

# Small Enterprise Development Agency: (WESTERN CAPE)

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## PORTFOLIO COMMITTEE ON TRADE AND INDUSTRY

Reportback on seda activities with the  
Community of Atlantis

By Josef Frank

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*"We make it our business to build your business"*

# Background

1. Responding to the community requirements highlighted during the Parliamentary Portfolio Committee meeting held in Atlantis on 18 September 2009.
2. Seda Western Cape responded with the following:
  1. Community Outreach
  2. Specialised Training
  3. Engaging active businesses with full seda support program

## Process

- Established a working relationship with the community via a community leader.
- Scheduled a seda information session outlining seda's offerings.
- Identified community needs during the Information Session.
- Conducted Tender Training.
- Conducted Co-op Training.
- Conducted Basic Business Skills Training.
- Identified and engaged entrepreneurs who required individual one-on-one service.
- Continue with seda standard product offerings assisting these clients to develop.

# Information Session

- 30 September 2009
- Introduction to seda and its services
- Basic Entrepreneurship Skills and Information
- 32 Entrepreneurs attended.

# Tender Training

- 27 October 2009
- One day workshop on principles of Tendering focusing mainly on the Construction Industry
- 18 Attendees

# Co-operative Training Session

- 28 October 2009
- One day workshop on co-operatives and information regarding access to the dti Co-operative Grant
- 20 Attendees

## Basic Business Skills Training

- 5 November 2009
- One day training session covering all aspects of the typical start-up Business Plan
- 8 Attendees

## Individual Active seda Clients

As a result of the interventions by **seda**, 13 individual small businesses are now active **seda** clients. These clients are now on the full **seda** development program.



## Summary

- Reached out to 82 Entrepreneurs
- 46 Entrepreneurs received specialized training
- 13 are now active **seda** clients who operate their own businesses.