

**Chemical Industries Education & Training
Authority (CHIETA) in partnership with
the Johannesburg Business School
Centre For Entrepreneurship (JBSCE)**



**(ENABLING TODAY
TRANSFORMING
THE FUTURE)**

SMALL BUSINESS ENRICHMENT PROGRAMME SUCCESS STORIES 2019/20

JBS
JOHANNESBURG
BUSINESS SCHOOL





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MESSAGE FROM THE CHIETA CHIEF EXECUTIVE OFFICER



The Chemical Industries Education and Training Authority (CHIETA) has partnered with the Johannesburg Business School Centre of Entrepreneurship (JBSCE) to implement the Small Business Enrichment Programme (SBEP) that will develop small businesses in the chemicals manufacturing sector. The programme focuses on speciality and commodity chemicals, with a keen focus on black female entrepreneurs who are in the start-up phase of their chemical businesses. The project has been implemented in the Gauteng area, with a critical focus on, the Greater Johannesburg area, Modderfontein, Soweto and Orange Farm.

To date, the SBEP has been instrumental in stimulating the growth that is required in the chemicals manufacturing sector, to match the growing market demand. The CHIETA

provided discretionary grant funding to the JBSCE to initiate the SBEP. Over the two-year partnership with the JBSCE we are proud to have supported and graduated a total of seventy-five (75) SMMEs within the chemicals sector. Despite the economic downturn caused by COVID-19, our beneficiary entrepreneurs successfully pivoted from manufacturing detergents to manufacturing hand sanitisers. Other SMMEs formed co-operatives to create economies of scale that would enable them to supply the growing need in the market for said products.

The SMMEs thus experienced revenue growth because of their ability to pivot. As a SETA, we are pleased that our partnership with JBSCE has had a significant and transformative impact on the chemicals manufacturing sector. We will continue to be steadfast in our commitment to this collaborative journey with the JBS Centre for Entrepreneurship for the foreseeable future. We would also like to wish all the beneficiaries of the SBEP longevity and success in their businesses moving forward.

Mr Yershen Pillay

Chief Executive Officer: Chemical Industries Education & Training Authority (CHIETA)



Dr Randall Carolissen (JBS Dean) | Ms Dimakatso Mokone (CHEMIN Board Chair) | Mr Yershen Pillay (CHIETA CEO)

MESSAGE FROM THE JBS CENTRE FOR ENTREPRENEURSHIP DIRECTOR



The Johannesburg Business School Centre for Entrepreneurship (JBSCE) is an entrepreneurship centre located at the Johannesburg Business School of the University of Johannesburg. The centre provides integrated entrepreneurial development support aimed at building the culture of entrepreneurship, developing start-ups and existing businesses for increased participation in the economy. One of the JBSCE's flagship programmes is the Small Business Enrichment Programme popularly known as the SBEP. SBEP is a short learning programme designed to improve operations and business processes, and enhance competencies of Small, Medium and Micro Enterprises (SMMEs) to become viable, value-adding suppliers.

The JBSCE has been a trusted implementing partner of the CHIETA Skills Development Programme from 2019. Through this programme we have improved profitability of our beneficiary SMMEs, created access to market opportunities. The SBEP programme, as implemented through this partnership with CHIETA, is testament to the University of Johannesburg's commitment and contribution to SMME development, job creation and revitalisation of the South African economy.

In 2019/20 cohort, 75 entrepreneurs from the chemical sector completed the SBEP at the Johannesburg Business School Centre for Entrepreneurship. Out of these SMMEs that completed the programme, we are excited to share with you a few success stories. Enjoy!

Ms Machaka Mosehana

Acting Director: Johannesburg Business School Centre for Entrepreneurship Johannesburg Business School

NOTE FOR THE SBEP PROGRAMME



The continued support of the Small, Medium and Micro Enterprises (SMMEs) development by CHIETA is highly valued. This is because there is a need for small business entrepreneurs to be assisted to move from a level of stagnation, where many feel like giving up, to a level where they re-engineer their businesses and reinvent themselves as business entrepreneurs. This is the essence of enterprise and entrepreneur development embraced in the SBEP programme. The SBEP equipped the SMMEs with the knowledge of business entrepreneurship and management. By so doing, the programme equipped the entrepreneurs with the necessary skills to be solution providers. The overall orientation of the programme delivers on this by empathising on the entrepreneurs being able to develop or to sharpen their

value propositions. This understanding of how to run a profitable business is demonstrated by the ability of the entrepreneurs to make critical decisions to increase value for their clients and for their businesses. In addition, the graduates demonstrate confidence and the ability to turn around their businesses by using the Business Model Canvass tool. Above all, the entrepreneurs have a clear understanding of the need to disrupt, pivot and to pirouette by using IT as the new normal, especially in the COVID-19 era and afterwards.

