

**UJ Finance Expenditure
Department In Partnership
with Johannesburg Business
School Centre For
Entrepreneurship (JBSCE)**



**SMALL BUSINESS
ENRICHMENT PROGRAMME
SUCCESS STORIES 2019**

**The Future
Reimagined**



CONTENTS

Message from UJ Finance Expenditure Executives	4
UJ Expenditure Suppliers Department	5
Message from the JBS Centre for Entrepreneurship Director	6
Note for the SBEP Programme	7
Impact statistics and ESD value over time	8
Conclusion	10
Small Business Enrichment Programme summary	11
SBEP lecturers' profiles	12
JBS Centre for Entrepreneurship Team	13
 2019 UJ Finance Expenditure SBEP success stories	 14
Matix Manufacturing (Pty) Ltd	15
Braai Guru SA	16
Beyond Aid Glamping Adventures	17
SMS Halaal Catering	18
Lenado Projects	19
 SBEP in Perspective by the Programme Manager	 20
Supplier Directory	21
Supplier day	22

MESSAGE FROM UJ FINCANCE EXPENDITURE EXECUTIVES

The University of Johannesburg Finance and Expenditure (UJFinEx) Department entrusted the JBS Centre for Entrepreneurship to implement the Small Business Enrichment Programme (SBEP), since 2015. The SBEP is a short-learning developmental programme that is designed for Small, Medium and Micro Enterprises (SMMEs) to develop the University's suppliers in line with the Enterprise and Supplier Development objectives of the procurement department. The Small Business Enrichment Programme is designed to identify SME suppliers on the University of Johannesburg's Supplier Database, assess their developmental needs and provide them with the necessary business acumen to run their businesses effectively. The aim of the SBEP is to enhance the business operational capacity of the University's suppliers so that they deliver quality and professional services.

Through the SBEP most of our beneficiary SMMEs reported improvement over the years in their marketing and access to business opportunities, improvements in financial management systems and cash flow, formalisation of human resource management systems and people management skills, and increase in the number of jobs created. The UJFinEx is proud that the SBEP has fully met its objective of empowering the entrepreneurs to become UJ suppliers and improve the SMMEs participation in the economy and their profitability. We continue our collaborative journey of unlocking opportunities for SMEs with the Centre for Entrepreneurship; and would like to wish all the beneficiaries of the SBEP success in their businesses.



Sarah Makinta



Buggy Pillay

UJ EXPENDITURE SUPPLIERS DEPARTMENT

Ms Nonhlanhla Mtwisha
(Supplier Manager)



Ms Lerato Mayekiso
(Supplier Evaluator)



Mr Patrick Buthelezi
(Supplier Evaluator)



Ms Tshegofatso Makoloko
(Supplier Evaluator &
SED Coordinator)



Ms Amanda Juleka
(Supplier Assistant)

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 University of Johannesburg Finance Expenditure's (UJFinEx) Enterprise and Supplier Development programme since 2016. Through this programme we have improved profitability of our beneficiary SMMEs, created access to market opportunities through UJ procurement contracts and, most notably, contributed to the University's improved B-BBEE scorecard. The SBEP programme, as implemented through this partnership with UJFinEx, 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, 116 entrepreneurs from various sectors of the economy 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 the UJ Finance and Expenditure 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 and not problem creators to their clients. The general orientation of the programme delivered on this by empathising on

the entrepreneurs being able to develop or to sharpen their value propositions. This orthodox understanding of how to run a profitable business was demonstrated in the ability of the entrepreneurs to make critical decisions to increase value for their clients and for their businesses. All the graduates demonstrated confidence and the ability to turn around and disrupt their businesses by using the Business Model Canvas tool. Above all, the entrepreneurs now 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.

