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

## **DEPARTMENT EMBARKS ON PROVINCE WIDE SMME TRAINING AND DEVELOPMENT**



### ***SMMEs who have attended the training and development course***

The Department of Economy and Enterprise Development has embarked on a province wide initiative to develop entrepreneurial skills in the SMME sector. The project will see the training of co-operatives in each district of the province in an effort to develop their business skills further. The training will also provide the SMME's with the necessary knowledge on how to grow their businesses for optimum sustainability and increased production, and profits.

The training will be conducted over a period of eight days and will be regarded as a Level 2 training course. The SMME's currently being trained have already been in business for some time and have been identified by the department, local municipalities and district municipalities as vitally in need of further skills development training. The department aims to direct SMME's into an entrepreneurial path whereby they are able to focus their efforts on a formal business procedures. This will ensure efficiency among SMME's with a realisation of good customer service, partnerships with other SMME's and profit maximisation. The training will also encourage SMME's to leave the complacency trend behind and adopt a sense of responsibility and accountability within their business.

The training is an outcome based form of assessments, and is conducted by local FET's. The focus is primarily on applying basic ethics in the business environment, customer service skills, new venture finance requirements, management of venture capital, workplace health and safety and the necessary preparations involved in the banking process. This will further be assisted by an aftercare mentorship programme which the department aims to implement.

Zwele Jama, a Taletso FET facilitator, expressed a great need for government, through FET's, to instil our SMME's with a focus on business models which are professional and sustainable. "A realisation of global business trends should be instilled in our SMME's and a formal business model should be followed, only then will the business be able to sustain itself in the long run" explained Mr Jama. After having completed the course one of the trainees expressed great enthusiasm for what she had learnt.

Primrose Dintoe of Fondo's Hair Studio explained that she has now understood how she should manage her financial records in order to fully understand how much her business is generating. Ms. Dintoe says that in her community the lack of knowledge on how to run a business is the main problem among the youth. "With this kind of mentorship from the department we are able to gain a lot of business savvy skills to use in our own ventures. I now know that customer service in my line of work should be the main priority", she concluded.



The department understands the need for self growth in the SMME sector and will do all in its capacity to steer our youth entrepreneurs, and our SMME's in the correct direction. This will see the realisation of their dreams and ours.



*Primrose Dintoe of Fondo's Hair Studio says she is delighted by the department's initiative*

