

# SEDA

**SMALL ENTERPRISE  
DEVELOPMENT AGENCY**

# WHO IS SEDA

- Established in 2004
- Government Agency – Falls under **Department of Small Business Development**
- 42 Branches Nationally
- 6 Branches Established in 2004

# THE SEDA VISION AND MISSION

## **Vision**

To be the centre of excellence for small enterprise development in South Africa.

## **Mission**

To promote, develop and support small enterprises to ensure their growth and sustainability

# SEDA TARGET MARKET

## Small enterprises defined by number of employees:

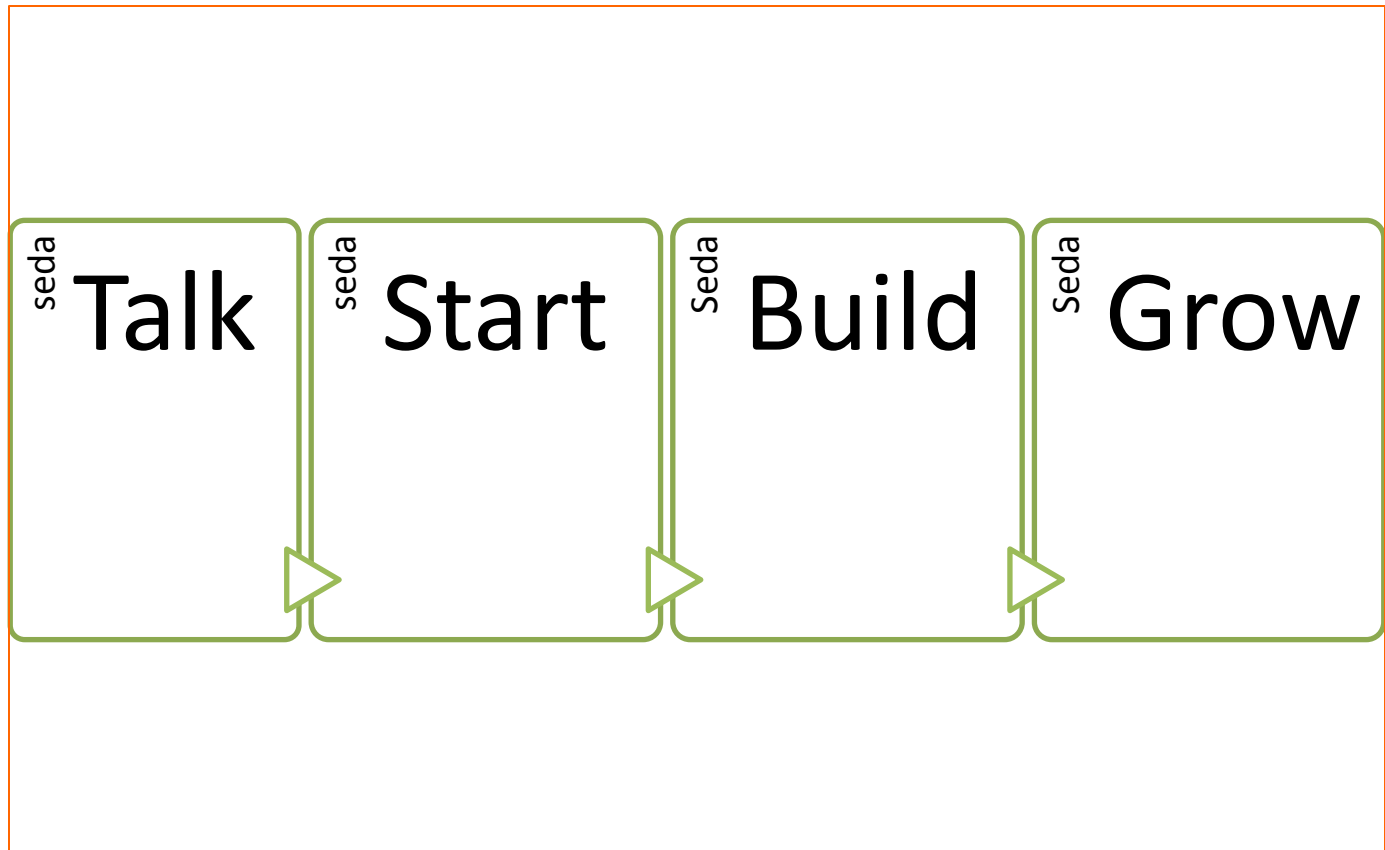
Medium	51 - 200
Small	21 - 50
Very small	6 - 20
Micro	0 - 5