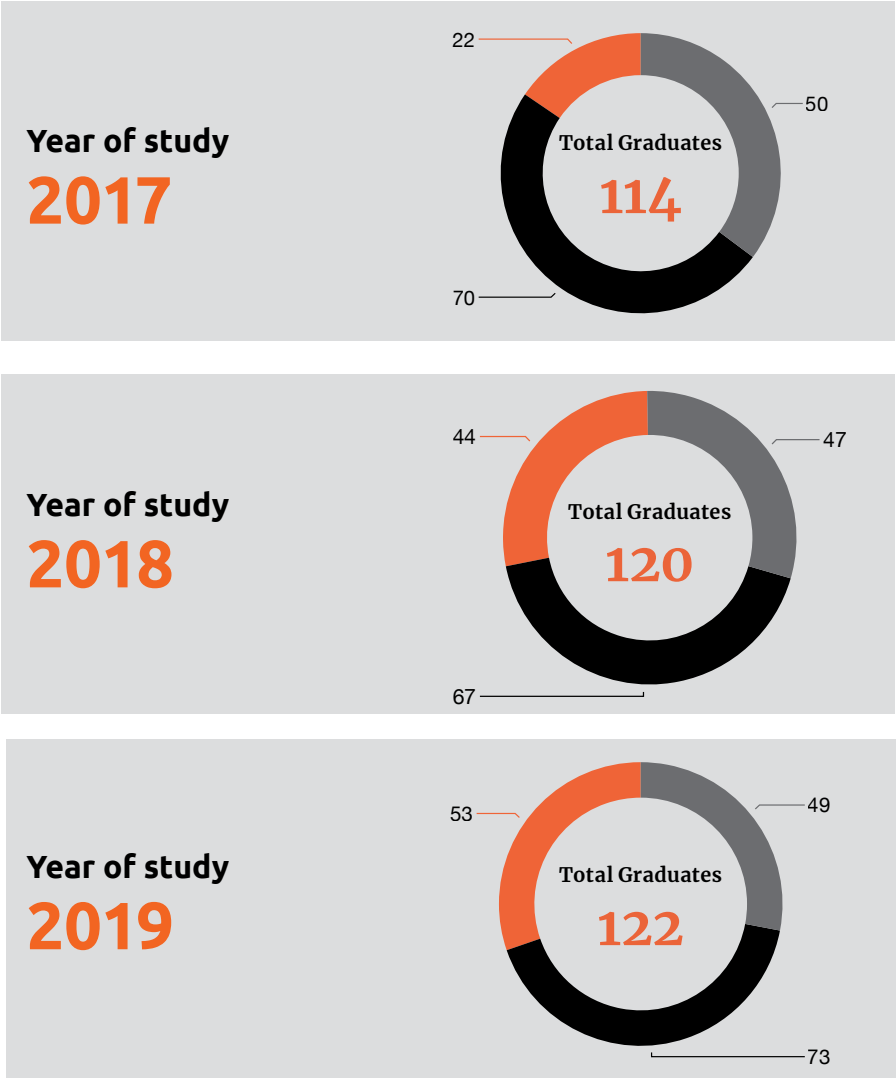
Grounding the business entrepreneurs in the orthodox and the orthopraxy of entrepreneurship for disruption in the 4IR was the overall impact provided by all the facilitators in the SBEP programme. Without their dedication and commitment, this impact would not have been achieved. I salute all of my colleagues.

Lastly, I am hopeful that SBEP, with the continued support from UJ Finance and Expenditure, 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 AND ESD VALUE OVER TIME



KEY

Female ownership ●

Male ownership ●

Youth owned ●

2017 Industries		2018 Industries		2019 Industries	
Aluminium & steel products	2	Agriculture	2	Agriculture	1
Artwork	2	Airconditioning services	2	Airconditioning	4
Catering services	4	Branding amd Marketing services	9	Aluminium contractor	2
Cleaning services	3	Catering	6	Branding & Printing	4
Confectionery and Catering	2	Construction	45	Building maintenance	1
Conferencing and exhibitions	1	Consulting services	2	Car sales	1
Construction	35	Consumables supplies	8	Catering	5
Consulting services	2	Energy and mechanical services	1	Cleaning chemicals manufacturing	5
Consumables supplies	6	Engineering services	3	Construction	30
Counselling	1	Events management	6	Consulting	2
Electricity	2	Facilities Management	2	Consumables supplies	4
Equipment hire	1	Glass and Partitioning specialist	3	Corporate Interior design and Exhibition	1
Events management	4	Hygiene	1	Digital Publication	1
Facilities Management	4	ICT	5	Draughting maintanaince	1
Funeral services	2	Laboratory services	1	Electrical & Engineering services	12
Hardware supplier	1	Landscaping	2	Events management	1
Hygiene products	3	Logistics	4	Facility management	7
ICT	6	Maintenance and electronics	2	Health and Skincare	1
Landscaping	6	Manufacturing and retail	7	ICT	5
Logistics & Transport	6	Photography	1	Industrial tools supplies	1
Petroleum distribution	1	PPE Clothing	2	Laboratory consumables	1
Plumbing and Water management	2	Recruitment	3	Marketing and events management	12
PPE	8	Security services	2	Paint Manufacturing	2
PR, Marketing, Printing	4	Vehicle repairs and Parts Sales	1	Personal Protective Clothing	1
Private Investigations	1			Photography & Videography	1
Recruitment services	1			Plumbing	2
Security services	3			Professional Services and Supplies	1
Training services	1			Recruitment, Disability Staffing Solutions	1
				Research	2
				Security services	1
				Stationery	6
				Logistics & Transport	3
Total	114	Total	120	Total	122

