

# SEDA

Enterprise Development Support

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# WHO IS SEDA?

The Small Enterprise Development Agency (**Seda**) was established in December 2004, through the National Small Business Act as amended (Act 29 of 2004).

**Seda** was initially formed through the merger of Ntsika Enterprise Promotion Agency, the National Manufacturing Advisory Centres (NAMAC) as well as the Community Public Private Partnership Programme (CPPP). The Godisa Trust incubation programme, technology transfer programme, and the SA Quality Institute were later incorporated into Seda to form the Seda Technology Programme (Stp).

# SEDA MANDATE

1. Implement national government small business strategy.
2. Design and implement a standard and common national delivery network that must uniformly apply throughout the Republic in respect of small enterprise development, integrating all government funded small enterprise support agencies across all tiers of government.

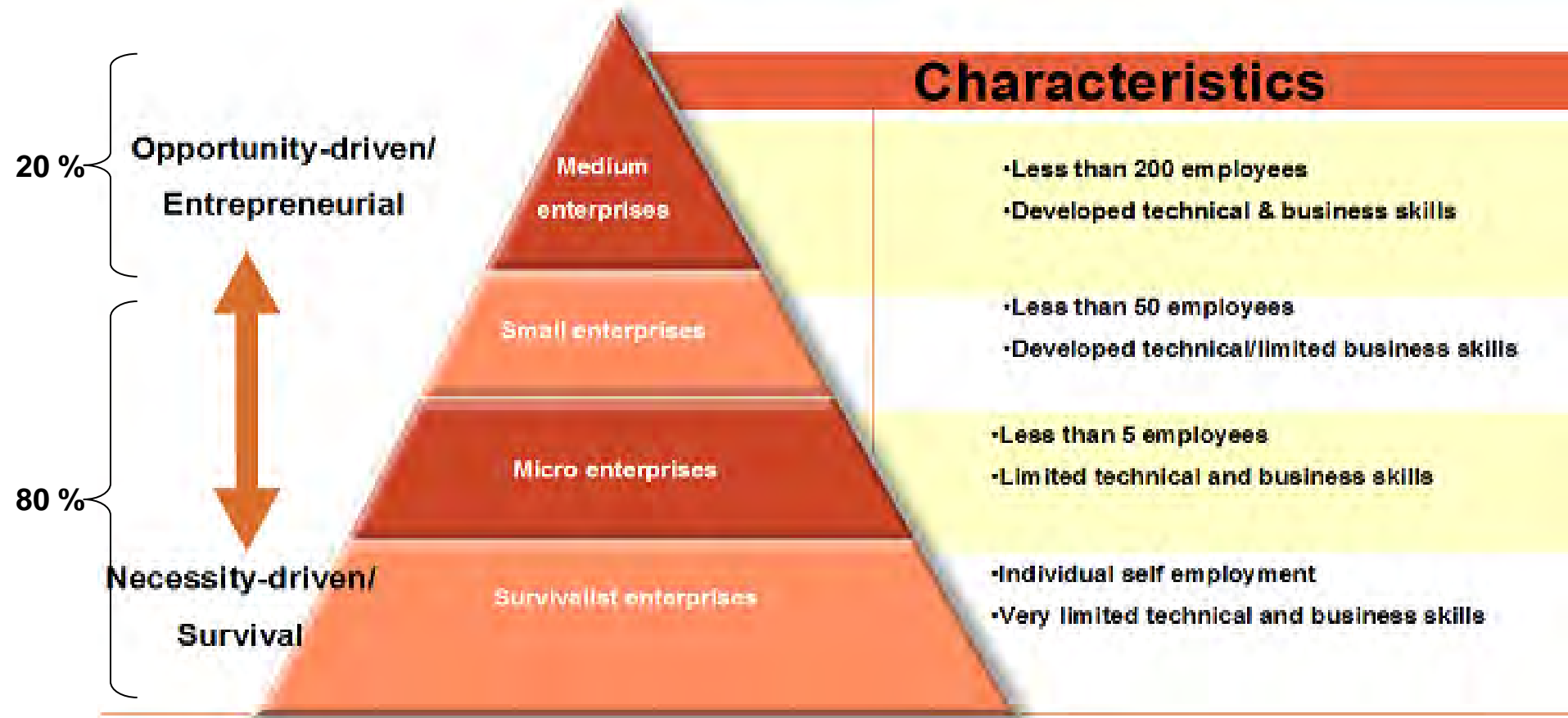
*(Section 10 of Act 29 of 2004)*

# MISSION

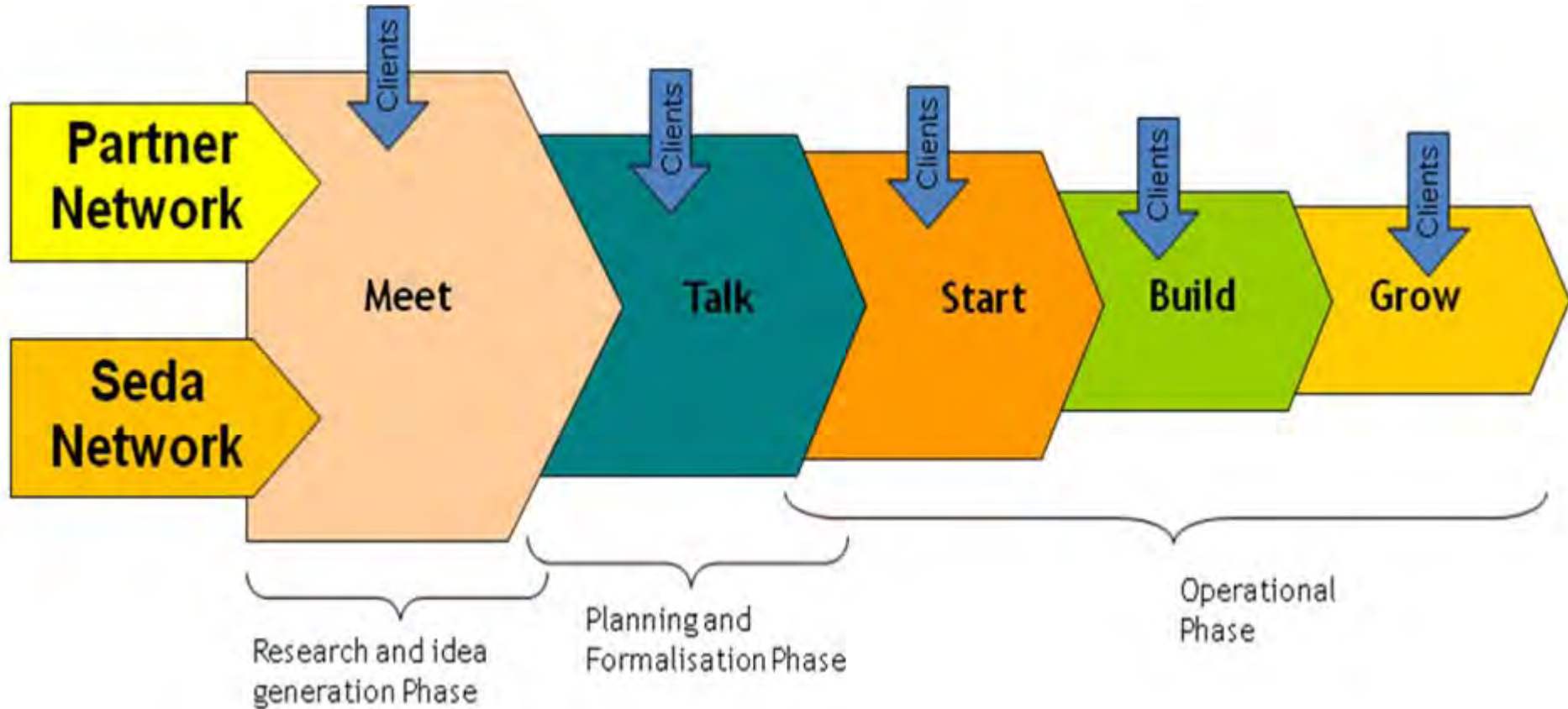
To develop, support and promote  
small enterprises to ensure  
their growth and sustainability  
in coordination and partnership  
with other role-players



# TARGET MARKET



# DELIVERY MODEL



# SEDA OFFERINGS

## SEDA TALK

- For those thinking about starting a business - we will give you basic advice on:
  - What you need to start your business
  - How to test if your idea can and will work
  - Where else can you get help about starting your business
  - Information on business incubation



