in all new styles of decorative stone work. With the growing business and Seda’s intervention, Stone Nature has managed to increase the number of employees in its books from 6 to 14 in 2013. It is a matter of time before this small Cape based company hits national news with big construction projects.

Rushana established her company in 2010 after an experiment at her home turned out to be a winning formula. She registered her company after returning from Nevada, USA where she studied Entrepreneurial Leadership. Youghazi’s lab and distribution centre are both based in Cape Town and the brand is a trademarked.

**YOUGHAZI HAIR**

"The website is providing an online platform for the business to market its products to a wider market"

The manufacturing of hair, body and skin products has for a long time been the preserve of international cosmetics players, with very few local companies having managed to stay out long enough to wrestle market share from Revlon or Dark & Lovely. Cape Town based Rushana Meyer is taking the fight to the big boys with her fast growing company, Youghazi Nourishing Hair products. The company manufacturer’s hair treatment products and oil based perfumes in a small community of Retreat in Cape Town.
Seda was approached to assist in building the brand and to market the products both in South Africa and outside the country where opportunities exist.

Seda advisors identified as challenges that the business was unknown in the market, it needed to grow its client base, revenue and profit. The company also lacked funds to expand production capacity and undertake huge marketing strategies.

With the agency’s assistance, Youghazi has now started increasing its brand with marketing material. The first part of the marketing campaign focused on spreading the word about the company’s existence and its products.

Seda also worked on the development of the company’s website. The website is providing an online platform for the business to market its products to a wider market.

Funding assistance has also been initiated to acquire funds for additional equipment.

Meyer’s business is growing steadily, currently employing 2 permanent staff members. However, through its commission based selling system, almost 100 agents retail the products to their own customers. These agents, ordinary people who were looking for an opportunity, have now secured a steady income and have created their own home businesses. This is an important component of Meyer’s longterm vision for the company. She wants to see people succeed and thrive.

With the various interventions from Seda, Youghazi has also steadily improved its income over years starting with R30 000 in 2011 to about R690 000 in 2013. The big boys better watch out.
Amina Abrahams is a typical entrepreneur. Started the business at her backyard, and over time progressed to a formal business premises with a brand name and all the safety checks in place.

The business also suffered from the typical early entrepreneur symptoms of lack of business plan, marketing or branding, and low capital to grow beyond ones boundaries.

Amina started the business in 2000, but formally registered as a sole proprietor in 2006, trading as The Road to Exotic Taste. It manufactures various atchars, pickles and marinades. The company sells its products to formal retail stores and has now progressed on to franchises and mainstream retail chain groups. Before going formal with its products, Amina tested her products with Swift Laboratories to ensure that it meets all the necessary food safety requirements.

As much as Amina had her dreams of expanding the business beyond the Cape, some guidance was needed to help her navigate these rough roads and she turned to Seda.

The business wanted to embark on an expansion strategy that would allow the business to garner a bigger share of local market as supplier to franchises and mainstream retail chain groups.

The company also wanted to start exporting its products and the owner was encouraged to attend a trade exhibition in Asia to try scan the market for her products.
Seda’s assessment concluded that the business faced challenges with regards to:

- Market Linkages to mainstream retailers
- Product Development for mainstream retailers
- HACCP Implementation for mainstream retailers
- Improving internal efficiencies

Based on the assessment, Seda recommended (among others) that the business should develop new marketing materials. Although the business had a distribution agent, the owner would still have to place marketing materials on its shelves. Service Provider Cybertech Computers provided the owner with brochures and shelf talkers.

On its retail chain rollout, Seda recommended that the business implement HACCP. In order for products to be sold through Shoprite/Checkers stores, it had to comply with an audit by the Food Safety Association (FSA). Once a supplier complies with the South African Food safety Standards, the supplier’s products are then placed with outlets like Pick n Pay and Woolworths as well. HACCP Implementation also assist businesses with obtaining the FSA certification.

Amina’s products had to comply with food label requirements. The labels also needed to be barcoded. Once the labels were approved by Shoprite / Checkers, the products could be sold at other mainstream retailers as well. The labels would also be rebranded to reflect the various product ranges.

All these interventions started bearing fruit in the first year of implementation with turnover increasing by about 50% from R191 114.00 in 2011 to R305 000 in 2013.
Seda Success Stories

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Organic farming is all the crazy at the moment, and Kokstad based DMT Agricultural Cooperative is joining the fun. This youth cooperative has leased 25 hectares for a period of 10 years, and 4 hectares on the farm will be used to plant plants from which essential oils will be extracted. Essential oils are used as ingredients in most perfumes, lotions and other deodorized products. The rest of the farm will be used for cash crops – for now.

Seda is assisting with advice and guidance to the cooperative, and one of the areas identified already is to assist in raising funds. The cooperative needs to raise its production of essential oils to 10 hectares, but that is impossible without funding.

Seda is also identifying skills gaps in the cooperative so that the correct training can be offered to the members. The agency involved an experienced consultant under Farmers Agro to provide training and 6 months mentorship and advice on crop production. The training and mentorship included soil sampling and analysis, choosing appropriate crop varieties for Umzikhulu area, soil preparation and planting, harvesting and packaging.

With Seda’s intervention, DMT has successfully planted 20 hectares of various vegetables such as mealies, cabbage, green pepper, spinach and butternuts. The remaining 5 hectares have been used for essential oils crops.

DMT’s reputation is also growing every day with its growing customer base. The cooperative has been awarded a contract to supply vegetables to correctional services in Kokstad. They also supply vegetables to markets in Port Shepstone. Pick n Pay and Boxer in Kokstad and Spar in Umzimkulu are some of the mainstream retailers currently sourcing their products from the cooperative farm.

At least 33 seasonal jobs are created for local youth.
KUSILE ZULU TRADING

“I also want to thank Seda for continuing to support our business to showcase our products at Durban Business Fair for the fourth time.”

Kusile Zulu Trading is minting buckets loads of cash from toilet paper. Celinkosi Ndiyaza started operating the toilet paper making company in 2009 after receiving funding from Ithala Development Finance and BHP Billiton SMME development programme under Raizcorp.

With products ready to hit the shelves of major retailers, Kusile was found lacking on the marketing and branding side by a Seda assessment. Seda was approached in 2009 to assist with this element and the interventions seem to have worked as major retailers have now opened their doors and shelves for the company to sell its wares.

Pick n Pay was one of the first major retailers to put on its shelves toilet paper from Kusile. Since then, stores such as MASSCASH and Jack Morison & Sons have signed up to take products from Kusile.

Another challenge that Kusile had was lack of a financial management system. This led to the company not being able to locate monies paid to the company, or paid out by the company. This often also led to poor inventory management and inconsistencies in salary payments.

With the various interventions implemented, the company can now generate accurate monthly financial statements, and generate various financial documents.

Financially, the company’s revenue has risen significantly between 2010 and 2012, increasing from R920 847 to R5,4 million.

Celenkosi says, “I would like to thank Seda for opening doors and assist my business from the scratch up to this far. I also want to thank Seda for continuing to support our business to showcase our products at Durban Business Fair for the fourth time which contributes to my business exposure, generating sales and getting more customers.”
INDUNA LOGISTICS AND TERMINALS

“Intervention had a positive impact in that Induna secure more business because of the QMS certification”

Induna Logistics and Terminals was established in 2000 and its main operation is to hire out equipment such as TLBs, forklifts and payloaders. For a long time, the business serviced only Transnet, but this changed in 2007 when the management decided to reduce risk by diversifying its clients.

The challenge of diversifying also meant that the business had to have a brand which will be accepted by new clients and needed to be able to meet various quality requirements.

At the initial meeting with Seda, the company was seeking assistance to attain a recognized Quality Management System. Seda recommended the implementation of ISO 9001:2008 and this process was initiated through M Theory Consulting. This also resulted in the initiation of a QMS Certification project with the South African Bureau of Standards.

