



**SMME**

Small, Medium and Micro Enterprises  
Development Programme



**Programme empowers aspirant emerging entrepreneurs**

**West Rand** — British American Tobacco (Bat) South Africa has been the main corporate sponsor of the Roodepoort Chamber of Commerce and Industry's (Rocci) Small, Medium and Micro Enterprises (SMMEs) Development Programme since 2008.

But South Africa's major investment in Rocci's SMME development programme contributes toward creating jobs and growing South Africa's economy.

It empowers aspirant emerging entrepreneurs with the necessary skills, knowledge and exposure to start or grow their businesses.

This is done through continuous business skills training and development courses and workshops, mentorship programmes, exhibition opportunities, as well as an annual SMME conference.

The training subjects include everything from developing a persuasive business plan, through to accessing finance and marketing your small business.

The SMME training programme is offered exclusively through the Roodepoort and Durban Chambers of Commerce and Industry.

**ROCCI'S PARTNERS**

The training partners for the SMME training are the following: British American Tobacco South Africa, Konitek Training and Development, First National Bank, Business Partners, Standard Bank, ZA Group, Cofesa, City of Joburg Region C and SA Revenue Services.

The training programme is supported by the *Roodepoort Record*.

**UPCOMING TRAINING**

Training topics for the upcoming SMME programme include:

- Business plan and access to finance.
- Human resources.
- Small business guide to marketing.
- Small business guide to taxation.
- Are you a networker or a NOTworker?
- Import and export.
- The tendering process.

If you would like to participate in the training programme, please contact Rocci's SMME help desk at 086 111 3304 or email [smme@rocci.org](mailto:smme@rocci.org) for the training schedule.

The training schedule is available on Rocci's website — <http://www.rocci.org/smmetraincalender.html> together with helpful toolkits, networking opportunities and other valuable information for SmmE

**Rewards for business**

**West Rand** — A 2009 graduate of the Roodepoort Chamber of Commerce and Industry's Small, Medium and Micro Enterprises Development Programme — Molobi Enterprises — was named the winner of this year's 702 Small Business Awards with Softline Pastel in an awards ceremony held at Primedia Place in Sandton last week.

The awards are based on outstanding service and call for listeners to nominate small businesses they have dealt with that go the extra mile.

The winner receives an advertising package for 702, including the production and flighting of a professional radio commercial.

In addition, they win a laptop and software from Softline Pastel.

"What really stood out from this year's competition was the level of personalised service that all the finalists provide their clients," says Steven Cohen, managing director of Pastel Accounting.

"You don't always have to have a new or clever idea to be a successful business owner because exceptional service will position you in a league of your own."

**WHERE IT STARTED**

Molobi Enterprises distribute refreshments, snacks and beverages to spazas, taverns, restaurants, hawkers, garages, private sector companies and government departments in and around Soweto.

The nomination for the business came in from Portia Pilane who was not only impressed by owner Malerato Molobi's excellent service and business savvy, but also her commitment to growing other entrepreneurs in her community.



**Malerato Molobi of Molobi Enterprises — winner of this year's 702 Small Business Awards with Softline Pastel — with 702 station manager, Pheladi Gwangwa and MD of Softline Pastel Accounting, Steven Cohen. Picture submitted.**

"Malerato encouraged other women to start their own businesses and was their support structure as she was already in the business.

The women started from small stands in street corners and moved on to selling in trolleys and today they own their shops and caravans.

"This is all because of this dynamic woman who believes in herself and others," wrote Portia.

Malerato's story mirrors those she

mentors in many ways.

She started selling sweets and snacks from her parents' house with a capital investment of R700 which she accumulated through 1c, 2c and 5c pieces.

She now has a distribution warehouse in Roodepoort and is one of the biggest players in this market.

"There were many things about Molobi Enterprises that impressed the judges, including her ability to

spot opportunities in her current market," said Pheladi Gwangwa, *Talk Radio 702* station manager and one of the judges on the panel that decided the winners.

"Because of her background as a former hawker, she understands better than some of the more formalised wholesalers that for a one-person business, time is incredibly valuable.

Molobi Enterprises give hawkers and spaza shop owners the opportunity to run their businesses without wasting time in queues all day buying stock.

She provides a one-stop solution to the informal trading sector."

The two runners-up in this year's awards were Vee's Airline Catering and Arwen Garmentry.

Both win software packages from Softline Pastel as well as an airtime package on *Talk Radio 702*.

Vee's Airline Catering started as a small canteen and only 18 months later has earned the respect — and business — from many of the bigger flight operators at the Safair/ Jetworx complex, adjacent to OR Tambo.