# OFFERINGS - continue

## SEDA START - Starting your business:

- Small enterprise training
- Business planning
  - Feasibility
  - Viability
  - Market research
  - Business planning
- Business registrations
- Facilitation of access to finance
- Cooperative training (Pre-incorporation)
- Business Incubation

# OFFERINGS - continue

## SEDA BUILD - Consolidate and improve your business:

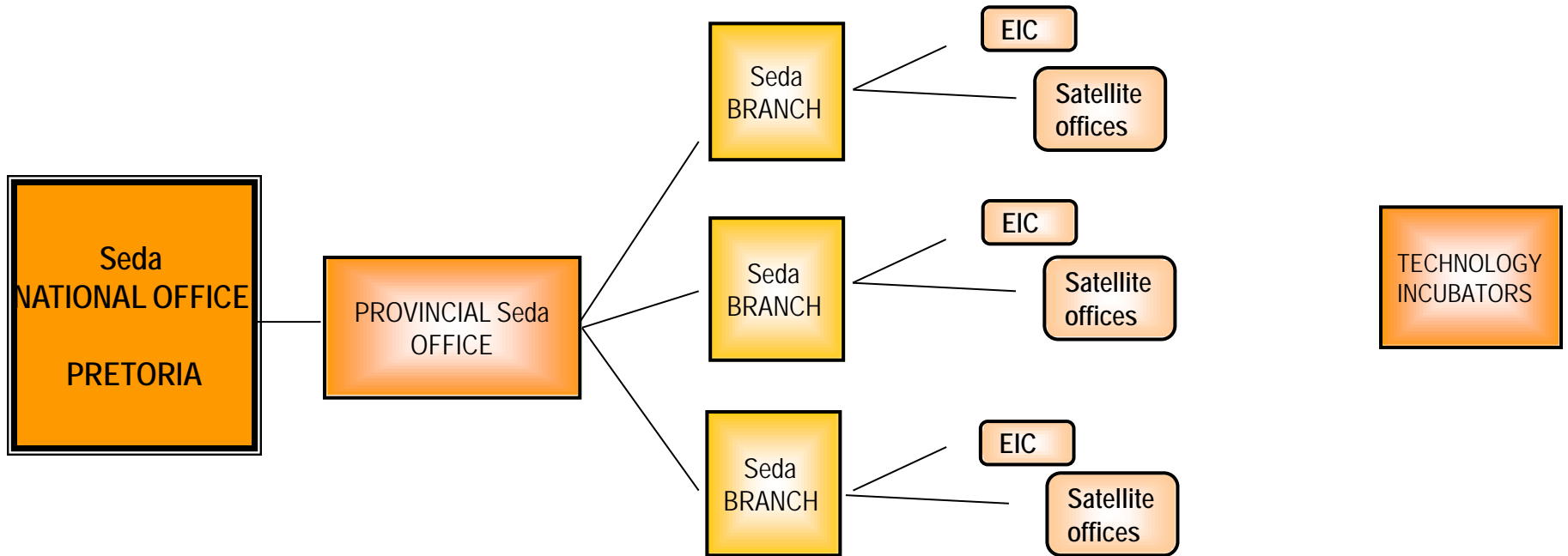
- Access to markets ( local):
  - Tender advice
  - Networking
  - Business linkages
- Facilitation of access to finance
- Access to technology through the technology transfer fund
- Mentorship (IBA)
- Implementation of management systems / quality systems / productivity improvement

# OFFERINGS - continue

## SEDA GROW - sustainability

- Access to markets ( local and international)
- Turnaround strategies
- Due diligence for acquisitions
- Secondary cooperatives
- Access to technology through the technology transfer fund
- Technical assistance:
  - Quality management systems
  - Productivity improvement
  - Product development
  - Process technology
  - E-marketing

