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Department:
Economy & Enterprise Development
North West Provincial Government
Republic of South Africa



Soft Bread Bakery boost up local economies



“Today, bakery business trends and the entrepreneurial landscape demands far more sophisticated skills in order to achieve competitiveness and ensure survival of SMMES which have to look beyond the confines of tradition” said Mr Phetogo Montwedi, the owner and founder of Soft Bread Bakery, a township revitalisation project which started operating from Setlopo Village in Mahikeng and have now moved to shop no. 11 Mahikeng Central Business Centre (CBD).

Montwedi started the bakery business eight (8) years ago and only formalised it in 2015. His bakery specializes in bread, rolls, biscuits, wedding and birthday cakes to local community, shops and spazas. Like many other entrepreneurs, Montwedi had no start-up capital and took a risk by using his savings and packages from his last employment to start this endeavour. He has vast experience in the baking and confectionery industry as well as Diploma in Baking Confectionery and Cooking. He acquired a 10 year experience while he was working in the bakery components at Choppies, Tag Cash and Carry, Shoprite and Pick N Pay. He started operating informally from home, and after realising that there is potential for market and growth, he then decided to formalise his business.

In addressing his challenge of lack of funding, the Department of Economy and Enterprise Development through the Empowerment Fund offered him assistance by procuring machinery worth R100 000.00. The fund is intended to support and sustain local economic development businesses operating in the Villages, Townships and Small Dorpies areas within Bokone Bophirima. According to Montwedi, the bakery has to date created temporary employment for 10 people (7 women and 3 men) whom work in shifts. ‘Since we are having new machines, we will be able to make more products and expand the market and these will result in more job creation and reduce poverty and unemployment in local communities’, said delighted Montwedi.

Applauding the department for the assistance Montwedi said the empowerment fund gives an opportunity for emerging entrepreneurs to enter into the competitive market and participate in the mainstream economy. “I really appreciate the support that the Department has given me and my team. I am confident that from now on, we will be able to do our work effectively and meet demands on time”, said Montwedi.

The department will this financial year firm up its support on the development of small businesses and cooperatives by facilitating access to finance and market support; and dismantling regulatory constraints and addressing the legislative environment that inhibit growth for SMMES to become competitive enterprises.