This intervention had a positive impact in that Induna secure more business because of the QMS certification. This also led to more job creation opportunities with the workforce increasing to 30. On the financial front, the company moved its annual revenues from around R11 million in 2009 to about R100 million, and its profits to about R6 million.
SMISO INVESTMENTS

"Seda implemented new signage and a website for the business to help drive branding and their new market position"

Smiso Investment is a 100% black woman owned and managed catering company which has made headways in the hospitality industry and gained the respect of corporate and public sector clients alike. The company was founded by Samiza Makhathini in 2002 and today employs about 90 staff with turnover of about R15 million in 2013.

One of the challenges with catering businesses is the cyclical nature of the business which has impacted the company from time to time. Also, at times a huge chunk of revenue often comes from a single source, putting the business at risk incase the client decided to end the relationship. Smiso has experienced this in the past and the impact on the bottom line was about R5 million.

The company started working with Seda in 2010 and one of the first interventions implemented was the development of marketing and promotions material to help prop up the business after losing a major contract. This improved the chances of the business winning business with SAPPI, Foskor and Richards Bay Coal Terminal.

In 2012, the company was expected to work in line with HACCP and ISO 22000 standards by its clients. The company’s CEO was invited to attend HACCP and ISO training. After that, Seda recommended that the company implement ISO 22000.

In 2013, Seda implemented new signage and a website for the business to help drive branding and their new market position in an effort to increase business. The rebranding improved the image of the business. At the end of 2013, the business’ turn over was R14 million and 83 staff members were on the payroll.
LIMPOPO
Seda Success Stories

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The cooperative has started attending marketing and exhibition shows to promote its products to attract more customers.

Hluvukani Roof Tiles Primary Cooperative was established with an objective of generating sustainable income for its members whilst also creating job opportunities for the members of the Madjedje village outside Tzaneen in Limpopo. The cooperative, which started as a Non Profit Organisation in 1998, manufacturers’ different kinds of building materials such as roof tiles, paving bricks and double basins. The cooperative approached Seda for assistance in 2010 as its growth and development was hindered by various challenges. Its customer’s numbers were not growing fast enough and those customers that bought materials from them questioned the quality of the material delivered. The cooperative also lost some customers because its products were not approved by the South African Bureau of Standard (SABS). These two challenges affected sales and the cooperatives’ bottom line.

After Seda’s involvement, the following areas were attended to by the cooperative in conjunction with the agency:

- Product testing with recognized authorities
LIMPOPO LUMBER PRODUCTS

Seda reports have helped the business to focus even more strategically, whilst the business plan was helpful in focusing the business on its growth path.

With most parts of the economy going through a slumb since 2009, the sawmilling industry in Limpopo was not spared. Despite that Limpopo Lumber Products had won the 2011 Productivity SA National Awards in the Emerging Business Category, the company was faced with various business related challenges. Immediately after the award, Seda got involved with Limpopo Lumber to assist the business with maintaining its productivity levels, marketing research and financial support so that it can explore new opportunities in the value added side of the market.

Seda’s assessment was treated like market research intervention which enabled the agency to propose a four pronged intervention strategy.

First was offering generic basic business skills training and custom made financial management training. These trainings ensured that junior managers are capable of...
performing necessary daily responsibilities. This was followed by a two year Workplace Challenge Programme which focus on five productivity challenges such as quality, cost, delivery, safety and morale (QCDSM). This programme was concluded in June 2014.

Next up was business planning interventions which identified the need for market expansion beyond the traditional wet-off-saw pallet wood market into further beneficiation of timber. The value added market opportunities existed in both Limpopo and Gauteng.

The interventions are starting to bear fruit. Limpopo Lumber has been achieving targets with its Workplace Challenge Programme – which is run and monitored in partnership with Productivity SA. Its productivity level, which is the D in the QCDSM performance target, has been consistent at or above the targeted rate of 58%. In this sector, this is the benchmark. Quality has also improved a lot since the implementation of the programme.

Jane Tennant, Limpopo Lumber’s General Manager says only 1 complaint has been received about its products since 2013 to date, compared to three in 2012. This has seriously improved its order book.

Both morale and safety have also improved significantly with the workforce understanding work processes and being more alert to safety standards.

Financially, the business is also in better shape today with operating expenses going down by almost 10% in the last year, whilst operating profits rose more than 100%. The better financial position has seen an increase in job opportunities in the last year with 6 new jobs being added bringing the total workforce to 96.

Jane added that Seda reports have helped the business to focus even more strategically, whilst the business plan was helpful in focusing the business on its growth path and opportunities.
Almost 20 people in Seshego outside Polokwane now have an income, and Elegant Square Trading is a R1 million turn over business thanks to various interventions by Seda. For a long time, Elegant Square was operating without a clear vision of growth. Its sector is also populated with scrupulous traders who offers below standard services– something that has potential to impact even businesses that are offering professional services. For Elegant to deal with these challenges, Ms Moloi turned to Seda for assistance and guidance.

Elegant hires out events equipment such as marquee tents, tables, chairs, networking lounges, mobile kitchens and also provide décor and catering services. Their primary clients are government departments, private business and households who desires for professional handling of their events and function needs.

When Ms Moloi Approached Seda in 2009, she identified lack of capital to invest in the business as the key challenge. Lack of funding meant low investment in equipment, branding and marketing of the business. It also meant that the business could not compete for big function contracts from government.

Seda identified various interventions for the business to grow, amongst them the need for professional outlook and identity through branding. Seda assisted with the development of the brand and marketing material. A professional profile, business cards, magnetic car stickers, catalogue and pull up banners were some of the collaterals developed.

These intervention resulted in turnover growth of almost three fold from R300 000 per annum to R1 million at the end of 2009. Four permanent employees were hired whilst temporary staff are hired on a need basis which can be up to 14 per month.

“I applaud Seda for this assistance as we realised tremendous growth in our business, and our management of the business is very professional due to their advice and assistance. We look forward to walking the journey with Seda going into the future,” says Ms Moloi.
K&G JEWELERS

“Job creation is important in a small community like Polokwane and K&G is doing its bit with the employment”

K&G is a 100% black owned jewellery manufacturer based in Polokwane. The company was established in 2006 by Kholo George Serokane. Seda has been involved with the company since its early developmental stages and this has resulted in huge market and revenue growth. K&G’s business offerings include jewellery design, manufacturing of handmade pieces, watch making, engraving (laser engraving), polishing of jewellery, sizing of jewellery, plating (whole rhodium plate, spot plate) e.g. White gold, Silver, Gold, and repairs. The company has also branched out to supply corporate gifts.

The company approached Seda in 2007 as it lacked resources to undertake marketing exercises, funding for growth and cash flow to address daily needs. The resultant action plan was done to prioritize the marketing of the business in order to increase the number of customers. Lack of marketing and well positioned brand disadvantaged the business whilst its competitors – most of whom are part of large national retail stores – flourished.

Seda’s service providers were engaged to assist with the development of marketing materials such as flyers, brochures and business cards. A website development project was also initiated as part of the market platforms.

Kholo says, “The website and catalogues have gained me lots of new exposure and made marketing easy and effective. Seda is very helpful and enabling”.

Some of the benefits of Seda’s intervention include revenue growth to about R720 000 in 2011, whilst a change in strategy to also offer more services to local competitors will increase income. The company now service, repairs or polish jewellery on behalf of established companies in the area. Job creation is important in a small community like Polokwane and K&G is doing its bit with the employment of 4 full time members and 1 temporary member.
Elvis Sedutla bought a 31 hectare farm in Tzaneen in 2008 with the intention of establishing a hatchery which would deliver good quality eggs to be sold at local retail stores. To achieve this dream, Sedutla started his farming with 400 chickens and had 500 by the end of 2012. The eggs were being produced, but instead of flying off the shelves of local retail stores they were piling up at the farm as shops needed the packaging to have certain acceptable standards and bar coding before packing them on their shelves. At this stage, Manopi was selling the eggs to individual customers from the farm and the stock was piling up.