# SEDA Delivery Network



9 Offices

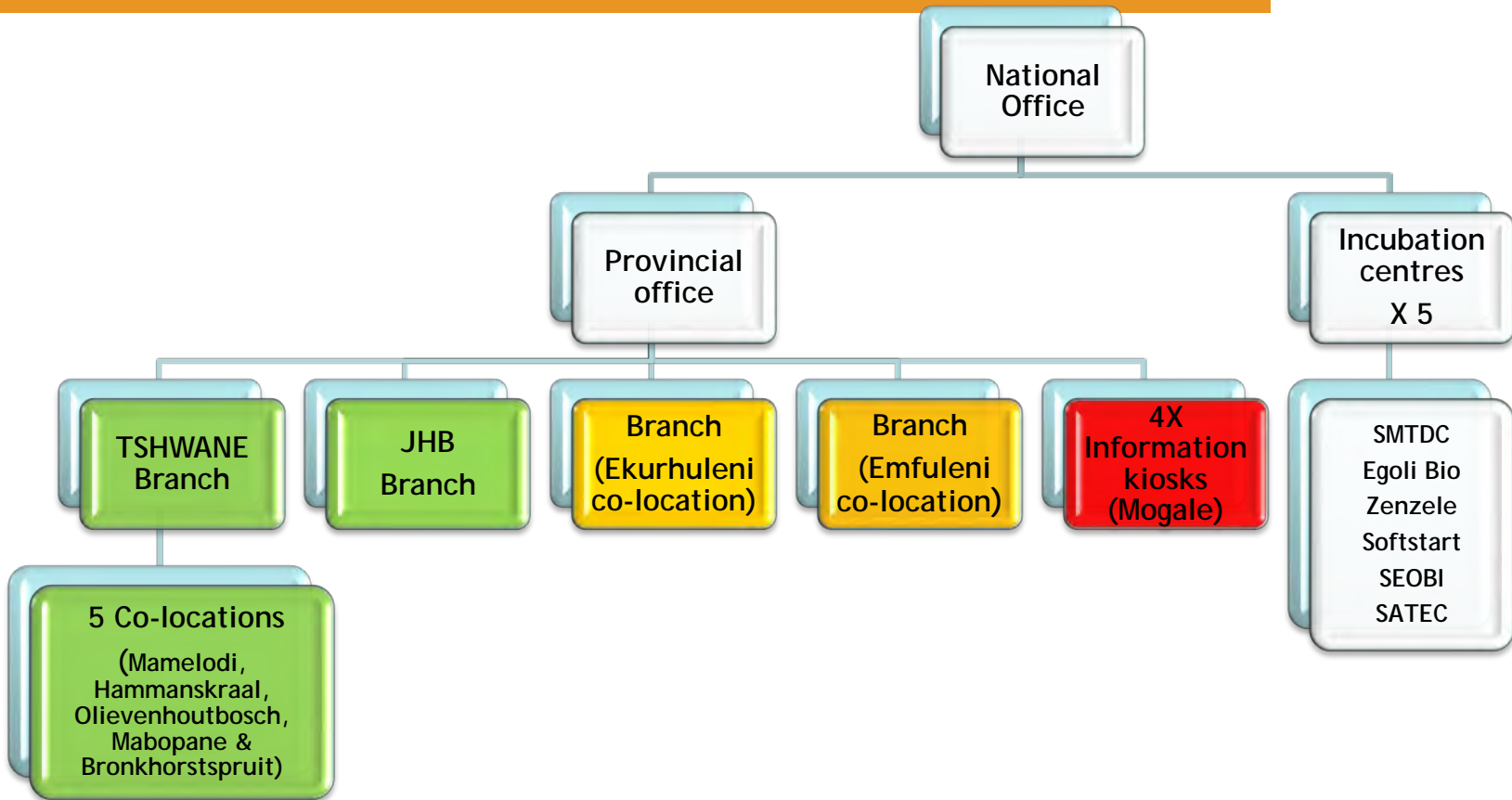
49 Branches and  
satellite offices

Enterprise  
Information  
Centres

32 Centres

# SEDA DELIVERY NETWORK in GAUTENG

## Current status



# HOW DO WE SUPPORT?

- Visit to the branch - meeting BA/IO
- Invitation to attend information session
- Meeting with BA:
  - Register as client;
  - Sign confidentiality agreement;
  - Assessment - indicate action plan
- Improvement interventions according to action plan - Service Level Agreement
- Customer Satisfaction Survey
- Improvement Assessment

# SUCCESS STORY - Legac'i Dry Cleaners and Laundry Services

## BACKGROUND

Legac'i was founded in 2005 and started operating in 2008, with the mission of providing customers with high value, exceptional service and convenience for all their Laundry & Dry Cleaning needs.

## CHALLENGE

- ✓ Located inside an upmarket mall in Montana but unable to attract customers
- ✓ No marketing experience and no tools

## SOLUTION

- ✓ Marketing strategy developed and implemented, providing relevant marketing tools.

