

**Thebe Foundation Trust (TFT)  
in partnership with the  
Johannesburg Business School  
Centre For Entrepreneurship (JBSCE)**



**THEBE  
FOUNDATION**

**SMALL BUSINESS  
ENRICHMENT PROGRAMME  
SUCCESS STORIES 2020**

**JBS**  
JOHANNESBURG  
BUSINESS SCHOOL



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## MESSAGE FROM THE THEBE CHIEF EXECUTIVE OFFICER



The Thebe Foundation in partnership with the Johannesburg Business School Centre for Entrepreneurship (JBSCE), have taken the Enterprise Development initiative to higher levels. Through the Small Business Enrichment Programme (SBEP), our partnership has developed over 400 SMMEs, across 13 industries. Our partnership with the JBSCE has made a profound contribution to enterprise development goals not only for our two organisations but for the entire country.

For quite some time, the Thebe Foundation has been supporting the enterprise development agenda by ensuring that SMMEs from disadvantaged communities enrol for the Small Business Enrichment Programme (SBEP) at the JBSCE. By doing so many of our deserving entrepreneurs have been able to acquire relevant entrepreneurship skills.

The SBEP has proved over time to be instrumental in ensuring that SMMEs have the necessary skills to implement structured business turnaround strategies to provide quality products and services at competitive prices. The programme has consistently helped beneficiary SMMEs to develop their knowledge, skills, businesses, and careers to become sustainably profitable.

As Thebe Foundation, we are pleased that our partnership with JBSCE has had a significant and transformative impact on small businesses' growth and profitability. We are committed to the upskilling and development of our entrepreneurs for the foreseeable future. We would like to wish all the beneficiaries of the SBEP longevity and success in their businesses moving forward.

**Mr Lehlohonolo Chabeli**

Chief Executive Officer: Thebe Foundation Trust



**Ms Moipone Molotsi** (Former JBSCE Director) | **Prof Ed Bbenkele** (CHEMIN Board Chair) | **George Nxumalo** (Thebe/UJ graduate) | **Mr Lehlohonolo Chabeli** (Thebe Foundation 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 Thebe Skills Development Programme from 2010. 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 the Thebe Foundation, is testament to the University of Johannesburg's commitment and contribution to SMME development, job creation and revitalisation of the South African economy.

In the 2020 cohort, 49 entrepreneurs completed the Thebe/UJ SBEP programme 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 Thebe Foundation 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

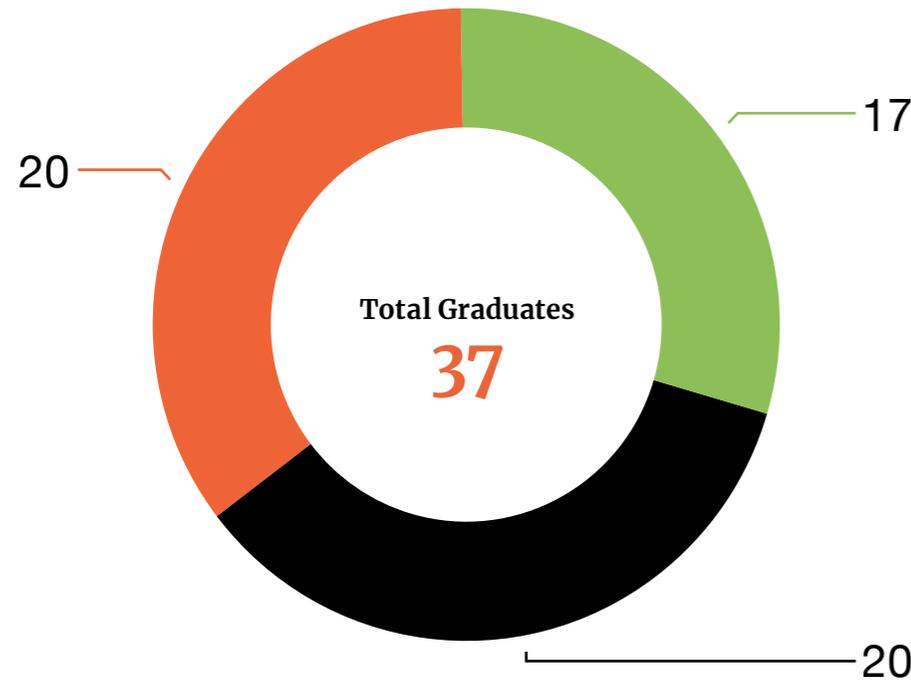
develop or to sharpen their value propositions. This understanding of how to run a profitable business is demonstrated by the ability of the entrepreneurs to make critical decisions to increase value for their clients and for their businesses. In addition, the graduates demonstrate confidence and the ability to turn around their businesses by using the Business Model Canvas 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 the Thebe Foundation, 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  
**2020**