His business idea would only flourishing if his stock was sold through supermarkets to a bigger customer base.

Elvis approached Seda for assistance in resolving the issue and the agency’s assessment was undertaken. As expected by the retail shops, the agency agreed that the initial intervention in Manopi will be the development of packaging material for the eggs with bar codes.

Since the roll out of the new packaging, Elvis has resumed negotiations with more local retail stores. He has already secured a contract to supply Bush Valley Supermarket in Tzaneen, amongst others. In stores where his branded eggs are sold, there has been a huge support for the business.

This change in fortunes has also translated into improved business confidence, revenues and a 5% increase in profits.

Manopi workers are also smiling as the retail contracts have resulted in their temporary employment contracts being made permanent.
AMPHIGUARD BRICKYARD

“Seda are really advancing small business development”

Tshepiso Mametja of Maruleng is on a mission to build stronger and longer lasting infrastructure in Limpopo through her brick making business. She founded Amphiguard brickyard in 2010 manufacturing cement bricks and paving bricks. The business was performing below market demand and in 2011, she approached Seda for assistance with funding to grow her production capacity, and business training to enable efficient management of the company’s finances.

At the time of approaching Seda, the business only had one brick making machine producing 1000 bricks per day. She was not able to finance the business properly due to lack of funds. Financial management was not up to scratch and no monthly reports were produced.

The brickyard was also not properly branded or marketed, thus losing potential income. The quality of her products were also not tested by the South African Bureau of Standards (SABS).

Seda initiated an assessment which recommended that Tshepiso undergoes financial management training. The business further received signage and promotional material that will assist with attracting new customers. As part of new promotional activities, the company exhibited its products at a Lenyenye exhibition show in 2011.
Seda also assisted Amphiguard with getting its products tested and certified by the SABS. An application was made to Seda’s Technology Transfer Programme for equipment funding and this was approved with a loan of R407 000. The business acquired new equipment which has improved its reliability and increased its daily production capacity.

The company’s financial position has also improved with revenue in 2012 reaching R1, 2 million. This allowed the business to employ more workers.

“I would like to thank Seda for its services. Through advice and information I receive from them, my business has improved a lot. They (Seda) are really advancing small business development,” said Tshepiso.

For her hardwork, Tshepiso was named the Business Woman of the Year for 2012 at the Business Woman Association (BWA) awards.
NORTH WEST
Seda Success Stories

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The business is now visible to our potential customers, and the website assisted in increasing our clientele. Thanks to Seda.

South African is focusing its energy in developing the tourism sector and there is growing need for corporate tourism facilities such as conference venues outside the fast paced city centres or business districts. Bonang Conference Centre offers visitors and clients accommodation, entertainment, catering and conference facilities in Potchefstoom – away from the hectic pace of city life and ideal for corporate engagement. The business was started in 2010 and is now graded as a three star facility by the Tourism Grading Council of South Africa.

The company operates from three buildings with the main building offering most of the core services, i.e. conferences, entertainment, restaurant and group catering. Two additional buildings adjacent to the main building provide accommodation.

The business owners approached Seda in 2011 for advice and assistance in order to build a sustainable and profitable business. At the time, the business was not attracting enough visitors to sustain the business. Branding and marketing was also minimal and the establishment was not graded.

Seda’s assessment pointed to the urgent need for professional branding for the business, and well as promotional efforts. After several interactions, Seda helped Bonang with new branding. Proper and visible signage was developed and installed at the business site. This helped with uplifting the brand name. Professional
promotional materials such as business cards, business profile, branded diaries and calendars were developed.

In addition a website was developed to market and promote the business on line, making it easier for visitors outside the province to access information about the business and make enquiries.

As a results of Seda’s interventions, the business turnover has increased from about R50 000 per month. Usage and occupancy rate have increased by 80% per month and job opportunities were created resulting in the hiring of 3 additional workers to bring the number of full time workers to 6.

Aloreece Kakuiyu, Bonang Operations Manager says, “The business is now visible to our potential customers, and the website assisted in increasing our clientele. Thanks to Seda.”

A further cap for the business was winning the North West Provincial Emerging Tourism Entrepreneur of the Year Award 2012/2013, an event sponsored and hosted by the Department of Tourism

MOCHOBO EXECUTIVE GUARDS

Seda assisted us to realize our potential. We will always recommend the agency to other entrepreneurs

Mochobo Executive Guards founder Diphaphang Mochobo has had partnership with Seda since 2007 when he first approached the agency for assistance with growing his business. Diphaphang started his business in 2004, but it struggled to grow for the next few years with no clear strategic direction, business premises or stable income. At this stage, the business was operating informally providing VIP Protection services, events security and crowd control, physical security, electronic security, private investigations and marshaling services.

In 2007, Diphaphang responded to a Seda advertisement to join the SAPLATO mentorship program. An assessment of the business showed that Mochobo Executive Guards needed mentoring on business management skills.

- The owners lacked skills such as financial management, marketing management, business planning and administration.
The business did not have enough clients.
The owners lacked skills to penetrate the market and acquire reasonable market share.
The business lacked proper Quality Management Systems.

The first intervention from Seda was to register Diphaphang on the SAPLATO program which ran for 12 months. Through the program, he had an opportunity to learn management skills. He could also interact and network with other entrepreneurs, experienced mentors as well as representatives from large businesses. With the knowledge acquired during the program, Diphaphang developed his own strategic as well as operational business plan. He also put his new found knowledge to good use by participating in the Seda Business Plan Competition where he came out as the first provincial runner up and won a business development voucher worth R50,000, a laptop as well as R10,000 cash. The voucher was used for rebranding of the business, and more signage and promotional materials were acquired.

"Seda assisted us to realize our potential. We will always recommend the agency to other entrepreneurs," Diphaphang.

The results of the various intervention were that the business increased its turnover 100% leading to more jobs being created – 29 decent jobs to be specific. In addition the business acquired more vehicles. The brand is more visible and this has attracted decent projects and contracts to the company such as providing security services for international cricket matches in Potchefstroom.

Post the training, Seda also provided the following additional support:

- Development of business plan with the company
- Development of promotional and marketing material.
- Development and implementation of Quality Management Systems.
- Re-branding of the business.

The business did not have enough clients.

"Seda assisted us to realize our potential. We will always recommend the agency to other entrepreneurs," Diphaphang.

The results of the various intervention were that the business increased its turnover 100% leading to more jobs being created – 29 decent jobs to be specific. In addition the business acquired more vehicles. The brand is more visible and this has attracted decent projects and contracts to the company such as providing security services for international cricket matches in Potchefstroom.
VILOT RCL TRANSPORT

26 people employed by Vilol who include office staff, bus drivers and ancilliary staff providers who now have the means to provide a sustainable income for their families.

Vilot RCL Transport is a “new kid on the block” in the bus commuter sector after only starting its operations in 2013. However, the company is showing huge potential to be a success with 7 buses acquired in the first year of operations and taking the company’s turn over to more than R800 000 per year at the same time. Vilot is collectively owned by 6 members who identified the need to offer commuter business services between Lethabong village and the towns of Brits and Rustenburg in the North West province.

The company approached Seda in 2012 seeking assistance with business plan formulation which will enable the company to access funding, and also help with drawing a clear path for the future of the company. The business plan would also assist in identifying future growth and enable the company to enter into partnerships.

Post its assessment, Seda appointed a service provider to work with Vilot in drafting a bankable business plan, and this was also used to guide on future partnership strategy. The business plan was submitted to the department of transport which granted the company a commuter transport license to operate the route between Lethabong and Brits and Rustenburg. The document also assisted on funding for the new busses acquired to service these routes.
Celebrating 10 Years of Seda Success Stories

DONJOY STEELWORKS

“We are grateful to Seda for the intervention. We need Seda all the way to reach our dreams,” says one of the founders, Mr DM Mototo.

