



... unfolding the potential for
jobs and income



**Basic Entrepreneurial
Skills Development**

BESD – Basic Entrepreneurial Skills Development

Unfolding the potential for jobs and income

The informal sector has become 'home' for many job seekers in South Africa. Very often this is not by choice, but rather because they do not have the skills for jobs in the formal economy. To make these informal businesses more sustainable and to create additional jobs skills development is crucial in this part of the economy.

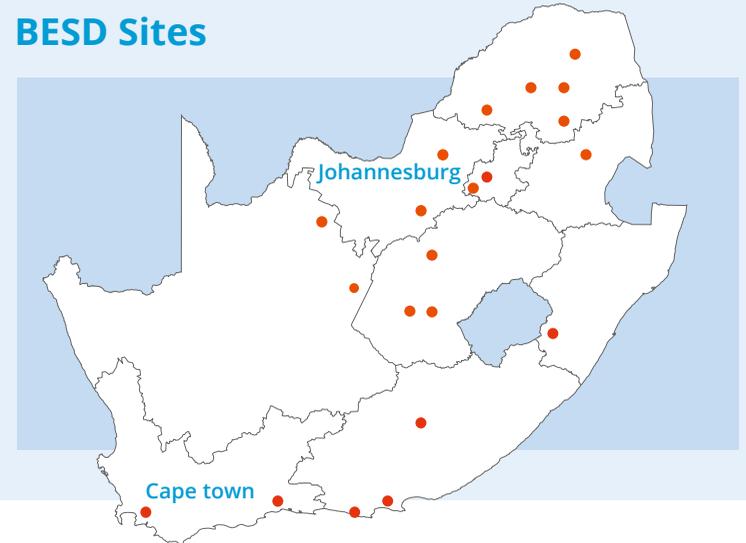
At the core of the BESD model lies the transfer of basic business skills to business owners during weekly two-hour, one-on-one coaching sessions at the business premises over approximately 15 months. From 2009 to 2011, following the initial training of business coaches, more than 800 business owners in six BESD sites across the country took part in the BESD course. Six of around 100 participating entrepreneurs in Soweto present their businesses to you in this leaflet - let their success inspire you!

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Currently, around 210 business coaches are trained in 18 sites in all provinces. Starting in 2015, they will coach up to 2,500 business owners.

The Basic Entrepreneurial Skills Development (BESD) project is supported by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ). It is financed by the South African Department of Higher Education and Training (DHET) and implemented by the Department of Small Business Development (DSBD) with its Small Enterprise Development Agency (Seda).

BESD Sites





Joyce S.

ROCK CITY FRUIT AND VEGETABLES

Fruit and Vegetable stall

Changes I have managed to organise my finances better to pay off some of my debt. To increase my visibility and to market my business better, I have painted my store and more customers come. I bought a car and now I am also selling second hand clothing in Limpopo where I come from and employ two family members.

Vision | Dream My dream is to be recognised as a business woman and I would like to see my business grow so I can create job opportunities for others. I would also like to see my business selling stock in bulk and have enough storage space available so that customers will come and purchase stock from me rather than going as far as the Johannesburg market to buy their stock there. This would save them time as well as money they would otherwise be spending on transport to get there and I would increase my number of customers.