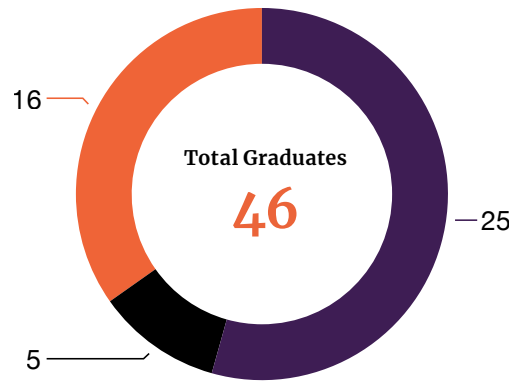
Preparing entrepreneurs for disruption in the 4IR was another impact provided by all the facilitators of the SBEP programme. Without their dedication and commitment, this impact would not have been achieved. I salute all of my colleagues. Lastly, I am hopeful that the SBEP, with the continued support from CHIETA, will assist all the small business entrepreneurs to get the "job done". Go out, conquer, and change the way business is done. Disrupt or you will be disrupted!

Prof Ed Bbenkele

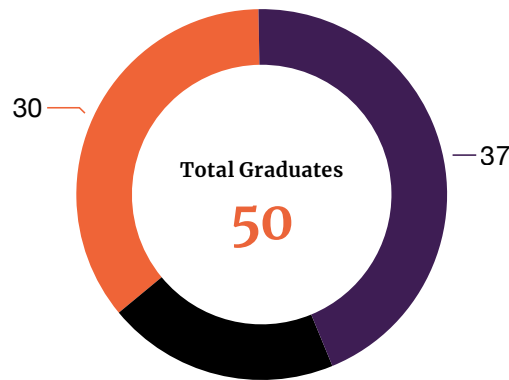
Associate Professor

IMPACT STATISTICS OVER TIME

Year of study
2019

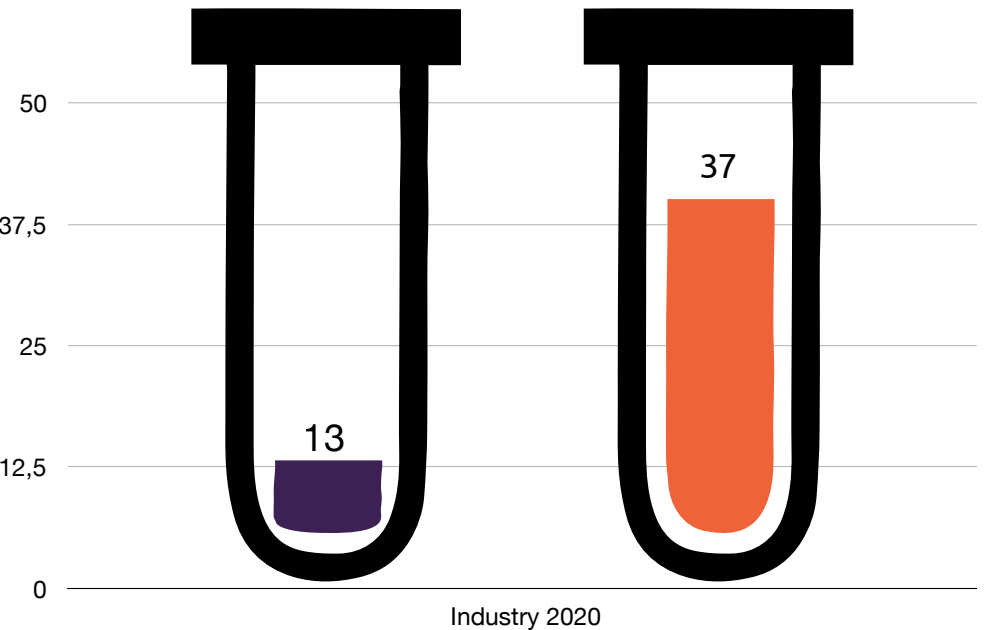
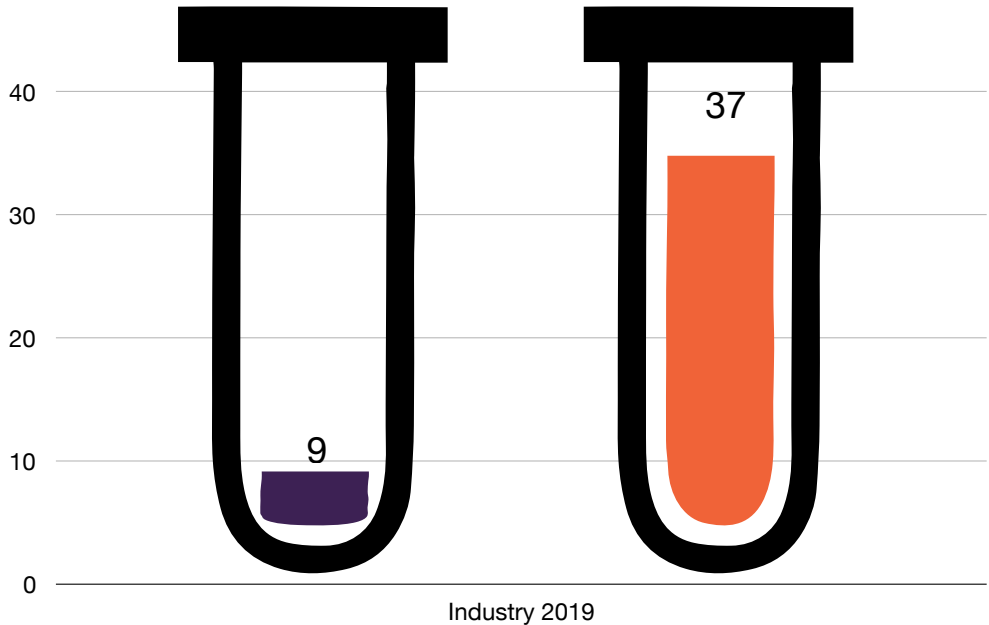


Year of study
2020



KEY

- Female ownership (purple circle)
- Male ownership (black circle)
- Youth owned (orange circle)



KEY

- Cosmetics (purple circle)
- Detergents (orange circle)

CONCLUSION

Overall, the entrepreneurs appreciate the impact offered by the course; the positive changes in their businesses and the benefits on employment. The financial growth being experienced by entrepreneurs is a testimony that the programme has made to the entrepreneurship eco-system, particularly around identifying new opportunities for growth, improved administration systems and better labour relations, all resulting in enhanced success and sustainability.

The impact statistics highlights significant growth of SMMEs participation in the chemicals manufacturing sector. There is also an indication that there is consistent upward trajectory of youth participation in the sector.

SMALL BUSINESS ENRICHMENT PROGRAMME SUMMARY

The Small Business Enrichment Programme (SBEP) is the JBSCE premier programme designed for existing business owners. The SBEP is offered at NQF Level 5 and implemented over a four-month period with lectures once per week. Upon completion of the programme, entrepreneurs are required to present their turnaround strategies based on the lessons learnt on the programme. The presentations are made to a panel of business executives and lecturers.

Over the years, this programme has been sponsored by a number of sponsors which include BHP Billiton, Thebe Foundation, Shell Downstream South Africa, UJ Finance Expenditure (UJ suppliers), Mtiya Dynamics, Jobs Fund, and Amahlongwa Holdings.