But more greatful is probably the 26 people employed by Vilot who include office staff, bus drivers and anxilliary staff providers who now have the means to provide a sustainable income for their families.

Donjoy Steelworks has experienced an exceptional income growth after the involvement of Seda in its business growth. The business which is based in the Tlaseng Village near Rustenburg manufacturers steel furniture, fence and agricultural equipment. Donald Poonyane started the business in 2008, but there was very little progress in developing the business until Seda’s interventions in 2013.

Seda’s diagnostic assessment revealed that there was poor product finishing due to old machinery. These affected customer satisfaction which translated into poor sales. To remedy the situation, the company had to secure funding to acquire new equipment.

Seda recommended that a business plan be developed which would be used to support application for finance from various funding institutions. A Seda appointed service provider was allocated to assist Donjoy in drafting the business plan.
The company successfully applied for funding from Anglo Zimele, and the R80 000 allocated was used to acquire new welding and finishing equipment. This also helped the company to increase its capacity, thus requiring more workers on site. Donjoy increased its workforce to 19 after Seda’s intervention. With increased capacity and an improved business environment, the company’s financial position also started to expand significantly. Donjoy’s turnover rose by some 300% during 2013 from R50 000 to R200 000.

“We need Seda all the way to achieve our dreams,” says Donald.
FREE STATE
Seda Success Stories

A RETSHWARANENG CATERING & MULTI-PURPOSE CO-OPERATIVE
FREE STATE TRAVEL & TOURS
HAMISA TRANSPORT & TRADING
ASHLEE PANEL SHOP
SIBA’S DAIRY
BAHLABANI PHARMACY
A RETSHWARANENG CATERING & MULTI-PURPOSE CO-OPERATIVE

“Seda found us with nothing, and helped us to where we are today”

In 2010, a group comprising 16 unemployed residents of Thaba Nchu in the Free State decided to change their destiny by embarking on a self-employment path. The first step was to register a cooperative as an operating vehicle, and the A Retshwaraneng Catering and Multi-Purpose Co-operative was born. The second step – and the most difficult – was to seek business opportunities to start generating an income for the venture. Given that all the members of the co-operative were unemployed, the venture was expected to seek opportunities that will enable the members to be employed and draw a salary. The co-operative started a jewelry beading project to get its activities off the ground. Another opportunity that was identified was providing cleaning and catering to local schools.

As the co-operative was gaining momentum and finding more business opportunities to pursue, an administrative headache was also rearing its head. The co-operative member realized that to be successful, they would have to get some business management basics in place. Seda was approached to assist with the following areas:

- Basic business management training
- Financial management skills
- Funding
- Initiate corporate identity development

Seda facilitated that A Retshwaraneng cooperative members received training on the basics of business administration and entrepreneurship. A financial management mentorship and advisory was also offered to assist with planning, budgeting and cash flow management in the business.

A New corporate identity and marketing material were developed to help promote the cooperative and its services to new clients.

With the help of a R324 000 grant from the Department of Trade and Industry’s Cooperative Incentive Scheme, the co-operative started a new poultry farming activity. The operations of the co-operative are also in a far more stable position today with suitable administrative systems in place, and members better trained to handle its day-to-day management.

Business offerings have also increased with about six schools now being serviced with cleaning and pupil feeding scheme programmes.
Whilst the catering business has now started servicing some government departments around Thaba Nchu.

The co-operative might not be employing all its initial 16 founding members on a full time basis today, however, 7 full time staff members (it will be 9 after the poultry project is up and running shortly) currently look after its various business commitments. The financial position has also improved considerable with revenue rising from the miserable R5 000 a few years ago to more than R700 000.

“Seda found us with nothing, and helped us to where we are today with their continued guidance and support,” said one of the founders.

**FREE STATE TRAVEL & TOURS**

“With a more streamlined operation, Free State Travel and Tours was able to start growing the business”

Free State Travel and Tours is making serious inroads into a sector previously dominated by white owned and managed companies, winning serious long term contracts with big spending government departments and private companies. The company also reported a staggering 300% increase in revenues after Seda interventions.

The business came into being in 2006 with the objective of offering professional travel services to corporate and leisure travellers in the Free State. Its founder, Mr Ntoko Moeletsi realised that the lack or limited number of black owned and managed companies in the tourism sector which offered a space for new entrants into the market. In 2008, 2 new shareholders joined the business. Free State Travel and Tours offers travel
management services that include route/trip planning, booking, organising and travel document arrangements. Its accreditation include the Association of South African Travel Agents (ASATA) and the International Air Transport Association (IATA).

The company’s turn around started with Seda’s involvement in the last few years. In the first instance, Seda was apporched to assist with funding assistance to invest in the business. The investment was required to acquire new vehicles, to expand into other provinces and running costs.

Seda undertook a thorough assessment of the business afterwhich the following interventions were suggested and implemented:

- Review of the company’s business plan as part of preparing for funding requests
- A formal integrated financial management system was introduced
- Installation of HR software and HR procedures and systems
- Succession planning
- Redesigning of the website and introduction of pastel system

A new sign was introduced for the new corporate offices, and a new website was developed to enable online interaction with clients. To grow the company further, Seda focused its attention on the development of a business plan which would clearly demonstrate future growth to potential funders, therefore enable funding.

With a more streamlined operation, Free State Travel and Tours was able to start growing the business and secure more long term business with various provincial departments. Its annual revenue has grown from around R2,7 million to R11,5 million.

The company has also managed to create more job opportunities with about 12 people employed full time in the business today compared to 8 before Seda was engaged. Free State Travel and Tours is surely going places.
Successful black owned and managed companies are on the rise in South Africa and Bongile Tsotetsi has also raised her hand very high to be counted among this ilk. Bongile has founded one of the fastest growing diversified companies in the Free State with revenues growing twofold in 3 years. Hamisa Transport and Trading started by supplying mining, industrial and engineering products in 2010. The business also transport school children for sporting events on behalf of the Department of Sports.

In September 2010, Bongile approached Seda with a new business concept which would further diversify her business into new sectors of the economy. The new areas were building material supply to households and commercial customers – bricks, roofing material, plumbing materials, doors, etc. – and welding consumable distribution – gas apparatus, protective clothing and arc accessories, and welding electrodes for commercial use.

Given that the new proposal was a start-up concept, Seda’s assessment flagged the obvious conclusions that the venture was a bit risky with no clientele behind it or immediate income, no business place or funding in place, and there was a high need for marketing given that the business concept’s success depended on it being known by consumers. There were also accreditations or certifications of goods by regulatory bodies to be borne in mind – amongst them the South African Bureau of Standards (SABS) for certain products.

Seda proposed the following intervention to help the venture off the ground:

- Development of marketing and promotional material
- Procurement of accounting system
- Consideration of e-marketing initiatives
- And attendance of export awareness workshops
Celebrating 10 Years of Seda Success Stories

The growth of Hamisa since the intervention of Seda has been incredible with the company recording revenue in excess of R5 million in 2013. The company has also been receiving recognition from peers and clients such as Transnet Engineering. Hamisa has been invited to exhibit by Transnet, further exposing it to potential new clients.

Hamisa counts a R2, 5 million contract with Transnet to install seam welding machines as one of the highlights of the past few years. The company’s relations with Transnet also resulted in a joint donation of 11 welding machines to Free State technical high school. Propelled by the good fortune, Hamisa has expanded its product offering to include industrial petroleum products, and job opportunities are also being created.

The company’s growth is not only as a result of its service delivery, but also because of the brand development and marketing initiatives undertaken with the assistance of Seda.

Ashlee Nankoo’s business is a good testimonial for “informal going formal” within the small business fraternity. Ashlee Panel Shop CC was established in 1998, but was formally registered in 2003. In a sector with a high number of unregistered businesses operating in the informal side, Ashlee’s move has been beneficial as it has led to significant growth in his business, access to finance and business mentorship.