## SEDA'S TARGET MARKET (Cont)

Seda has since inception been focusing on existing micro and very small enterprises with a staff of maximum of 20, as well as potential entrepreneurs who want to start a business or are in the early establishment phase of a business.

These categories represent 96% of Seda's clientele to date, while only 4% of the clients are small or medium enterprises.

# SEDA PHASES



# 1. SEDA TALK

Provides practical answers and guidance to entrepreneurs

## Information dissemination

- What you need to start a business
- How to test if your idea can and will work
- Awareness workshop

## Training (start up 1)

- Offers you practical steps on how to plan, prepare, start and manage your business

## 2. SEDA START

Provides instruments and techniques to plan your business

- Advice -
- Information
- Small business start-up training – focuses on:
  - Financing your business
  - Managing your business
  - Marketing for small business
- Coaching Sessions



# 3. SEDA BUILD

Provides you with services to help you build a business

- Advice
- Tender Advice Training
- Networking and Business linkages- receive guidance and methods to assist you in accessing markets
- Export training – Export readiness assessment
- Participate in exhibitions and trade shows
- Improve your productivity
- Information
- Basic business skills training
- Coaching Sessions

# 4. SEDA GROW

Provides you with skills and knowledge to increase your market share

- Advice
- In-depth assessment of your business needs for sustained growth
- Improve your business management skills
- Receive technical support
- Information
- Market access
- Product development

# SEDA PRIORITY SECTOR FOCUS

- **Focus on Sector Specific Support:**
  - **Services - ICT & Tourism**
  - **Agriculture & Agro-processing**
  - **Manufacturing (Includes Furniture Making and Tooling, )**
  - **Rural Development - Coops & CPPP**

# SEDA KEY PROGRAMMES

- Franchise Support Programme
- Export Development Programme
- Co-operative Programme – CPPP and CIS
- Entrepreneurship Programme
- Access to Finance

# SEDA SPECIAL PROGRAMMES

## DEDT/Seda Pre-Finance Workshop

- Intended for entrepreneurs or businesses ready to access finance through SMME Fund
- 3 day intensive training on preparing a business plan and loan funding processes

# Women Enterpris Coaching Programme

## SEDA INITIATIVE

Has been implemented in KZN & Gauteng

Emanating from the positive spins off of the programme, it was continued

The goal of this coaching programme is to assemble groups of women-owned enterprises and expose them on the coaching (supervision) of experienced employees of large corporations with the expressed intent of:

Increasing their turnover;

Retaining and/or increasing jobs;

Improving efficiency and effectiveness and

Improving compliance with statutory bodies.