- KEY**
- Female ownership ●
  - Male ownership ●
  - Youth owned ●

Thebe Industries 2020 Semester 1		Thebe Industries 2020 Semester 2	
Constrction	5	Safety clothing and Telecommunications	3
Hospitality	3	Cleaning & Hygiene	1
ICT Software developer	4	Film Production and Entertainment	2
Events,Entertainment, Media and Marketing	4	Education, Skills Development and Training	1
Branding, Printing and Professional services	2	Mining and Energy	1
Waste Management	1	Tourism and Travel; Safety (PPE)	4
Food Industry	3	Automotive	3
Farming	2	Downstream oil sector	2
Financial Literacy events and corpotate financial literacy masterclass	1	Healthcare	1
Accounting Services	1	GIS, Environmental Management	1
Plastic Manufacturing	1	Health Sector	1
Trolley Manufacturing	1	Beauty Industry	1
Property Services and Management	1	Culinary	5
Furniture Manufacturing	1	Farming and Skills Development and Training Programmes	1
Funeral Home	1	Textiles Manufacturing	6
Training and Organisatiobal Development	1	Agriculture	4
Life Skills Development and consulting	2	Construction and Maintenance	7
Supply	1	Property Development And Consulting	3
Motor Mechanics	1		
Sanitary Pads	1		
<b>Total</b>	<b>37</b>	<b>Total</b>	<b>47</b>

## 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 South African economy. There is also an indication that there is consistent upward trajectory of youth participation in the economy.

## 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"> <li>- Induction and Orientation</li> <li>- Introduction to Entrepreneurship</li> <li>- Entrepreneurship</li> <li>- Business Turnaround 1: Motivation</li> <li>- Business Turnaround 2: Motivation</li> </ul>	DPhil (Marketing)	Temporary	UJ (CBE)	23	12
Ms Eunice Raikane	<ul style="list-style-type: none"> <li>- Kiyosaki Modelling and Entrepreneurship</li> <li>- Financial Game</li> </ul>	MBA	Temporary	Amantle Consulting	9	13
Mrs Ayisha Akalwaya	<ul style="list-style-type: none"> <li>- Entrepreneurial Growth Strategies</li> <li>- Tools for Entrepreneurial Growth</li> <li>- SARS – Turnover Tax for SMMEs</li> </ul>	Conditionally accepted for PhD in Business Management/ Entrepreneurship	Temporary	UJ (CBE)	12	10
Dr Shepperd Dhlwayo	<ul style="list-style-type: none"> <li>- Managing Your Finances 1</li> <li>- Managing Your Finances 2</li> <li>- Financial Costing</li> </ul>	PhD in Entrepreneurship	Temporary	UJ (CBE)	18	2
Mr Guy Toko	<ul style="list-style-type: none"> <li>- IT and Your Business 1</li> <li>- IT and Your Business 2</li> </ul>	PhD Information Systems (in progress)	Temporary	UJ (CBE)	13	3
Ms Dimakatso Phiri	<ul style="list-style-type: none"> <li>- Quality Management for Growing Business Entrepreneurs 1</li> <li>- Quality Management for Growing Business Entrepreneurs 2</li> </ul>	Master of Science in Psychology	Temporary	Productivity SA	1	20
Mr S Gwebu	<ul style="list-style-type: none"> <li>- Marketing Management for Growing Entrepreneurs 1 and 2</li> </ul>	MBA (Marketing and Finance)	Temporary	UJ (CBE)	15	10
Mr John Muofhe	<ul style="list-style-type: none"> <li>- The Regulatory Environment for SMMEs and BEE</li> <li>- Practical Aspects of Compliance</li> </ul>	MCom (HRM)	Temporary	UJ (CBE)	29	0
Dr Bulelwa Maphela	<ul style="list-style-type: none"> <li>- Opportunity Identification and Feasibility Analysis</li> </ul>	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 THEBE FOUNDATION TRUST TEAM