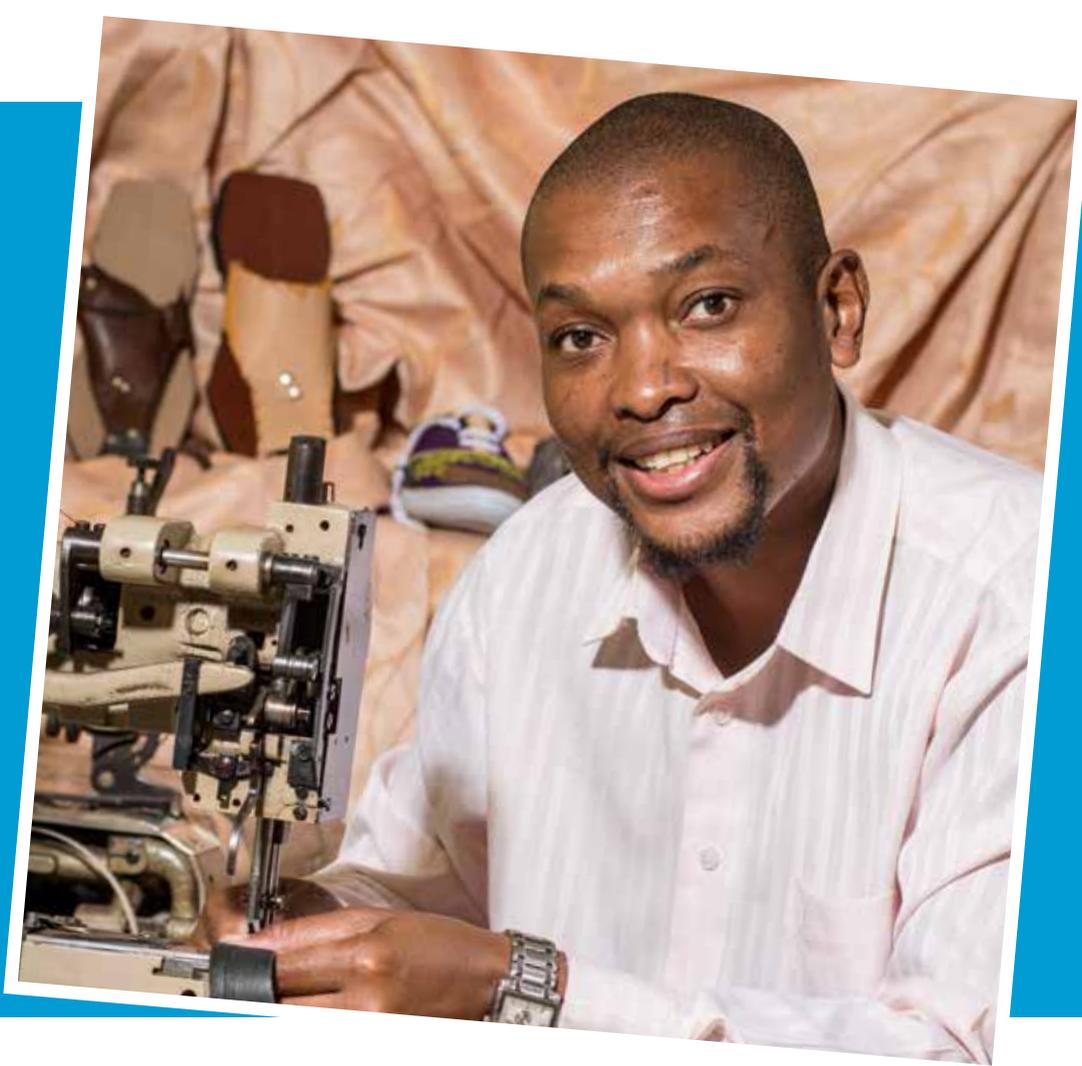
Tshepo Leonard M.

AFRO-LEGEND MANUFACTURING

Shoes and belts

Changes I have already developed a bookkeeping system for my business and also learned to manage the HR side of the business. I have managed to identify my niche and since then have improved my products to grow my market share. I have more customers and men's clothing shops are now also selling my shoes.

Vision | Dream My vision for the business is to apply a standard of excellence in all areas of the business, whether it is in ensuring that the products we source are of the highest quality or whether it is in creating a working environment where the employees can craft leather of exceptional standards. Service level agreements will be of upmost importance for the survival of the company and we want to ensure that the needs of our customers are put at the forefront of the business.





Thulani N.

STHUKZIN AFROCENTRIC CORNER

Leather & hair

Changes I worked hard and succeeded to get clients who own shops in places like shopping malls, casinos or markets. This enabled me to get more orders in, which help my business grow. I now have one person working for me.

Vision | Dream My vision and dream is to have an establishment that is a popular one-stop-shop. I have realised that there is a big market out there for the services we offer. I would love to have a manufacturing and distribution space so that we can supply our products everywhere.

Rebecca N.

REBBS & GIRLS

Florist

Changes I have started making flower arrangements and I have expanded my business to cater for all occasions and events. The quality and variety of the flowers has improved and I now employ two family members who assist me.

Vision | Dream I always dreamt of having my own business and after experimenting with different options at my previous employer, I finally made this dream a reality and started my own business. I work hard and sometimes I struggle, but it is worth it! My dream is to expand my business and eventually even grow my own flowers on my very own flower farm.





Letta L.

LUCY MIMI TRADING PROJECTS

Trading/Scrap yard

Changes I can now calculate my daily productions and am able to calculate profits and losses. I have also learnt to prepare and calculate my stock before selling. Another achievement is that productivity has increased, I have more customers and I have managed to create three more jobs for people in my area.

Vision | Dream My vision is to help our community to clean our streets and yards of all kinds of scrap. My dream is to create more jobs and to empower unemployed people by exchanging, trading and selling items. I would also like to help government by storing steel that will later be used for manufacturing and I dream of having enough space to store big reusable steel items (eg. hydraulics).



Nico N.

**NDALA DOMESTIC FURNITURE T/A
KUGWANE FURNITURE MANUFACTURERS**
Furniture manufacturing and refurbishing

Changes I have learnt more about how to budget and use receipts as well as an order book and I have since then started to save some of the money made by the business. I have also learnt more about marketing. A wonderful change has been that my business has grown: I now have five employees working for me and I bought a new belt sander and router.

Vision | Dream My vision is to employ another five workers or more and to help others find employment by training them. I also dream of having my very own show room for my furniture.





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BESD – Basic Entrepreneurial Skills Development

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