# Women Enterprise Coaching Programme

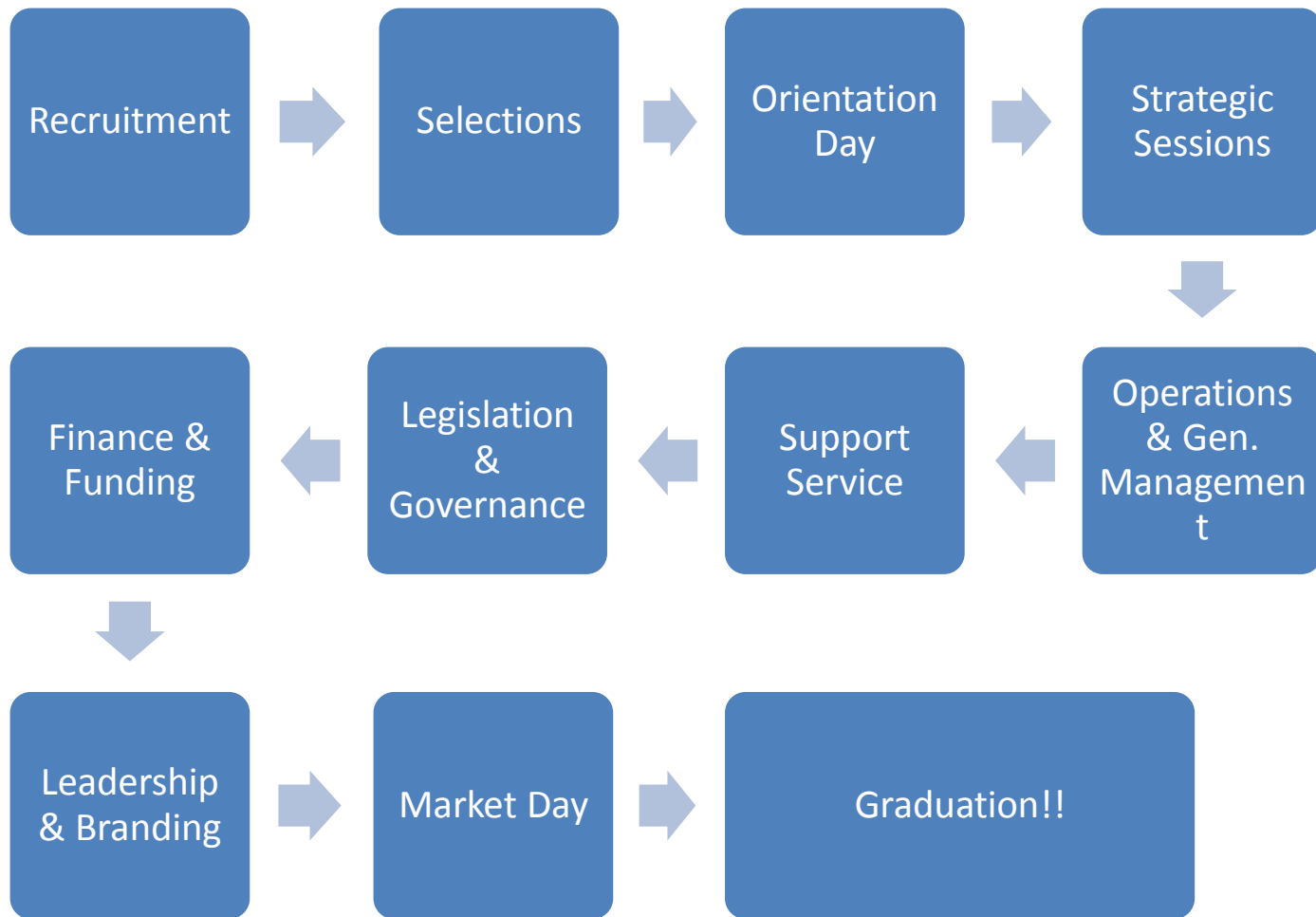
## Requirements

Turnover of R1m and above

Employment 5 employees and above

Operational at least 2yrs and above

Duration 10 months





# OTHER SERVICES

- Information, advice and referrals
- Tender information and advice
- Import and export training
- Trade information
- Business assessments
- Technical support
- Business mentoring
- Market access advice
- Business linkages

# PROCESSES

- **Before any intervention:**
  - **1. Assessment is conducted (e.g. ACO, CPE) (You are required to provide financial statements and management accounts for the assessment)**
  - **A report is prepared and action plan drawn up**
  - **For individual project - we focus on high impact & high value projects such as Quality Systems or project with high possibility of job creation**
- **Group Projects will include: Technical Trainings; Mentorship, Trade Mark Registration etc**

# CONTACT DETAILS

Branch	Telephone number
<p><b>uMgungundlovu</b> <b>283 Langalibalele Street</b> <b>Tourism Hub Building</b> <b>Pietermaritzburg</b> <b>3201</b></p> <p><b><a href="http://www.seda.org.za">www.seda.org.za</a></b></p>	<p><b>033 264 3100</b></p>

**THANK YOU**