**Ms Carol Keshy**  
Designation: Project Manager



**Mr Mpho Rikhotso**  
Designation: Project Coordinator

# 2019

## THEBE FOUNDATION TRUST SUCCESS STORIES

### BREWED ECHOES

Kgositsile Mokhosi is the owner of Brewed Echoes a company that is based in Gauteng's East-Rand. The company was established in 2014 but due to various challenges, but only became fully functional in 2018. They specialise in catering and Agro-processing to produce products such as salad dressings and marinades.

At its inception, Brewed Echoes used unconventional marketing strategies to promote its products and relied on word-of-mouth to generate new business. Upon realising that the company wasn't generating any revenue, Kgositsile decided to enrol for the Small Enterprises Enrichment Programme (SBEP) at Johannesburg Business School Centre for Entrepreneurship (JBSCE). It is here, at JBSCE, that Kgositsile was equipped with the skills to fully implement targeted marketing which was lacking in his business.

Notwithstanding the marketing skills, the SBEP also introduced Kgositsile to a network of entrepreneurs from various sectors of the economy. This network has played a vital role in the profitability of his company as referrals from this network increased business opportunities for Brewed Echoes. Despite facing a reduction in business due to COVID-19, Brewed Echoes is steadily generating profits.

**VIDEO LINK:** <https://youtu.be/M1Z3kqxHw>



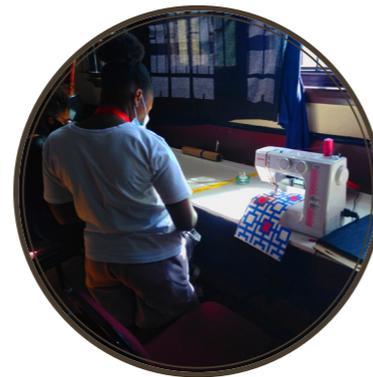
## RETHINK FASHION INCUBATOR

Rethink Fashion Incubator is the brainchild of Faith Mtshali. The company was established in 2015 and is located in Boksburg. They specialise in training unskilled, illiterate and disabled people from impoverished townships.

Since establishing the company, Faith single-handedly managed all the operations of Rethink Fashion Incubator. As a result, the company didn't generate revenue because Faith had no time to perform essential business functions due to the fact that she spent most of her time overseeing the day-to-day operations of the company. Driven by the passion to change lives, especially that of disabled people, Faith enrolled for the Small Business Enrichment Programme (SBEP) at the Johannesburg Business School Centre for Entrepreneurship (JBSCE). During the SBEP, Faith learnt of delegation which she went on to implement in her business. Through delegation, the Rethink Fashion Incubator owner was able to secure more business as she had ample time to attend various business meetings.

Apart from equipping Faith with delegation skills, the SBEP taught her to implement pivoting in her business. Through pivoting, she was able to diversify her business. She moved from focusing on dressmaking training to expanding into footwear manufacturing, and from offering only on-site training to including mobile training. This diversification of service offerings has enabled the company to generate profits despite the bumpy business environment caused by COVID-19.

**VIDEO LINK:** <https://youtu.be/5rw6Jgjj2Zk>



## LWAZI TEMO HOLDINGS

Lwazi Temo Holdings was established in 2016 by Lloyd Gwabeni. The company is an emerging competitor in the South African ICT sector. They supply products and services such as networking infrastructure, voice, CCTVs, access control, fibre optic as well as computers, cartridges, and printers.

Since its establishment, Lwazi Temo Holdings has competed in the market but did not generate satisfactory profits. This was due to the inadequate marketing strategies utilised by Lloyd. Driven by the desire to see his business generating profits, Lloyd decided to enrol for the SBEP after his best friend highly recommended the programme to him. Enrolling for the SBEP at Johannesburg Centre for Entrepreneurship (JBSCE) was the turning point for Lwazi Temo Holdings as the programme introduced Lloyd to various marketing strategies that were lacking in his business.

Lloyd credits the marketing strategies that he learnt during the SBEP, for Lwazi Temo Holdings generating huge profits and for them being a major competitor in the ICT sector despite the strain placed on SMMEs due to COVID-19.