CONCLUSION

Overall, the entrepreneurs appreciate the impact offered by the course; the positive changes in their businesses and the benefits on employment. The entrepreneurs testify to the contribution that the programme has made to the changes that they have implemented in their businesses, particularly around identifying new opportunities for growth, improved administration systems and better labour relations, all resulting in enhanced success and sustainability.

The evaluation has also highlighted the value of more targeted selection in ensuring that the students are able to engage with the content of the course and that they are at a point in their cycle where they are able to integrate the new knowledge and skills applied. The targeted selection also provides potential value for integrating the graduates into different supply chains.

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.

Small Business Enrichment Programme (SBEP) and mentorship programmes

The SBEP is designed to equip enterprises with business management skills and techniques by using highly qualified lecturers, well-structured training, and informative training materials. The programme is approved by the University and pitched at NQF Level 5.

The SBEP has proved to be an ideal intervention for SMMEs, particularly for existing businesses who require turnaround and growth strategies. More than 95% of the beneficiaries complete turnaround and run profitable businesses upon completion of the programme. The entrepreneurs have been equipped to be able to access business opportunities and funding from various financial institutions.

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.

JBS CENTRE FOR ENTREPRENEURSHIP TEAM

Ms Omphile Modise-Mashishi
(Program Manager SBEP)



Ms Thabile Msibi
Designation: Programme Coordinator



Ms Boitumelo Molotsi
Designation: Programme Coordinator

2019

UJ FINANCE EXPENDITURE SBEP SUCCESS STORIES

MATIX MANUFACTURING (PTY) LTD

Nomalanga and David Qube are the founders of Matix Manufacturing, formerly known as Chematix Manufacturing. The company based in Olifansfontein specialises in supplying cleaning chemicals, disinfectants and sanitisers to individuals, retailers and wholesalers.

At inception, Matix operated without formal business structures. Faced with this and various other challenges, Nomalanga and David decided to enrol for the SBEP at the Johannesburg Business School Centre of Entrepreneurship (JBSCE). The SBEP impacted the couple with necessary skills to manage their business' operations, human resources, finances and marketing, as well as pricing and costing of their products. This enabled the company to acquire the International Standardisation Organisation (ISO) certificate, which has begun to open huge business opportunities for the company.

Although COVID-19 has negatively affected many SMMEs in South Africa, Chematix Manufacturing is competing well in the market and the company has evolved to become a formidable domestic and industrial chemicals producing entity.

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



BRAAI GURU SA

There is no doubt that supporting entrepreneurship through corporate supply chains delivers material benefits to local economic development and transformation and therefore it's a good Business.

Vusi Fele. Chief Procurement Officer at ABSA Group.

Masemola Tau is the owner of Braai Guru, a proudly South African food enterprise. Braai Guru is a mobile South African braai company that specialises in mobile braais, spit braais as well as customised menus for corporate, private and public social events. The company provides high-quality South African meat in a truly traditional South African braai lifestyle. The Braai Guru was established in 2018.

