



SMME CONFERENCES

WASME 19th ICSME

The World Association for SMEs (WASME) will hold its 19th International Conference on SMEs (ICSME) in Durban from 18 to 21 September 2013.

The theme of this year's event is "Beyond the downturn: Revitalising the global economy through small and medium enterprises".

For further information, visit www.wasmeicsme2013.org



2013 Africa SMME awards

The Africagrowth Institute will host the sixth Africa SMME Conference and Awards in Benoni on 5 September 2013.

The conference will focus on success stories, best practice and key challenges facing Africa's SMMEs in the global market. BSSA Deputy CEO Elize Bezuidenhout will be one of the panelists.

Successful SMME enterprises will receive awards at a gala dinner after the conference.

For further information, visit www.africagrowth.com



Completed Training:

BBSDP network facilitators trained

BSSA has completed the training of 103 prospective network facilitators of the Black Business Supplier Development Programme (BBSDP) of the Department of Trade and Industry (the dti). Learners in eight provinces were trained.

The BBSDP was introduced by the dti in 2002 to address the constraints many black-owned small enterprises face in participating in the economy.

The BBSDP provides a matching grant to enterprises to assist them in improving their competitiveness through for example upgrading managerial capabilities, market development and quality improvement. Independent network facilitators assist small enterprises to access the BBSDP matching grants.

The dti has long been concerned that the footprint of the BBSDP was weak in provinces other than Gauteng, and especially in rural areas. The present initiatives have focused primarily on these areas.

The training focused on BSSA's business diagnostic tool, Build a Better Business (BBB), and aspects of financial analysis and business ethics.

After the training, learners had to compile a BBSDP application for an actual business. Each application then had to be presented to a panel from BSSA.

Training for candidates from Gauteng will start on 9 September 2013.

"BSSA is a world-class training organisation making a real difference to the lives of entrepreneurs."

*Renier Grosch
Network facilitator of the BBSDP*

Who's who at BSSA:

Trainer support

Our trainers would not be able to do what they do best without the support of our two office assistants:

Nthabiseng Serage joined BSSA in January this year as an administrative assistant. She has studied marketing at TNC Temba, and obtained a secretarial diploma at the Avuxeni Computer Academy in 2010. Nthabiseng enjoys singing and is a keen soccer player.



Nandi Mtintsilana has been with BSSA as a receptionist since July last year. She has studied at the Placecol Institute in Centurion, and has worked at the Placecol Spa as a facial technician.



She was also the assistant manager at the Mokki furniture store in Centurion. In her spare time, Nandi likes to read, exercise and conjure up interesting dishes in the kitchen.

UPCOMING COURSES

BSSA to train suppliers

Negotiations are underway between Motswiri Consultants and Petra Diamonds to support SMMEs in the communities around the mines to be considered as suppliers to the mines at Kimberley and Finsch (Kuruman), Koffiefontein and Cullinan.

If successfully concluded, BSSA will be contracted to offer the training. The programme is likely to start in September 2013.

COMPLETED COURSES

Middelburg Chamber

BSSA has trained 14 groups of SMME owner-managers in Middelburg to date. This programme, run by the Middelburg Chamber of Commerce and Industry and financed by Absa, will be completed during September 2013. This is the third year that BSSA has been contracted by the Chamber to train SMME owner-managers.



BSSA COURSES

Work on your skills

Whatever your business training needs, BSSA has a course for you. Read about the wide selection of training programmes BSSA offers [here](#).



Shalati Mokgotho, owner of Mitiro Sewing Centre, is growing her fledgling business after attending a BSSA course.

Success Story:

Improving capacity to meet clients' needs

A BSSA course on effective financial management has enabled a Tshwane sewing business owner to increase her staff capacity, focus more on her customers and grow her fledgling business.

Shalati Mokgotho (55) of Winterveldt owns Mitiro Sewing Centre, which produces primary and high school uniforms, matric dance outfits, uniforms for churches and burial societies, traditional clothing, curtains and linen, and hair pieces.

Shalati started her venture in 2010 after relocating from Johannesburg, but says the first few years were mainly preparatory in nature. Working from home, she offered sewing skills training to local women, but struggled to attract customers to her products in an area where most people are lower income earners.

The budding entrepreneur persevered, however, and was soon able to rent premises from a local general dealer. The increased visibility for her business assisted her in drawing more customers. A major breakthrough came earlier this year when she clinched a contract to make school uniforms for three schools in the area. Since then, demand for her products has risen markedly and she has employed two of her former trainees as well as a part-time employee.

Shalati attended the three-day BSSA course on effective financial management in April this year. The training formed part of a series of workshops for SMMEs run by the Institute of Business Advisers (IBA) and sponsored by the Tshwane Metro.

"I learnt about the importance of improving the capacity of my business in order to meet my customers' needs," she says.

Shalati realised she was doing almost everything herself – from production and purchasing to marketing. She has now delegated the production to others, enabling her to take on a supervisory role.

"This has meant I can focus more on the needs of my existing customers as well as on attracting new clients," she says. She markets new products and communicates occasional sales via SMS to her customers.

Eager to learn more to improve her business, Shalati is setting up book-keeping systems and has requested BSSA for assistance in this regard.

Address:
17 Quintin Brand St
Persequor Park
Plantech Building
Pretoria

Tel: 012 349 1777
Fax: 012 349 2310

Email: ejb@bssa.co.za
Website: www.bssa.co.za

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