## MNGOMA EMPOWERMENT GROUP (MEG)

Mngoma Empowerment Group (MEG) is a private company owned by Mzi Mngoma. The Johannesburg based company was established in 2014 with the aim to provide soft skills training and business advisory services. Mzi has been a businessman since 2007. His first company failed due to non-compliance and bad business decisions. Mzi, therefore, felt he needed professional training in managing an enterprise to avoid the mistakes that led to his previous failure.

The Small Business Enrichment Programme (SBEP) was an answer to Mzi's entrepreneurial pursuit. The Mngoma Empowerment Group owner enrolled for the SBEP at the Johannesburg Business School Centre for Entrepreneurship in 2020. During the SBEP, Mzi learnt of and went on to implement various ways to successfully manage an enterprise. Amongst the skills, Mzi applied are marketing strategies that enabled Mngoma Empowerment Group to generate large profits. To date, the company has expanded its business operations as far afield as Zimbabwe and Tanzania.

All praise goes to Thebe Foundation and the Johannesburg Business School Centre for Entrepreneurship (JBSCE) for availing such an opportunity to SMMEs from economically disadvantaged societies. Without these two institutions, Mzi's life and that of other township entrepreneurs, would not have been changed for the better.

**VIDEO LINK:** <https://youtu.be/VFYsahTWbl>



Thebe Foundation Success Stories

## SOUL INSPIRATION GLOBAL

Nthabi Montsho-Mngoma is the founder of Soul Inspiration Global. The seasoned Social Entrepreneur established the company in 2015 with the aim to transform mindsets through tailor-made programmes which could unleash the potential of individuals. The company is 100% black female-owned. Since its establishment, Nthabi managed Soul Inspiration Global using the knowledge she acquired during her corporate journey. As a result, the business did not generate the expected profits. "I couldn't implement proper record keeping of business receipts, I did not know how to charge for my service offerings and the confidence of running projects was very minimal all because of lack of knowledge", said Nthabi.

In 2020 Nthabi decided to enrol for the Small Business Enrichment Programme (SBEP) at the Johannesburg Business School Centre of Entrepreneurship (JBSCE). The programme equipped her with the necessary skills and knowledge of the following subjects Project Management, Pricing Products, Strategic Planning, Digital Marketing & Marketing Strategies, Technology usage and Payroll Systems. This empowered Nthabi with the tools to implement more convenient and effective ways of growing her business.

Soul Inspiration Global is rapidly growing and continues to thrive despite the fact that the SMMEs are facing serious challenges because of COVID-19.

**VIDEO LINK:** [https://youtu.be/l0fh4T\\_RuQ](https://youtu.be/l0fh4T_RuQ)



Thebe Foundation Success Stories

## SBEP IN PERSPECTIVE BY THE PROJECT MANAGER



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 the Thebe Foundation our sponsors or partners. It's through their support that we have been able to implement the SBEP programme to address the challenges faced by our SMMEs.

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

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 turn around their business on completion of the SBEP. These success stories are a result of hard work by the students and the

## SUPPLIER DIRECTORY

### General buildings

- Adelia Creations Enterprise

### Information Technology

- Dllloyd Creative Enterprises Pty Ltd
- Glo-Mo Solutions
- Lisiko Systems (PTY) LTD
- Independent ICT Consultant (Pty) Ltd

### Hospitality /Transport and Logistics

- Flossie's B and B Catering and Transport Services
- Syavaya Corporate Travel

### Retail

- Langa Interventions

### Education

- Youth Money Circle

### Film and Entertainment

- Cherrystar Films

### Manufacturing

- Eddie's Mobile Kitchen

### Food and beverage

- IPPYS Delights Custom Cupcakes

### Construction

- Madupenx Group (PTY) LTD

### Agriculture

- Masa Sunrise Farming

### Petroleum and engineering

- Moepatutsee projects (PTY) LTD
- Tsalach Ariel (Pty) Ltd

### Marketing and Events management

- NK Innovations

**2019/20**

**THEBE FOUNDATION UJ -  
MARKET ACCESS BUSINESS  
SUMMIT**



**Thebe Summit 2019**



**Session 1**



**Session 2**



**Session 3**



**Session 4**



**Session 5**



**Session 6**



**Highlights**



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