## RESULTS

- ✓ Sales revenue grew to over R 720 000
- ✓ Employment grew from 2 to 6 people



## NOW:

Industrial plant opened to service hotels, hospitals, etc.



GENCY

a member of the citi group

# SUCCESS STORY - THANOZI GENERAL TRADING

## BACKGROUND

Established in 2006, *Thanozi General Trading (TGT)* was founded by Mrs T. Mahlomakhulu and Mr J. Khoza, the current owners of this business. This business has headquarters situated in Germiston Industrial Area, Gauteng Province. The core focus of this business is the provision of unique services in blasting product transportation.

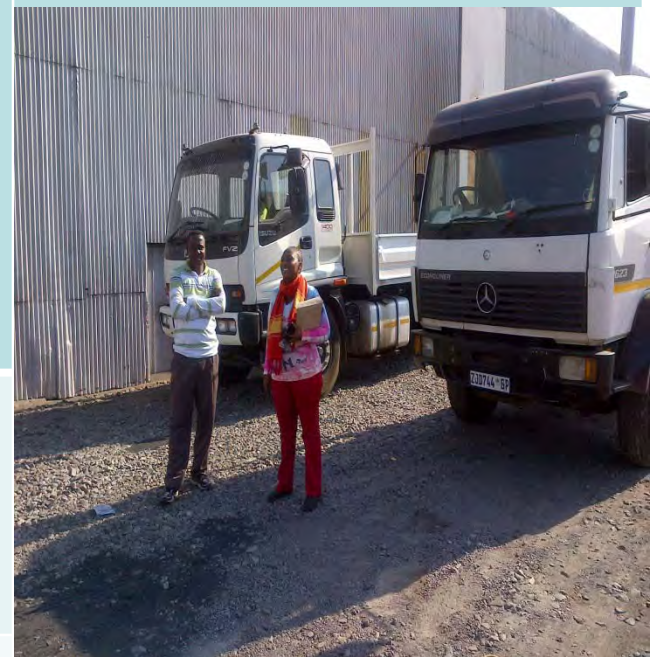
This company is 100% owned by previously disadvantaged individuals with 50% female ownership.

## CHALLENGE

- ✓ TGT is relatively new in the market, and has been struggling to make their company known
- ✓ Limited client base.
- ✓ They only operated with five trucks and that inhibited their ability to grow .

## SOLUTION

- ✓ Growth plan for the business was developed
- ✓ New corporate identify was designed and launched in order to establish a visible brand





# SUCCESS STORY - TGT continue

## RESULTS

- ✓ The sales have increased by R1,000,000 in the past six months;
- ✓ Number of employees increased from 6 to 9 excluding casual employees; and
- ✓ Due to this growth, the business was able to invest in 2 more trucks, increasing the fleet from 5 to 7 trucks.



# SUCCESS STORY - ILUBA

## BACKGROUND

Iluba Pty Ltd, was established in 2008. This business saw an opportunity in the market and made use of a South African generated Intellectual Property (IP) to launch the business. In their search for an appropriate technology, a solution was found through IP generated by the Nelson Mandela Metropolitan University (NMMU). The purpose of the technology is to extend the vase life of fresh cut roses and other flowers from about 7 days to a FEW YEARS - "LONG LIFE ROSE". Their core business is the preservation, marketing and export of long life roses.



## CHALLENGE

✓ Even though ILUBA had identified the appropriate technology, the technology needed to go through finalization stages. They were struggling to acquire resources for the pilot testing plant and the transfer of know-how.

## SOLUTION

- ✓ Technology transfer intervention was approved for the purchase of the pilot plant equipment and the transfer of know-how from NMMU.
- ✓ The plant was commissioned in 2009,
- ✓ Manufacturing and preservation production processes were tested.

# SUCCESS STORY - ILUBA continue

## RESULTS

- ✓ Employment increased from 2 to 70 ( 68 new jobs created).
- ✓ Turnover grew by 600% within a period of 5 Months.
- ✓ Captured the export market with more than 50% of turnover generated from export sales.
- ✓ Ability to secure loan funding from IDC for expansion.
- ✓ The company is now in the process of expanding its product range to include preservation of a wider range of foliage and other products.



# Thank You

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