Ashlee says, “We view Seda as an invaluable partner in the growth and success of Ashlee panel shop. Their on-going support through mentorship and a wide range of interventions is testimony to their belief in the sustainability of our business”.

ASHLEE PANEL SHOP

“We view Seda as an invaluable partner in the growth and success of Ashlee panel shop”
Ashlee Panel Shop provides 24 Hours breakdown and towing services, professional panel beating and spray painting, chassis straightening and professional technical advice on motor body and structural repairs.

Seda was roped in to assist with the development of the company’s overall branding and signage and the development of a business plan to facilitate business expansion. In a nutshell, Seda had to assist Ashlee to become a mainstream automotive service provider. Seda’s assessment concluded that the following had to be undertaken before Ashlee could compete with established companies in the market.

The company needed to secure bigger premises to operate from, and new technologically advanced equipment. Ashlee also needed to secure registration on insurance companies’ panel of service providers, and initiate a marketing strategy to attract new clients. The managers were also going to be offered business training and mentorship.

Positive results followed Seda’s intervention with the company securing funding of over R6.5 million rand to implement its expansion plans. The funding from the Black Business Supplier Development Programme, Seda Technology Transfer Fund, National Empowerment Fund and Mutual & Federal, has been used to secure new facilities and increase the staff complement to 16 from 9 employees before Seda’s intervention.

Ashlee Panel shop is also certified autobody repairer for a number of international motor brands. Most importantly, its revenues have topped R6 million a year, whilst a survey of its customers experience has come out in the top bracket – guaranteeing this business’ long future ahead.

“We can never underestimate the role played by both the Seda provincial and Mangaung offices. Thank you Seda for your continuous support”, says Ashlee.
SIBA’S DAIRY

“A new diagnosis concluded that the business needed to acquire a new fleet of delivery vehicles to manage maintenance costs and improve delivery.”

Siba’s Dairy has been in existence since 2008 and has been involved with Seda for the last four years. The company, which distributes dairy products in various parts of the Northern Free State, is a returning client of Seda. After the initial start-up phase advisory to Siba’s, the agency was approached once more to assist with unblocking a few challenges that were hampering business growth, affecting income and threatening the security of 15 permanent staff members.

Siba’s Diary distribute products to 8 towns in the Free State and has an indefinite contract with Transem, another dairy products manufacturer based in Klerksdorp. However, after the initial interaction it went through a bad spell. One of the big challenges was high expenditure as a result of huge vehicle maintenance costs due to older vans. Its ageing fleet would breakdown, leaving customers stranded.

A new diagnosis concluded that the business needed to acquire a new fleet of delivery vehicles to manage maintenance costs and improve delivery turnaround times. The business also needed to be branded more visible and marketed more effectively. The branding was to be done on building and vehicles – to amplify the brand. More effective marketing materials were also developed to facilitate new markets entry, and give the company a chance to compete with national brands in the market.

With the new business plan, funds were acquired to purchase two new delivery vehicles. The business improved its cash position with revenues more than doubling between 2012 and 2013 from about R600 000 to R1,4 million. The business also recorded a profit of R111 000 in 2013 from a loss of R3 572 the previous year. The help of Seda has ensured that Sibas continues to employ its full complement of staff, and can look forward to growing into other provinces and neighboring countries.

“Seda has really assisted my business during the first crucial 3 years survival stage and I really value what they stand for”, says Mantele Molehane, Siba’s Dairy founder.
Celebrating 10 Years of Seda Success Stories

BAHLABANI PHARMACY

“Seda’s involvement in the business has resulted in Bahlabani increasing its workforce from 9 to 16 employees in one year.”

The provision of primary health care in rural and under privileged areas is one of government’s major objectives, and is considered a major human right. The Bahlabani pharmacies in Thaba Nchu and Ficksburg are playing their part in providing accessible and affordable health products and clinical services in those parts of the Free State. The entities are owned and managed by trained and experienced pharmacist Khahliso Tladi.

Khahliso explains that the regular availability of specialised pharmaceutical knowledge at a primary level is an important component in the delivery of effective primary healthcare. To fulfil this objective, Khahliso approached Seda in 2012/2013 to assist with branding requirements for his Thaba Nchu pharmacy to be in line with national Alpha Pharm branding. The second part of the assistance was with regards to expansion plans involving the setting up of a second pharmacy in Ficksburg.

Seda met Khahliso’s request for branding at the Thaba Nchu store. This intervention ensured that Bahlabani stores were easily recognised by existing clients and new customers. This also helped fight competition for customers from other emerging pharmacies in the area.

Seda also started work on the development of a business expansion plans, with regards the setting up of the second pharmacy in Ficksburg. These plans were implemented and the store was opened in November 2013 which resulted in the creation of 5 new job opportunities in the area.

The successful intervention resulted in revenue increase for the company from R2, 3 million in 2012 to over R3, 8 million in 2013. This is largely attributed to improved marketing and branding of the business which ensured better positioning among costumers. The opening of the Ficksburg store also contributed to the bottom-line. Seda’s involvement in the business has resulted in Bahlabani increasing its workforce from 9 to 16 employees in one year – including employment as result of the new store.
Seda Success Stories

VILOLO C AND B TRADING
ROTHE PLANTSCAPER
NELI ROSE RETIREMENT HOME
ROHICHEM
MASASE TRANSFERS & TOURS
MAKHA PROMOTIONS & DIETETIC SOLUTIONS
VILOLO C AND B TRADING

“**My relationship with Seda is on-going as it has become a great part of my business and its success**”

Constance Makwale started her business journey from the bottom. She spent three years pounding the floors of a supermarket in Johannesburg, but a decade later she was manning floors of her own supermarket business in Clayville, next to Kempton Park. Constance established her company in 2004 and formally registered Vilolo C and B Trading in 2009 as a general trading enterprise. The business has since grown from owning just the supermarket to include a liquor store in Diepsloot; a mobile kitchen in Tembisa; a construction division that presently services the whole of Gauteng; a transport and logistics unit that delivers replacement parts for CAT products to various mines; and a trucking business that delivers wheat, sunflower and maize all-over South Africa.

Today, Vilolo generate income of over R5 million per year and employs 14 full time staff and 13 casual workers.

“I would like to thank Seda for helping me and my businesses with a business plan that assisted me to kick start my business,” says Constance.

Constance approached Seda for advice and assistance with growing her business after reading about the agency in a newspaper. At the time, her company was facing a number of challenges such as poor cash flow management, lack of general business management, inadequate knowledge of procurement and tender procedures and poor recruitment planning. Constance also lacked an understanding of the markets the company was serving and needed mentorship support.

Some of Seda’s interventions included sending Constance on training to improve her overall business management skills. She attended a small enterprise course that incorporated business planning; Empretec; Foss; and Quality Awareness to improve her management skills and knowledge. She also consulted with a Seda business advisor on a regular basis to obtain advice and input in business decisions.

It was after Seda’s intervention that Constance started four more different businesses (i.e. mobile kitchen, liquor store, a construction company, as well as providing transport services);

What is even more remarkable about Constance is that she grew her business without borrowing any cash. She credits Seda for this achievements, among others.

“My relationship with Seda is on-going as it has become a great part of my business and its success,” she says.
Sello Malatji established Rothe Plantscapers during a time when the world’s economy was experiencing a slump. Sello seemed to be drinking his business wisdom from a different cup to normal convention which discourages new start-ups during recessional periods.

This should explain why Rothe is today earning more than a million rand a year in revenue.

Rothe Plantscapers, a landscape platform provider, service corporates with personalised landscaping services. This service ranges from garden maintenance, landscaping installation, interior landscaping, irrigation installation and maintenance, tree-felling and weed control to horticultural training services. Sello worked for various landscaping companies before launching Rothe. The idea and knowledge to set up his own company was sharpened during this time of formal employment. However, various challenges were there from the beginning.