SBEP LECTURER’S PROFILES

Lecture name	Programme/ Module name	Academic qualification	Appointment type for offering this programme	Employer	Experience in years	
					Academic	Industry related
Prof. Edwin Bbenkele	<ul style="list-style-type: none">- Induction and Orientation- Introduction to Entrepreneurship- Entrepreneurship- Business Turnaround 1: Motivation- Business Turnaround 2: Motivation	DPhil (Marketing)	Temporary	UJ (CBE)	23	12
Ms Eunice Raikane	<ul style="list-style-type: none">- Kiwosaki Modelling and Entrepreneurship- Financial Game	MBA	Temporary	Amantle Consulting	9	13
Mrs Ayisha Akalwaya	<ul style="list-style-type: none">- Entrepreneurial Growth Strategies- Tools for Entrepreneurial Growth- SARS – Turnover Tax for SMMEs	Conditionally accepted for PhD in Business Management/ Entrepreneurship	Temporary	UJ (CBE)	12	10
Dr Shepperd Dhlwayo	<ul style="list-style-type: none">- Managing Your Finances 1- Managing Your Finances 2- Financial Costing	PhD in Entrepre-neurship	Temporary	UJ (CBE)	18	2
Mr Guy Toko	<ul style="list-style-type: none">- IT and Your Business 1- IT and Your Business 2	PhD Information Systems (in progress)	Temporary	UJ (CBE)	13	3
Ms Dimakatso Phiri	<ul style="list-style-type: none">- Quality Management for Growing Business Entrepreneurs 1- Quality Management for Growing Business Entrepreneurs 2	Master of Science in Psychology	Temporary	Productivity SA	1	20
Mr S Gwebu	<ul style="list-style-type: none">- Marketing Management for Growing Entrepreneurs 1 and 2	MBA (Marketing and Finance)	Temporary	UJ (CBE)	15	10
Mr John Muofhe	<ul style="list-style-type: none">- The Regulatory Environment for SMMEs and BEE- Practical Aspects of Compliance	MCom (HRM)	Temporary	UJ (CBE)	29	0
Dr Bulelwa Maphela	<ul style="list-style-type: none">- Opportunity Identification and Feasibility Analysis	DPhil (Policy Analysis)	Temporary	UJ (CBE)	13	11

The profiles of the lecturers involved in the presentation of these learning units within the SBEP programmes indicate extensive teaching and appropriate industry experience.

UJ CHIETA TEAM



Ms Carol Keshy
Designation: Project Manager



Mr Mpho Rikhotso
Designation: Project Coordinator

2019

CHIETA SUCCESS STORIES

GIDEON INNOVATION TEXTILE TRADING

Gideon Innovation Textile trading as Gideon Guard is an emerging anti-bacterial fabrics manufacturing company owned by Segametsi Songwane. The Hammanskraal born chemical engineering research specialist established the company in 2017. The company is located in City Deep area of Johannesburg.

Like many Small Medium Enterprises (SMEs) in South Africa, at inception Gideon Inno Textile had no proper company structures which resulted in the company failing to realise any revenue. The desire to build a proper company that can compete in the health sector led Segametsi to enroll for Small Business Enrichment Programme (SBEP) at the Johannesburg Business School Centre for Entrepreneurship (JBSCE). During the SBEP, Segametsi learnt of the importance of customer reviews which she later implemented in her business. The customer review concept enabled Segametsi to keep her customers and develop fruitful relationships with them. Through the SBEP Gideon Inno Textiles was able to engage Chemin who helped the company to acquire SABS approval for their hand sanitiser products. Further to this Chemin helped Gideon Inno Textiles to find areas of collaboration with Small Enterprise Development Agency (SEDA). "I don't think with my own knowledge and strength before enrolling for SBEP, I would have been able to take the business to where it is today" said Segametsi.

VIDEO LINK: <https://youtu.be/s-a2b2w03nY>



IT CARE CHEMICAL SUPPLIES

Isaac Suwedi is the owner of IT Care Chemical Supplies. The Soweto born businessman established the company in 2016 after working in the retail sector for close to a decade. At inception IT Care Chemical Supplies specialised on packing cleaning products or detergents. Upon realising the unsustainability of the packing business, Isaac decided that IT Care Chemical Supplies focus on manufacturing their own cleaning chemicals.

Despite working in the retail sector for several years, Isaac lacked the business acumen necessary for his business to thrive in the competitive industry of chemical supplies. Isaac was responsible for all the IT Care Chemical Supplies business operations given that there were no business structures in place. This put a lot of strain on the business as Isaac couldn't divide his time amongst the various functions of the business.

Motivated by the desire to grow his business into a formidable household name in the chemicals manufacturing industry, Isaac enrolled for Small Business Enrichment Programme (SBEP) at Johannesburg Business School Centre for Entrepreneurship (JBSCE). The programme equipped Isaac with delegation skills which he desperately needed in his business. The delegation skills has enabled Isaac to generate more clients for his business. From two contracts before enrolling for SBEP, IT Chemical Supplies managed to secure 20 new contracts. Indeed, IT Care Chemical Supplies is soaring to greater heights.