Arwen Garmentry creates exquisite corsetry and other structured garments.

Started by Arwen Swan who had no background in fashion design and had to teach herself to sew, the business now employs a number of people and has attracted a cult-like following from around the world.

"All 30 finalists showed a genuine commitment to their customers," said Grant Lloyd of Softline Payroll.

"They offer a shining example to businesses of all sizes in South Africa and show why the Small and Medium Enterprises sector is so vibrant in South Africa."

**West Rand based companies in the finals**

**West Rand** — The Small and Medium Enterprises sector on the West Rand featured prominently in this year's 702 Small Business Awards with Softline Pastel.

Roodepoort-based business, Molobi Enterprises, was named the winner, with a further five West Rand-based companies — Blind Boyz, Lakeside Funeral Parlour, Limelite Promotions, Nice by Nature Guest House and Bathon House Multi-Media — making it into the top 30.

- **Blind Boyz**

**Florida** — Blind Boyz was nominated for their consistent, outstanding service. The company was founded by Mike Ambrose and his wife Ronel in 2004. They are proud accredited suppliers of all Aluvert, American Shutters, Blind Designs and Luxaflex products.

• **Lakeside Funeral Parlour**  
**Maraisburg** — Lenore Beilings nominated Charles Stellenberg from Lakeside Funeral Parlour for the incomparable service he offered to her family at a very difficult time.

Lakeside Funeral Parlour was established in Johannesburg three years ago by RJ Stellenberg's son, Charles.

• **Limelite Promotions**  
**Florida Park** — LimeLite is a registered modelling agency, modelling academy and events

company that has been in operation for the past eight years and was established by Leander Blignaut.

They specialise in the production of beauty pageants, choreography of fashion shows, training of future beauty queens and the running of promotional events.

• **Nice by Nature Guest House**  
**Muldersdrift** — Kirsten Kemp nominated Shelly and Charl from Nice by Nature Guest Houses after the couple caught her eye with their impeccable service and guaranteed customer satisfaction.

This is a convenient guesthouse between Honeydew and Muldersdrift, on the famous 'wedding mile', a mere 15 minutes from Lanseria Airport and 30 minutes from Sandton.

• **Bathon House Multi-Media**

**Allen's Nek** — Lusanda nominated Bathon House, a graphic design and branding company based in Roodepoort. They are, in her opinion, the epitome of exceptional customer service, which provides dynamic and affordable solutions to everyday communications and marketing needs.

**BODY inc.** Start today and WIN!!

BEFORE AFTER BEFORE AFTER

Lost 13kg Lost 22kg

**Lose weight and keep it off!**

**New shop opening in Horizon on 1 October 2010**

Body Inc Diet is not just a diet - It's all about teaching you what you need to know to lose weight and supporting you all the way. Any person of any age can lose weight quickly and safe. Even people with diabetes, high blood pressure and cholesterol can benefit from the program.

**SO START TODAY AND LOOK GREAT FOR YOUR SUMMER HOLIDAY OR WEDDING DAY!**

We have a promotion for October giving away a weekend for 2, and 2 diets for 10 weeks. The winners will be announced on 5 November 2010

Mia Sweeney  
079 522 4047 / (011) 760 1150

[mia.bodyinc@vodamail.co.za](mailto:mia.bodyinc@vodamail.co.za)  
1 Canary street, Horizon

Cedarhill Christian Church presents

**BURNT OUT** on RELIGION?

Rise to a New Life

Service time: 9:00 Every Sunday

Place: Platinum Ballroom, Silverstar Casino (N14 Muldersdrift)

**Cedarhill** CHRISTIAN CHURCH  
[www.cedarhill.co.za](http://www.cedarhill.co.za)  
[info@cedarhill.co.za](mailto:info@cedarhill.co.za)  
011 534 1693- 082 451 8354

**REFLEXOLOGY**

**Bringing you closer to Health**

Susan Meredith Therapeutic Reflexologist  
(Registered: Allied Health Professions Council)

Relief from sports injuries and stress related symptoms such as:

- Stress
- Migraine/Headaches
- Infertility/ Hormonal Imbalances/ Menopause
- Back, Neck & Shoulder Pain
- Arthritis
- Sinusitis
- Sleep Disorders
- Digestive Disorders
- Bad Circulation
- Improvement of the body systems • Many others

844 Wilgespruit Crescent, Strubens Valley  
**072 209 6332**  
[www.solematereflexology.co.za](http://www.solematereflexology.co.za)