

# OWNERSHIP BUSINESS | EXPO

## ACTIVATING ENTREPRENEURS



PERFORMANCE



ACCOUNTABILITY



PRODUCTIVITY

# PROSPECTUS

## INTRODUCTION

The Gauteng Government has set aside R160m in 2015 for revitalizing the township economy in order to address poverty, inequality and unemployment in the townships. SMME incubation hubs are at the helm of this revitalization to ensure there is mobilization of the formal and informal businesses in the townships

The Township Business Expo is geared towards empowerment and development of the booming township economy. This will be over a period of 4 days/bi-quarterly in a year. The focus for these workshops is to capacitate and disseminate information to entrepreneurs who want to access markets and tap into the mainstream economy. We would like to see businesses move from operating in the informal economy to the formal economy.

### THE CONFERENCE AND EXPO WILL BE 2-FOLD

- 1000 delegates representing SMME's will attend, subject to their fulfilling our criteria, and will be exposed to information dissemination on how to grow their businesses, procurement procedure from both the private and governmental sector and products and services to enhance their productivity.
- Selected SMME's will showcase their products and services to hosted buyers

### BENEFITS OF PARTICIPATION

- Directly interact with SMME's and entrepreneurs exclusively active in the townships
- Create brand awareness, loyalty and sales
- Disseminate information
- Communicate procurement opportunities
- Skills development and enterprise development
- Interact directly with BEE suppliers
- Showcase products and services
- Network with key stakeholders, including Governmental departments and Agencies

## MAIN PILLARS FOR THE EXPO

### ACCESS TO MARKET PROCUREMENT

We will ensure small businesses tap into the available markets in the townships. With Government being the biggest role player in procurement to small businesses the opportunity for these Entrepreneurs is to position and ready themselves for these opportunities. Most importantly is to ensure that these businesses are profitable and they can compete and deliver their services/products exceptionally to the market

### SKILLS DEVELOPMENT AND TRAINING

It is of most importance to ensure that these small business have undergone substantial training and have acquired a set of soft skills in Financial management, Project management, Sales and Marketing and compiling a fully fledged business plan, exposing these entrepreneurs to available hubs/launch-pads and incubation centers is vital to the sustainability of the businesses.

### ACCESS TO FUNDING

Securing a loan with banks for a small business is a mission and in most occasions the don't due to collateral or lack of assets. Our mission is to ensure these business have a bank account and are profitable/bankable enough to be able to access funding either with banks or state owned institutions. The objective is to make sure they are not aid dependent but that they can grow organically into successful businesses.

### MENTORSHIP

Mentorship to a small business is instrumental and profound, this can also serve as a vehicle and sounding board for the entrepreneur to improve and receive a constructive view of their businesses. We would ensure that the Entrepreneur is part of a support group or has a mentor that has the experience in the same field of business they operate in.

### INNOVATION AND KEY SECTORS

Innovation is key to any business and we will encourage small business to bring innovative ideas to their businesses as this will be a value add. We will also encourage that their ideas and concepts are bankable and can be built into a sustainable business. Ensuring that the entrepreneurs participate in key sectors in our economy is essential, as this will open new market opportunities.

## SELECTION CRITERIA

### BUSINESS REGISTRATION

Only businesses that are registered with CIPC will be part of the workshops

### BUSINESS PLAN

Every business selected must have a business plan or been operating for 2-3 year period with a proven track record.

### BUSINESS ACCOUNT

The business must have an existing business account

### STAFF TURNOVER

The business must at-least have a staff compliment of 2-3 people

### TURNOVER

The business must have at-least a turnover of R100 000 annually

### TARGET AREA

18<sup>TH</sup> - 20<sup>TH</sup> NOVEMBER 2015 | SOWETO  
WALTER SISULU HALL

**TARGETS NUMBER OF BUSINESS PER QUARTER** 1000 - 5000

**EXHIBITORS** 150 – 300 exhibitors



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PERFORMANCE

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