

The Weekly

MUNICIPALITY, CHAMBER TACKLE SMME CHALLENGES

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Vote of encouragement ... Members of the Matjhabeng Local Municipality, Goldfields Chamber of Business and the Goldfields Casino at the SMME seminar on Monday

The forum seeks to contribute to a coherent and efficient SMME development strategy in collaboration with like-minded public and private sector organisations

As part of their partnership for Tourism and Heritage month, the Matjhabeng Local Municipality, Goldfields Chamber of Business and the Goldfields Casino hosted a small, medium and micro enterprises (SMME) seminar for small business owners in the municipality.

"We decided to focus on SMME's during this month because the challenges facing them, and the extent to which these inhibits the development of SMME's, are profound," said the Executive Mayor of Matjhabeng, Sebenzile Nangelizwe.

He said the government and the private sector recognised a sustainable SMME sector as key to stimulating economic growth and transformation in the country.

The South African SMME forum is an independent public benefit organisation designed primarily to accelerate sustainable development of SMME's in the country. The forum seeks to contribute to a coherent and efficient SMME development strategy in collaboration with like-minded public and private sector organisations.

Some of the most prominent business people in the Matjhabeng Local Municipality were invited to address the community.

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They included Anna Ledimo who owns a successful Bakery in Thabong, Renay van den Berg who owns a Public and Communication company, Nobert Nyamsi the chairperson of the Black Management Forum in the Province and Mirna de Hart who is the president of the Goldfields Chamber of Business.

“I believe this was a fantastic collaboration between government and the private sector of Welkom. Initiatives like this instil a sense of responsibility in members of the community,” said De Hart.

“We live in an age where information is everywhere; we have to take channel our energies towards realising our dreams and, with this information, we can also steer the Municipality in the direction we want.”

Hundreds of Machabeng entrepreneurs attended the seminar that was held at the Goldfields Casino on Monday.

The guest speakers gave the community tips to make their businesses successful. They dished out pointers on the path of a successful SMME, the importance of public relations in business, and business ethics.

“I am happy to have been a part of this seminar. It has taught me a lot about myself as a business woman and where I fit in on the larger scale of SMME’s in the country,” said Xolela Sekhoto who owns a fashion design business in Thabong.

Sekhoto has a diploma in Fashion Design and has been in the fashion industry since she was 17 years old.

“My dream is to own a store in the Welkom CBD, where I can access a diverse client base. This seminar has given me an opportunity to re-arm myself with business skills.”

“I also learned that I am a brand, as Renay van den Berg demonstrated. Wherever I go I have to portray the motto and slogan of my business in order to win over the kind of customers I would like to cater for,” explained Sekhoto.

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