“The difficulty we’ve had with being a new company is when you approach potential clients they say you’re quite new to the market, let’s see how you do in the first six months and come back to us. So we’re now going back to those companies and telling them we’ve had a solid start and growing so now’s a good time to come on board,” says Sello.

Beside companies not having full confidence in start-ups, Sello had to contend with financial management issues. He approached Seda for assistance because the company was experiencing the same problems that most small businesses have, trying to do things on a shoestring budget. He also wanted to add new services to the business and learned how to fund these whilst keeping a tight rein on cash flow.

Another challenge was getting payment for service rendered on time, with delays always impacting cash flow and good financial management. Seda’s assessment was done and the advisor recommended a financial clean-up and the implementation of a new financial systems.

The results of these intervention increased the company’s turnover from R275 800 in 2010/11 to R904 200 a year later. Client numbers grew at the same time and the funds were found to establish a new training division which is accredited by Agric-seta. The business continues to be profitable today.

“With the intervention from Seda we have a good quality reporting and management system. Our business’ operations are more effective and services are delivered efficiently. We’re going to continue to add functionality to the company and try and improve market share,” says Sello.
It is said that most business ideas are triggered by life events and experiences, and the Neli Rose Retirement Home is one of those. Business owners, the Kwonglees, were inspired by their mother’s experience to set up a home for the elderly requiring care in their frail stage. With their mother suffering from Alzheimer disease and needing frail care, the Kwonglees realised that the shortage of facilities in their area was a business opportunity and their chance to create jobs.

The main aim of the business is to provide a holistic, respectful and general nursing home care to the elderly. It started operating in 2010 after a market research was conducted and which showed the potential viability of the business. Thereafter the Kwonglees converted their house in Eastlynn into a home care village. The facility received its first resident immediately after opening its doors in 2010, and there was a gradual increase in numbers to 23 in 2013.

As with most start up business, Neli Rose needed interventions that would lead to cash injections into the business, business management skills and good positioning for the business. The business needed a new business plan that would help drive its growth strategy.

After Seda conducted a business assessment, an immediate step undertaken was to assist the business in designing and developing a website and related marketing tools. These were to assist the business to portray a more professional business image as well as improve exposure.

“Our turnover improved, due to marketing material provided by Seda, clients passing the Home see the big board in front by the gate. I could also give out my business cards and flyers were also distributed at different hospitals and the results were amazing,” says Ms Kwonglee.

With the new marketing initiatives implemented, the business received more business and was able to improve its turn over from R320 000 to R1,117milion a year.

The business grew so much that we had to employ more staff. We have 12 staff members in total at the moment,” says Ms Kwonglee. The business started with 3 employees in 2010.
Chemicals, floor care, hand cleaning products, car and carpet cleaning, and cleaning accessories.

She teamed up with Seda in 2011 to seek advice on growing the business. Until then, the company had no manufacturing equipment and products were manually produced on a small scale using containers. The business was also not undertaking promotional or marketing activities to promote its products to prospective clients due to lack of marketing tools and funds.

The development of marketing materials and a new corporate image was identified as a priority given that the business was operating in the consumer space.

Seda also assisted Mrs Tipoy to access funds to acquire new and technologically advanced equipment through the Seda Technology Programme.

“I am very thankful to Seda and our Business Advisor for their assistance. If structures (agencies) like Seda were not in place, people like me would not be able to make it in business,” says Mrs Tipoy

In 2012, the business relocated from its Olifantsfontein...
base to Pretoria West. Rohichem clients include companies in the Fast Moving Consumable Goods space, hospitality, and automotive, domestic and institutional markets.

Since Seda’s intervention, the company has also realized improved fortunes as turnover grew from R 180,000 in 2011 to R534,610 in 2013. The number of employees increased from 3 in 2011 to 5 in 2013. The company has also started to distribute Rohichem products to local Supermarkets.

Another great reward for Rohichem was its inclusion in the Pick n Pay incubation programme. This programme is designed to offer previously disadvantaged companies an opportunity to be suppliers to Pick n Pay after a period whereby the company is equipped with best practices as expected by the retailers customers. Rohichem is also currently working on achieving SABS quality approval for ISO9000. The sky is really the limit for this business.

MASASE TRANSFERS & TOURS

“The programmes that we received from Seda have helped us to fast track our debtors and check the business”

Tourism in South Africa is one of the fastest growing sectors of the economy, no wonder Seda did not hesitate to indulge Masase Transfers and Tours’ request for assistance. Masase was formed by Christopher Tahula in 2009 with a desire to service the sector that was expected to experience massive growth in the lead up and during the 2010 soccer spectacle in South Africa.

Masase offers airport and hotel transfer services to local and international visitors using the OR Tambo International Airport. The company also does transfer to sporting and corporate events, weekend seminars and getaways, tailor made tours and door-to-door transfers.

Christopher approached Seda in 2011 seeking assistance with ideas and support to grow his business. He also
Celebrating 10 Years of Seda success stories

“Business and staff performance on a weekly and monthly basis,” says Christopher.

He adds, “Our clients are also able to receive invoices and statements when they are due, whilst the payroll system has been more convenient as employee’s are paid on time every month. We can also prepare our own payslips”.

Seda also assisted Masase with business plan development, and introduced new branding. These measures are surely paying off now with the company’s revenues increasing close to R4 million in 2013 from around R150 000 per annum. The company has also acquired more vehicles to increase the fleet to 5 vehicles as demand for services also increased. Job opportunities have also increased to 14 employees today.

Masase identified lack of formal financial management system and planning as one of the big hindrance to its growth. This impacted its cash flow position and disabled the company from growing its fleet of vehicles.

After the completion of an assessment by a Seda business advisor in October 2011, it was decided to develop and implement a new financial management and payroll systems for the business.

“The programmes that we received from Seda have helped us to fast track our debtors and check the sought development support, especially in terms of resource implementation and management to improve efficiency.
Celebrating 10 Years of Seda Success Stories

MAKHA PROMOTIONS & DIETETIC SOLUTIONS

“The support of Seda has had a positive impact on the business”

The instant porridge market has huge potential in developing continents like Africa where poverty, food shortage and malnutrition is often a challenge. Makha Promotions and Dietetic Solutions is plugging that gap with its range of nutritious ready to eat or drink products which have been in the market since 2012. Makha Promotions and Dietetic Solutions is 100% black owned entity that was founded by Mrs Mandla Tshabalala of Edenglen in Ekurhuleni, Gauteng province.

The instant porridge product made by Makha Promotion was invented by Mrs Tshabalala who is a qualified Dietician. The instant porridge powder can be mixed with water or milk, and is suitable for both children and adults. The solution provides low cost food product to supplement the nutritional needs of consumers who are underfed and from poor communities.

Seda was approached in 2013 as the business faced countless challenges associated with small business growth such as insufficient certification, branding and market linkage.

Makha’s products were not certified by the South Africa Bureau of Standards, making it difficult to break into the mainstream retail space. This was also making it difficult for the product to be accepted in the public sector – health or basic education level.
The company also did not have sufficient product branding and marketing tools. Once Seda was engaged, the Business Advisor conducted site visits and the Small Business Assessment Tool (SBAT) was used to assess the business on a more in-depth basis.

Product testing was done and SABS approval and certification was secured. The SABS endorsement has opened new markets for the products and resulted in increased sales as new selling platforms were secured.

Seda also facilitated for the products to be professionally packaged and for business branding to be applied. Other interventions included orientation into Export Readiness Training which is expected to smooth the path for the company to obtain an export licence.

The various intervention has assisted the business to experience significant growth in the past year, creating 17 new job opportunities at the same time. The business revenue has risen sharply to almost R1 million in the past year, with profits of about R186 000 at the same time.

“The support of Seda has had a positive impact on the business. We are extremely satisfied with the effect that the SABS approval has helped Makha Promotions and Dietetic Solutions to take off in market place,” says Mrs Tshabalala.
NORTHERN CAPE
# Seda Success Stories

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Sophia’s Excellence Driving Academy

"With the company growing following the various interventions, Sophie moved the business to a business premises as the home space became too small."