VIDEO LINK: https://youtu.be/NkU_8kpHZ9E



TMOLYN SKIN CARE

Carol Keshy is the founder and Chief Executive Officer of Tmolyn Skin Care. The company was established in 2014 and officially started operating in 2016. The company specialises in skin care products predominantly for African females to address challenges they have with their skin. At inception, the company had no target customers, value proposition and marketing strategy. Tmolyn Skin Care operated without proper structures. When the opportunity came for Carol to enroll for the Small Business Enrichment Programme (SBEP) she couldn't let it pass. The SBEP, enabled Carol to re-look at her product range, refine her value proposition and the marketing strategy. "Today, I am able to plan ahead, I have short-, medium- and long term plans for the company, these are the things that I wasn't doing before the programme" said Carol.

Since completing the SBEP, Tmolyn has substantially grown. The company's skin care products are currently trading on Takealot. In addition to this, the company managed to secure a distribution deal for their products. Tmolyn no longer sell its products directly to the consumers. Instead, the company now sells its products to distributors who then sell the products to various retailers. Through the knowledge gained from the SBEP, Tmolyn is realising profits despite the operational challenges caused by the COVID-19 pandemic.

VIDEO LINK: <https://youtu.be/hBcMLf8WdvE>



HAIMISH

Haimish was established by Koketso Mashishi in 2018. The company is a cosmetic business that specialises in skin care products, massage oils for both adults and infants. The company caters for people with skin care problems such as uneven skin tone, eczema, and many other skin ailments. In 2019, Haimish closed down due to operational challenges. Fortunately, through a woman organisation group in Rustenburg, Koketso learnt of an opportunity to enroll for the Small Business Enrichment Programme (SBEP) at the Johannesburg Centre of Entrepreneurship (JBSCE). She took the opportunity and enrolled for the programme.

The SBEP impacted Koketso with various enterprise management skills such as negotiating, marketing and financial management skills. Koketso had this to say, “the lecturers were brilliant, they took us step-by-step, they were patient and they wanted us to succeed”. Currently, product testing preparations are at an advanced stage as Haimish prepare to launch their skin care and massage oils with local beauty spas in Pretoria. Attending the SBEP was instrumental for networking as Koketso has been securing new business deals through referrals from other SBEP alumni. Today, Haimish is growing in leaps and bounces, thanks to the SBEP.

VIDEO LINK: <https://youtu.be/6IHXBq3zjA>



SBEP IN PERSPECTIVE BY THE PROJECT MANAGER



Whenever I think of entrepreneurs, I always remember the saying that “tough times don’t last but tough people do”. Despite facing various challenges, the resilience shown by the SMMEs that have participated in the Small Business Enrichment Programme (SBEP) highlights their commitment to the success of their businesses. The daily challenges faced by SMMEs in South Africa are unsurmountable, but they ensure that they contribute meaningfully to country’s economy.

Over the years we have had success stories of beneficiary entrepreneurs who have managed to turnaround their business on completion of the SBEP. These success stories are a result of hard work by the students and the Johannesburg

Business School Centre of Entrepreneurship staff. The quality of work and dedication that all of our staff put together to assist the entrepreneurs to realise their dreams is impressive. The manner in which the lectures are delivered is amazing. However, this would not have been possible without the support of CHIE-TA our sponsors or partners. It’s through their support that we have been able to implement this impactful programme to address some of the challenges faced by our SMMEs in the chemicals manufacturing sector.

I am grateful and honoured to have worked with these men and women who have brought much hope to the entrepreneurship eco-system and proved that South Africa’s future is indeed bright if we all play our part.

Ms Carol Keshy
Project Manager

SUPPLIER DIRECTORY

Detergents

- Colligate Enterprise (Pty) Ltd
- Perkas Cleaning Chemicals
- Hygriene (Pty) Ltd
- VK Vision Enterprise
- SEK Projects (Pty) Ltd
- Lanthie Chema Distributors
- Amadlanga Holdings (Pty) Ltd
- Baroeng Trading Projects
- IT CARE Chemical Supplies
- Mootsana Enterprise (Pty) Ltd

Cosmetics

- Azrah Trading & Projects
- Eunica Trading (Pty) Ltd

2021

CHIETA, CHEMIN AND JBSCE BENEFICIARY PROFILING EVENT





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