Like many other start-up SMMEs in South Africa, at inception, the Braai Guru had no specific target market, which posed operational challenges as the company tried to service every client in the market. Driven by the passion and desire to position the Braai Guru as the most loved South African food brand, Tau Masemola enrolled for the Small Business Enrichment Programme (SBEP) at the Johannesburg Business School Centre for Entrepreneurship (JBSCE). The SBEP impacted Tau with segmentation skills which enabled the company to know its customers better and subsequently offer quality and customised services to them. Owing to customer segmentation that Tau implemented, the Braai Guru's turnover increased despite the negative effects of COVID-19 ravaging the South African SMME sector.

VIDEO LINK: <https://youtu.be/W7N5Y3jikQ4>



UJ Finance Expenditure SBEP Success Stories

BEYOND AID GLAMPING ADVENTURES

We believe that opening up opportunities for SMMEs to access corporate supply and delivery chains is one of the most efficient and constant ways in which established corporates can contribute to sustainable entrepreneurship development.

Chief Procurement Office at ABSA Group. Vusi Fele

Beyond Aid Glamping Adventures specialises in corporate events, promotional gifting and supplying branded merchandise. The company was established in 2012 by Gugu Sithole, as Beyond Aid (Pty) Ltd and later renamed Beyond Aid Glamping Adventures. The owner of the company is an alumnus of the Small Business Enrichment Programme (SBPE) implemented by Johannesburg Business School Centre for Entrepreneurship (JBSCE). The emergence of COVID-19 at the beginning of 2020 put a strain on Beyond Aid's finances, as it did to many other SMMEs in South Africa. To keep the business afloat, Gugu decided to pivot her business' operations and started a new division called Glamping Adventures to increase business opportunities for her company. Gugu had this to say, "Although corporates are not giving us much business as they used to do, the pivoting has enabled us to realise a lot of revenue during this pandemic. Now our events are attracting hundreds of people but we limit participants to 50 people because of the government's COVID-19 regulations. People recognise with the brand more than ever". Apart from pivoting skills, the SBEP also empowered Gugu with essential skills to delegate duties at her company, which proved critical for the efficient running of her business. Compliments to Johannesburg Business School's SBEP, the branding and delegation initiatives that Gugu implemented at Beyond Aid Glamping significantly improved the turnover of the her business

VIDEO LINK: <https://youtu.be/PvqQn2fgmZw>



UJ Finance Expenditure SBEP Success Stories

SMS HALAAL CATERING

Transformation must affect every aspect of the business, from employment development and suppliers.

MD. Coca-Cola Beverage South Africa

SMS Halaal Catering is a family business that specialises in catering and events management. The company offers intimate and extravagant catering services for parties and weddings. Salim Samsook and his wife Munira, along with their team, offer exquisite culinary and events management services. As a family business, SMS Halaal had its fair share of operational challenges. Like many SMMEs, SMS Halaal had no proper accounting systems in place. This and other challenges led Salim to enrol for the Small Business Enrichment Programme (SBEP) at the Johannesburg Business School Centre for Entrepreneurship (JBSCE). This marked the beginning of great things for SMS Halaal Catering. After attending the SBEP at JBSCE, SMS Halaal's business turnover tripled due to better accounting systems and administration skills that Salim began to implement in their business. "Before attending SBEP, we used money anyhow, there was no proper accounting for the business funds but now we account for every cent that comes in and goes out of the business", said Salim. At the moment, SMS Halaal is financially stable and performing exceptionally well in the market, despite COVID-19 challenges being experienced in the South African SMME sector.

VIDEO LINK: <https://youtu.be/BkBu0TQmxsc>



UJ Finance Expenditure SBEP Success Stories

LENADO PROJECTS

Supplier development is actually about how we procure locally as opposed to tick box BEE compliance.

COO, Commerce Edge. Debbie Tagg.