Sophia’s Excellence Driving Academy CC is empowering women in the Northern Cape by assisting them to secure vehicle driving licenses which are in most cases the key that unlocks job opportunities. The business was established in 2006 by Sophia Mphuthi and she remains the 100% owner. Sophia’s Excellence Driving Academy believes there is a special need to empower young girls and women by helping them gain independence by having a driver’s license. Therefore the business focuses a lot of its efforts on female learner drivers and it is based on the K53 program which is commonly used in South Africa.

The business operated from Sophie’s home for between 2006 and 2012, only moving to a business premises once there was comfort with the on the ground marketing done to publicise the business. Sophie understood that the industry is predominantly and traditionally dominated by male entrepreneurs. The owner then approached one of the local mining companies for a loan in order to purchase a car and a small truck to kick-start the business.

Sophie approached Seda in 2010 to assist with marketing, as an integral part of the business’s operations, which was needed to create awareness and to grow sales. Promotional Material were developed to assist this business to create awareness, attract new markets and expose the brand to potential customers.

This intervention is believed to have contributed immensely to increase in turnover from R61,000 to R369,000 during 2010 when compared to previous year.

In 2011/2012, Sophie returned to Seda seeking assistance with implementing proper financial management systems. The business advisor proposed that a computerized accounting system be implemented and the owner be trained on the utilization of the system in order to enable her to keep proper financial records of all transactions and be able to manage her finances more accurately and allow her to make sound financial decisions for the business.
The results of this intervention were more accurate financial statement that were produced on a monthly basis.

The Academy received an opportunity to train 29 ladies for learner’s licences’ towards their Code 14(EC). Of the 29 ladies 18 passed code 10(C1) and 5 passed their code 14(EC). The mining company committed to appointing the ladies who obtained their code 14(EC) licenses.

With the company growing following the various interventions, Sophie moved the business to a business premises as the home space became too small.

Seda created a professional brand for her business premises and all her vehicles to ensure visibility.

Between 2010 and 2013, the Academy’s turnover rose from R61 000 to over R600 000, with about 6 permanent employees on the payroll.

Felicity Fillies has received a call from the world’s funkiest company wanting to use her products as covers for their mobile phones and tablets. Not too many South African companies would ever receive such call, but that also goes to confirm that there is only one Felicity Fillies. This Northern Cape based ostrich farmer is self-taught and oozes so much confidence that a year after starting her ostrich farming operation she managed to scoop the SA Female Farmer of the year award in 2005. Even though Felicity is today running a successful farming business, it was not always so and there were a few challenges which needed Seda’s intervention along the way.
The increased interest in Nieuborn value added products drove demand and enquiries high, and Seda initiated another intervention with the development of a website to capture a more global audience. The marketing drive of the business was accelerated to include a wider audience, since the products had more international appeal.

With growing demand for different products from ostriches, Felicity has to find investment to acquire the right industrial machinery to be able to deliver on these requests.

Seda worked with the company to develop a business plan that would enable funding to be able to acquire the equipment and machinery needed to grow her value added products. The Seda Technology Transfer Fund has also been approached to assist with funding.

Felicity has also been offered basic business management training with focus on financial management to assist her with handling finances in a responsible and accountable fashion. This can also help with proper financial decision making.

The various interventions have had a positive impact on the business. The company has increased its turnover from R800 000 in 2010 to over R2 million annually. At the same time 8 decent jobs have been created by the business.

Felicity spent the last couple of years developing her value added products, including ostrich skin leather, feathers and decorative egg shell products from her ostrich farm.

She first approached Seda in 2010 seeking assistance to grow her business. The agency’s assessment identified that a marketing drive was required to improve the business’ position and signage was developed. Felicity also had the opportunity to expose her products in international exhibitions in China, Singapore, and attend a development workshops in the USA. She has created valuable contacts on her overseas visits using the branded material obtained through Seda.

In 2010, the Fritz’s opened a Hantam Kraal restaurant on the site of the guesthouse to cater to tourists and local patrons – taking advantage of Johan’s professional career as a chef specialising in local cuisines. JO’s guesthouse also catered for big events such as corporate functions and weddings – opening up more income streams as the years progress.

Johan and Maureen Fritz understands the concept of steady growth in business. Between 2005 and 2013, the founders of JO’s Guesthouse and Catering Services in Calvinia in the Northern Cape, have turned a two bedroom house into a guest house for short term lodging which has subsequently expanded by the edition of another 22 rooms for lodging purposes to mid income visitors. The business added 9 luxury units in August 2013.

Johan and Maureen Fritz understands the concept of steady growth in business. Between 2005 and 2013, the founders of JO’s Guesthouse and Catering Services in Calvinia in the Northern Cape, have turned a two bedroom house into a guest house for short term lodging which has subsequently expanded by the edition of another 22 rooms for lodging purposes to mid income visitors. The business added 9 luxury units in August 2013.

Johan approached Seda in May 2012 on the lookout for support with branding for his business. He was clear that visible signage on strategic places would do the trick in attracting guests and new clientele. Seda’s business advisor conducted a diagnostic assessment and further recommended that marketing and promotional material be introduced in the marketing mix.

The assessment also recommended that a website should be developed for this business.

Today, the business is more visible and has good quality marketing material as well as visible signage. Clients easily access the guesthouse from the roads as there were signs erected outside of town as well as in the town itself.

These interventions contributed to an improved room occupancy rate of 90% in 2012. The business turnover also rose from R 1, 577 million in 2012 to around R1, 750 in 2013. The business employs about 20 workers at the moment.

In 2013, JO’s Guesthouse won the ETEYA Provincial Award for Emerging Entrepreneurs.
NAM PETROLEUM

NAM Petroleum provides a full technological cycle for production of bio-diesel and intends to unlock investment opportunities.

NAM Petroleum CC is a start-up enterprise focusing on the manufacture and supply of bio-diesel on the Northern Cape Province, with focus on businesses located within the Nama-Khoi municipal areas. The 100% black owned company was established by Earl Strauss Muller in 2011 after he identified a gap in the market due to growing concerns about the impact of conventional diesel on the environment. NAM Petroleum provides a full technological cycle for production of bio-diesel and intends to unlock investment opportunities in the creation of bio-diesel production plants.

NAM’s process involves the recycling of cooking oil with a mixture of methanol and potassium hydroxide. Once the process flow is completed, the oil is cleaned with a dry wash system that prepares it for the 100% pure bio-diesel for usage in diesel engines as B50 bio-diesel which contains 50% biodiesel and 50% regular diesel, B80 bio-diesel containing 80% bio-diesel and 20% regular diesel and B100 which contains 100% bio-diesel.

Earl approached Seda in June 2011 to request business support including marketing and branding for the business.

The outcome of Seda’s assessment recommended for external branding of his business premises. It also recommended that a website be developed. The development of the website has been positive for the company’s e-marketing, opening new markets as a result of the tool.

More positive outcomes of the interventions have been improvements on turnover from R 80 550.00 in 2012 to about R 294 300.00 in 2013. The company employs about 5 people and these will increase as the business grows.
Die Horison

“John had a good idea but no funds or equipment to start printing the newspaper. In early 2012, he approached Seda and underwent an assessment process.”

John Cloete wants to take on the big boys of the media industry with his own printing company and newspaper called Die Horison. The idea of setting up a local paper might have reached saturation point in big cities, but John identified the market as viable for the previously disadvantaged townships and farming areas in the Siyanda District Municipality in Upington. He said the existing newspapers fall short on reporting on the developments and events in the townships and farming areas.

John had a good idea but no funds or equipment to start printing the newspaper. In early 2012, he approached Seda and underwent an assessment process.

