

West Coast



Business Development Centre

WHO WE ARE

- A non-profit organisation founded in 1998 to serve small, medium and micro enterprises (SMME) throughout the West Coast District Municipality
- Focus areas up to April 2019 has been on provision of business registration, SARS and department of labour compliance
- Technical training, eg Health & Safety, First Aid Training and Working at Height offered
- Our refocus is to provide comprehensive business development support to support the development of start up and existing businesses to ensure growth and sustainability

ENTREPRENEURS WE SERVE

- Start up
- Existing
- Established

HOW WE SERVE START-UP BUSINESSES

DEFINITION

A start-up business is generally a person who has a business idea and would like to create a business around business idea

OUR OBJECTIVE

To guide the entrepreneur through the ideation phase to set up a business with a proven market need and clients who are prepared to pay for their products/service

OUR METHODOLOGY

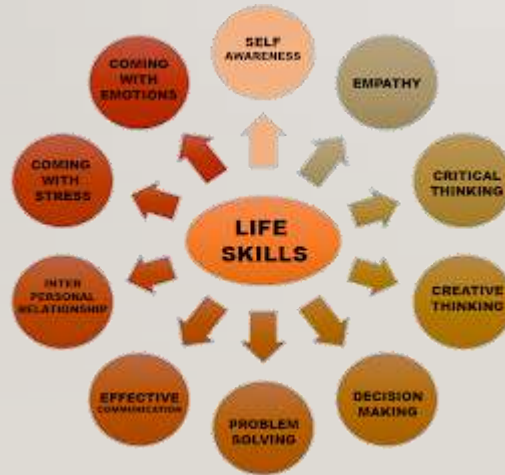
- Introduce business to entrepreneurship to determine whether it is a career to which they are suited
- Equip them with the required life skills to manage and grow a business,
- Conduct a basic feasibility assessment to determine what the value proposition of the business will be
- Determine the financial feasibility and ultimate sustainability of the business



CRITICAL LEARNING AREAS BEFORE A BUSINESS CAN BE REGISTERED



FEASIBILITY STUDY	
MARKET ATTRACTIVENESS	FINANCIAL ANALYSIS
<ul style="list-style-type: none">• Potential Customers• Accessibility to the Market• Competition• Market Growth	<ul style="list-style-type: none">• Profit & Loss Projection• Start-Up Costs• Available Capital



TRAINING PROGRAMMES

Comprises of a full day, interactive training programme for each training programme, will convey concepts through the use of video's, discussions and role play.

ENTREPRENEURSHIP
READINESS TRAINING

LIFE SKILLS
TRAINING

BASIC
FEASIBILITY

BUSINESS
REGISTRATION

ENTREPRENEURSHIP READINESS

- Personality of an entrepreneur
- Realisation as to whether he/she has entrepreneurial skills
- Basic business terminology
- Business Etiquette

LIFE SKILLS

- Goal Setting
- Communication Skills
- Interpersonal skills – negotiation, conflict resolution, assertiveness
- Leadership and Innovation

BASIC FEASIBILITY

- What problem/need does my business solve
- Who are my customers
- Who are my competitors
- Value Proposition Canvas

BUSINESS REGISTRATION

- Types of Businesses
- How to register my business – CIPC, SARS Department of Labour
- Support Agencies – e.g. SEDA, NYDA, CCDI, Shanduka Black Umbrellas and others
- Industry Associations and the importance of being a part of it
- Registration on various corporate and public service databases

POST BUSINESS REGISTRATION

The following processes will take place by way of group work that will be facilitated through of interactive discussions, group work and exercises

BUSINESS PLAN
DEVELOPMENT

PROJECT PLAN
DEVELOPMENT

IMPLEMENTATION
OF BUSINESS PLAN

BUSINESS PLAN DEVELOPMENT

- Course will be run on 2 days a week over a 4 week period
- The programme methodology will include practical application of business concepts, extensive research and formulating input into the business plan
- Course content will include the following
 - A product/service for which there is a market need
 - Marketing Strategy and Sales Operations
 - Operational System with SOPs
 - Quality Management
 - Human Resources
 - Financial Plans
 - Risks and mitigation strategies

PROJECT PLAN DEVELOPMENT

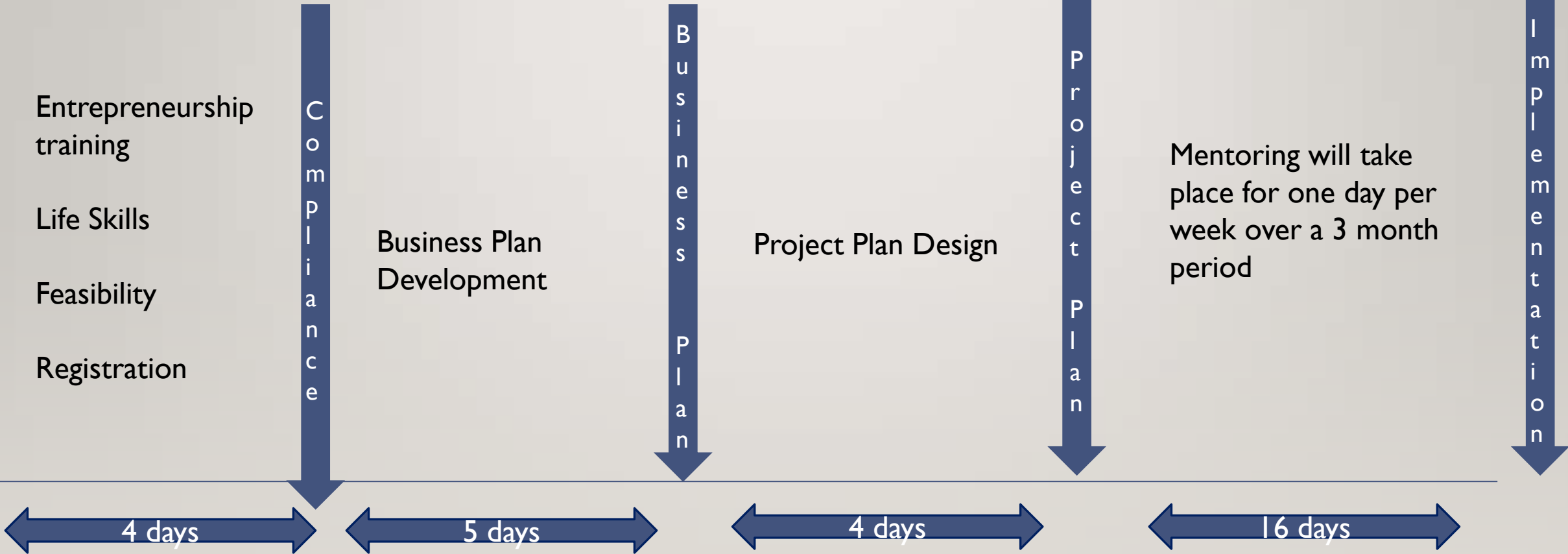
A detailed project management plan that sets out milestones as per the business plan, how, when and by whom it will be completed