Lenado Projects, an SMME that specialises in electrical installations of domestic and industrial properties, is owned by Katlego Motsepe. Lenado Projects has been in existence since 2010. Katlego Motsepe, the owner of Lenado Projects, is a qualified electrician who has vast experience in electrical installations of domestic and industrial properties. Since inception, Lenado Projects operated without proper business structures. The lack of proper business structures exposed the business to administration challenges as Katlego couldn't delegate duties to his employees. The failure to delegate company duties subsequently affected Lenado Projects' turnover, as the company couldn't create new business opportunities. Motivated by the desire to properly manage his business, Katlego enrolled for the Small Business Enrichment Programme (SBEP) at the Johannesburg Business School Centre for Entrepreneurship (JBSCE). The decision to enrol for SBEP marked the turning point for Lenado Projects, as the programme empowered Katlego with business structuring and delegation skills, which were desperately needed in his business. Today, Lenado Projects consists of various essential departments, such as marketing, human resources, finance and operations. These departments have become the critical structures for Katlego to efficiently serve his clients and increase the turnover of his business. While other SMMEs are struggling to remain profitable due to COVID-19, Lenado Projects has managed to secure lucrative business ventures with local major hospitals which has increased profits for the company.



UJ Finance Expenditure SBEP Success Stories

SBEP IN PERSPECTIVE BY THE PROGRAMME MANAGER



Profits alone without the resilience, perseverance, and the economic and social impact one has in society cannot determine the success of an entrepreneur. An entrepreneur who willingly and consciously develops soft and business acumen skills is somewhat promised growth, but that depends on one's tenacity to seek opportunities. For the past six years, the University of Johannesburg Finance Expenditure in partnership with the Johannesburg Business School Centre for Entrepreneurship have been spearheading entrepreneurship development through business training, availing of business opportunities, coaching and facilitation of access to market.

Throughout the years I have noticed that both the funders (UJ Finance Expenditure) of the Small Business Enrichment Program (SBEP) and the implementers of the program (JBS Centre for Entrepreneurship)

have passion for entrepreneurship development. Nonetheless, it is also pertinent to acknowledge the wisdom, knowledge and experience of the lecturers or facilitators of the SBEP, who often avail themselves to entrepreneurs for after care support beyond the lectures. The same can be said about the programme coordinators who have professionally supported the facilitators, entrepreneurs, and the funder to ensure successful implementation of the programme.

Over the years, I have witnessed many SMMEs transforming from being struggling businesses to successful enterprises signing huge business contracts after attending SBEP. Indeed, there are many success stories of SBEP alumni who have implemented financial controls or business processes to create employment and generate profits for their enterprises. All this testifies to the impact the programme has on entrepreneurs across the board whether on start-up phase or growth trajectory. I would like to express my gratitude to UJ FinEx and JBSCE for their commitment to entrepreneurship training and development, and the networking opportunities availed over the years. May the good Lord continue to bless the institutions and their people to continue developing more entrepreneurs for the good of our country South Africa.

Ms Omphile Modise-Mashishi

Program Manager: Small Business Enrichment Programme

SUPPLIER DIRECTORY

Construction

- Kairotic M Projects
- Yayi Engineering
- Sifo Logistics
- VLHV Trading and projects
- Zwotea Holdings
- Hasmal construction
- Pyramid 25 Investment
- Meloba
- Dizolz Construction
- CTMN Construction
- GLU Trading and Projects
- Taylor works investment

Branding and marketing

- Queens in branding
- Ukusa enterprise development
- RR Creative Solutions

Professional services

- Inside education
- Modern centric
- Limbatec

Technology and ICT solutions

- Muz Creations
- Lebowa networking
- Khanyayo Technology Group

Events

- Mmila Exhibitions
- Events by Bahati

Detergent manufacturing

- Matix manufacturing

Property

- Ezzy property

Corporate gifting and promotions

- Southern Eland

Catering

- Delhi Deli foods

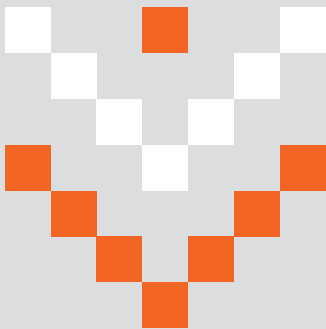
Media and photography

- G Madina Enterprise

2019

SUPPLIER DAY PHOTOGRAPHS





Contact details:

Johannesburg Business School, Finance Expenditure,
University of Johannesburg Advancement boardroom
Maropeng Building level 2
Doornfontein Campus

Email: Prudencem@uj.ac.za

Tel: +27 (0)11 559 6359

Published by Johannesburg Business School, Centre for Entrepreneurship (JBSCE)

uj.ac.za/faculties/cbe