The most significant outcome of the assessment process was that Seda appointed a service provider to work with John in developing a bankable business plan which was used to apply for funding from the Media Development and Diversity Agency (MDDA). MDDA is a government institution created to encourage the development of community media. The MDDA approved a grant of R627 000.

With money in the bank, John expected to create five job opportunities when the newspaper hit the streets of Upington late in 2013. He also had high hopes of increasing these opportunities as more avenues are opened by the media company going into the future.
Celebrating 10 Years of Seda Success Stories

BACK IN TIME PHOTO STUDIO & EVENTS

“Pictures are forever, and Back In Time Photo studio in Upington is doing exactly that by ensuring that memories created during special occasions are immortalised forever.”

The company was established by Amanda de Bruyn in 2009 and her daughter – Leandra Christiaans – was later added as a director of the business. The business offers photographic services to individual customers and big companies alike. The business’s main clients include Upington Protea Hotel, government departments and private businesses. Local schools also utilise the company during matric ball events or for normal annual school photo sessions.

Amanda wanted the company to reach more customers through marketing efforts. She also wanted to position the company above the rest in the small town – as the preferred service providers for local customers. She turned to Seda for assistance in June 2011. The outcome of Seda’s assessment indicated that the business needed assistance in implementing e-marketing in order to create brand awareness and expanding their client base.

A diagnostic was also done on the business to check financial status, and given that capital investment was required, Seda advised and arranged for a bank overdraft to meet immediate financial needs.

With the assistance of Seda, the business’ turnover has rose to around R580 000 at the end of 2012.
MPUMALANGA
Seda Success Stories

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RCCH Construction is happy and satisfied with the service provided by Seda. This will ensure that we compete favourable in the market place.

RCCH Construction is on a growth path in the construction sector despite the depressed state of the construction industry in South Africa. RCCH renders various services ranging from plumbing, welding, electrical plant maintenance, construction of conveyor structures and canopies, steel works, pipe fabrication and general building.

Its target clients include government and large private businesses such as Anglo Coal, BHP Billiton, Sasol, Flour Daniel and Grinaker LTA. The company recently completed the upgrading of Schubert Part units with Secunda Shared Services (Pty) Ltd. Projects currently underway includes work within Sasol Mining which are the Twistdraai Export plant, Sasol Coal Supply and Middelbult Mine.

The company approached Seda to assist it with attaining a quality management system as it was required by Sasol for the maintenance of the recently awarded 5-year welding contract. Because RCCH was a high value contract holder with Sasol, they were expected to have a certified ISO 9001:2008 Quality Management System, incorporating ISO18001 Occupational Health and Safety Assurance System.
Following a detailed assessment, Seda assisted with the development and implementation of an Integrated Management System (i.e. ISO 9001:2008; ISO 14001 and OHSAS-18001) through Seda STP Quality division. Besides assisting RCCH to be able to fulfil its contract with Sasol, Seda saw an opportunity to create awareness on the importance of quality in business services, expose RCCH to international best practices and applicable standards, and to build capacity within the business to comply with international best practices.

Reneta Frans, manager at the company, says “RCCH is happy and satisfied with the service provided by Seda. This will ensure that we compete favourable in the market place.”

The successful implementation of the integrated management system resulted in significant improvement in the quality of service, quality control processes, hazard identification and risk assessment, determining controls, legal and other requirements.

The company also experienced an increase in turnover from R7, 7 million to R9, 8 million. Staff numbers also rose to 76 from 59 in 2012.

MPUMAMANZI LABORATORY SERVICES

“...In the laboratory industry, it is important the companies use the latest and the most technologically advanced equipment...”

Mpumamanzi Laboratory Services (MLS) founder Thusi Motsepe is a classic entrepreneur who spotted a business opportunity where others see a challenge. Thusi, who is a qualified analytical chemist, started MLS in 2000 with the objective of providing water treatment based laboratory services to public and private companies in Mpumalanga. Antony Bowers has been a shareholder of MLS since 2008, and with him joining the company the number of services offered have been broadened. This move led to the reorganisation of the company and the establishment of Mpumamanzi Groups in order to reflect the number of services offered including Environment, Water Engineering, Municipal and Mining Water Management and Water Disinfection. However, the laboratory division remained core of the business.
Celebrating 10 Years of Seda Success Stories

BLOSSOM FOODS

“Seda’s interventions have also resulted in new job opportunities with staff numbers increasing to 10 over time”

Julia Kostakis established the Blossom Foods company in 2002 to use as a channel to produce and distribute processed fine maize porridge suitable for babies and young children from the age of 6 to 36 months. Her aim in starting the business was to see how best to supply cost effective, value adding products to the population of Nelspruit and surrounding areas. Her solution was a healthy and nutritious meal. These are packaged and sold in small packs ranging from 500 grams to 2 kilograms.

Her desire to develop this product followed almost 20 years of retail experience of watching customers behaviour, understanding their needs, culture and hardships that came with volatile economic environments.

Julia contracted a Mpumalanga based milling company to produce the fine maize and she further developed...
the maize to suit the diets of babies and young children and has an established plant where she processes and packages the products called Khanya Nembe.

Seda’s first assessment of Julia’s business was in 2007 where cash flow problems, doubts about quality of products and lack of quality management systems, limited market share and insufficient marketing activities were some of the issues identified.

The following interventions have been implemented since then including providing Julia and team with business and financial management skills training. Seda also facilitated for product development and testing through the South African Bureau of Standards. SABS results confirmed that all products met South African expected standards.

The development and implementation of Quality Management Systems and procedures have also been undertaken.

Branding and marketing materials were developed by a professional consultant. These materials will ensure that the product reach new consumers.

Seda facilitated access to funding from FOODBEV Seta with the aim of securing SABS HACCP training which is a pre-requisite for SANS 10330 HACCP accreditation. Seda also lodged an application for machinery from Seda Technology Transfer Fund of which R600 000 was approved.

Seda’s interventions have also resulted in new job opportunities with staff numbers increasing to 10 over time. Revenue increased from R100 000 in 2007 to over R1, 2 million in 2013.
NOZIHLE CLEANING SERVICES

"We want to thank Seda for all the great work offered to us up to now, and we would like to thank the branch manager for the quality of service."

Dolly Mbuyane established her cleaning business as a means to detour from a teaching career which she served between 1997 and 2006. Dolly wanted to explore business as part of securing her financial independence, whilst also building a legacy of a successful business. Nozihle Cleaning Services was established in 2003, but formally started operating in 2007. Its main business activities are the provision of cleaning services ranging from hard floor care to more specialised forms of cleaning.

The company currently services both private and public companies, and counts among its list of clients businesses such as Eskom, BMW, Emnotweni Casino, Bushbuckridge Water, Enablis and Wandima.

Dolly first approached Seda in 2007 with a request for assistance as she sought to build the company further. The assessment done by the agency identified several challenges including that there were long turnaround times from clients, limited access to markets, insufficient marketing activities, insufficient quality management systems and lack of procedures among others.
Seda recommended a number of solutions, amongst them providing the company with business and financial management skills training. The agency also helped with the development of human resources policies and procedures, and mentorship on human resources management, good industry practices and compliance.

A business plan was also developed for Nozihle to provide a growth patch and assist with future funding requirements.

Seda also appointed a consultant to work on design and development of effective promotional materials to increase marketing initiatives, and ensure the company is visible during marketing exhibitions.

The various interventions have ensured that management have the requisite management skills to manage the business, whilst continuous mentoring ensures that the business continues to implement best management practises.

The business was also assisted to receive a business development grant from the DTI to the tune of R279 000 which was used to acquire new cleaning equipment and towards the implementation of a Quality Management System.

These intervention has assisted the company to retain and even secure new clients in the last years. The company also has a very healthy position with revenues exceeding more than R5 million a year.

“We want to thank Seda for all the great work offered to us up to now, and we would like to thank the branch manager for the quality of service and continuous support she provides to us. We believe that Seda will assist us to grow beyond this point,” says Dolly.
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