Development Support Agencies such as SEDA, NYDA will be to provide various services

IMPLEMENTATION OF BUSINESS PLAN

Mentors will be assigned to a group of entrepreneurs to ensure that project milestones are met

PROCESS DURATION



Total Training Days = 29

Total Cost per Delegate = R5500 per person (based on 20 persons)

HOW WE SERVE EXISTING BUSINESSES

DEFINITION

Existing businesses are those businesses who have been trading for at least 3 years need to drive efficiencies to enhance competitiveness with a view to quality improvement and cost reduction

OUR OBJECTIVE

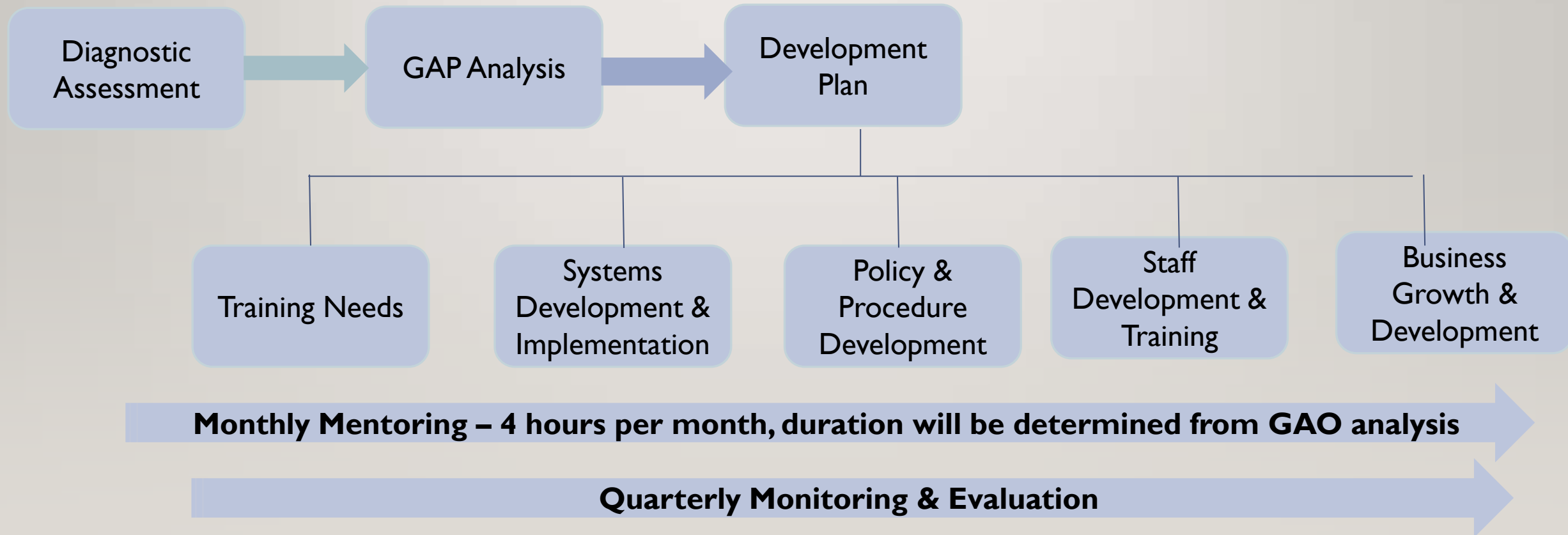
To evaluate all functional areas of the business to determine what the developmental needs are

OUR METHODOLOGY

- Conduct a diagnostic assessment
- Draft a GAP analysis and a development plan
- Assign a mentor to the business
- Set developmental milestones
- Duration of the intervention will vary from one business to another depending on the business needs



DEVELOPMENTAL PROCESS FOR EXISTING BUSINESSES



ADDITIONAL SUPPORT SERVICES

Small companies providing the following services will be offered office space at the WCBDC to render their services to

- Bookkeeping and Accounting
- Legal and Human Resource Services
- Tax and Skills Development Services

The WCBDC will provide the following services

Industry Specific Training Programmes – delivered by accredited training providers

- Shared office space
- Reception and telephone services to SMMEs operating from the WCBDC
- Printing, Photocopying and Scanning



HOW WE WILL DELIVER SERVICES

