

TURNING DREAMS INTO BUSINESS

FOREWORD

This booklet is a collection of stories of entrepreneurs who in their journey came across the Department of Economic, Small Business Development, Tourism and Environmental Affairs. That intervention, we believe, has turned their dreams into business.

The main focus and mandate of the Department of Economic, Small Business, Tourism and Environmental Affairs is to champion economic activities in the Free State in order to ensure that the government programmes make a difference in the lives of our people. The department offers financial as well as non-financial support to SMMEs from all sectors in an effort to ensure their development and sustainability.

The following funding incentives to suit the needs of various enterprises have been packaged and continue to enhance sustainability and success of enterprises in the Free State.

1. Enterprise Development and Support Incentives: Targeted at start-ups; with the aim to provide enterprises with equipment and/or upgrade of business premises to support the business operations.
2. Risk-Sharing Incentive: This scheme is targeted at medium to large enterprises and is aimed at providing co-funding contribution on behalf of the enterprises to minimize the risk



and thus unlocking access to funding from developmental funding institutions or commercial banks.

3. Tabalaza: A platform that links Free State businesses or ventures with potential investors/venture capital for support.
4. Agro Processing: Support and grow the Agro processing sector in the province.
5. Incubator Support: Acknowledge the important role played by the business incubators in the province and to support them and some of their top performing incubates.

Included here are stories of members of the public who were assisted through the department Consumer Protection Office. It is our strongly held view that stories captured in this booklet will serve as a motivation to others who are standing in the periphery of business circle doubting their ability to succeed. I urge them to be strong and resilient and start something.

**MEC LP Mahasa
DESTEA**

READY FOR THE 4TH INDUSTRIAL REVOLUTION



Their unbelievable knowledge and expertise in Software Development, Marketing Technologies, ICT and Web Development made them a trusted partner in the provision of IT Technologies to small and medium business, community and the corporate business in the eastern Free State. With the team of software architects, business analysts, systems analysts, project managers as well as software and hardware engineers, this group of unassuming young people is ready to be a significant player in the Internet of things, artificial intelligence and robotics.

Sipho Dafeti is the brain behind the Alshafeti Technologies based in Phuthaditjhaba Qwaqwa. Their flagship product is the ResQcall application that could revolutionize telecommunication across the world. Sipho heard of DESTEA Talabalaza pitching competition and went for it. This unique innovation emanates from the challenges of poor SMMEs with little resources resulting in their attempts

to make a case for themselves frustrated particularly by insufficient funds or airtime in their cell phone accounts. Alshafeti won the second prize which enabled them to work further on their innovation and today they have approached the World Intellectual Property Office where their patent has been registered in 150 countries in the world.

They are currently working on the High Level Design Document and have already signed a non-Disclosure agreement with one of the major cell phone operators in Africa. Sipho says working with DESTEA has opened doors for Alshafeti because this has enhanced their credibility.

“DESTEA’s outreach in rural places like Qwaqwa surely has open the doors for small companies like ours where innovation is least expected”

Alshafeti's vision is to be a significant player in the telecommunication space which is currently dominated

CHALLENGING CLIMATE CHANGE



Working for Climate is a youth owned company operating in Matjhabeng Welkom, the primary goal of the company is to promote awareness that Climate Change is inevitable in the third world and developing countries. Founded on these premise by Motlatsi Makhasane and Jewel Letsipa, their mission is to educate communities and the youth on Climate Change and their effects. Other core issues that the company focuses on are environmental education, management of the environment, green economy and retrofitting projects.

After reading about DESTEA's Tabalaza Pitching Programme Competition in the local newspaper, the duo immediately felt that this is made for them. Tabalaza creates an enabling environment for business deals to take place between small businesses and investors, mainly to facilitate capital investment and mentorship for small enterprises. Their pitch was centred on Environment, Tourism and Small Business Development in Matjhabeng. Their inspiring efforts earned them a R200 000.00 first prize money and with this prize money

they decided to invest it in environmental training workshops for the youth and as well as buying branding and tools equipment such as cameras, projectors and PA system. Other skills that Working for Climate concentrate on are business training for the

youth especially on business start – ups climate related matters, electrical and water pumps engineering, installation of geysers and solar panels. Working for Climate is part of the incubator programme at Goldfields TVET Tosa College called Centre for Entrepreneurship. The initiative is a brainchild of the Department of Higher Education and Training, Department of Small Business Development and Small Enterprises Development Agency (SEDA). The company uses the Centre facilities at the institution for the daily running of business operations. These facilities offer business entrepreneurship training, innovation and idea generation training and product conceptualisation. For ideal business purposes, the centre is fully furnished, installed with computers, printers, and internet and fax machines equipment. Small businesses are afforded an opportunity to operate as professionals, they can send emails and host company meetings in boardrooms in these facilities.

For more details please contact Working for Climate on: Motlatsi or Jewel @ 073 099 9477/076 826 1520

TIMELESS TOMATOES – NATURE’S GRACE

Timeless tomatoes is an agricultural business that was established in 2005 on a farm outside Bethulie in the Free State. It is a sole proprietor business owned by the enthusiastic Anja Fourie.

Anja says there was not enough activities on the farm to keep the community busy, and that's when she decided to start a tomato business. The business prides itself on planting, nurturing, producing and selecting only the best quality tomatoes. The tomatoes are produced in an old hearty farm tradition and the drying process is done in natural sunshine, the way nature intended.

When she started her business in 2004, the business was operating on a small scale, but after the intervention by DESTEA where she won 3rd prize worth R200 000.00 during the Agro-processing development fund pitching session, she now sells 60% as fresh produce, while they process the rest into various products such as Sun-dried tomatoes, Preserved sun-dried, Tomato Pesto, Tomato Jam and Tomato Chutney.

As a result of high production, she can now distribute her products countrywide. Depending on the time of the year, she created between 15 to 25 job opportunities to the local community.

Asked what her long term goals are, Anja said “I would like to see Timeless Tomatoes products in every deli, coffee shop and farm stall in South Africa. And when I think really big, I want to be able to export to the rest of Africa”. She gladly revealed that she is currently in discussion with a European company that has shown interest in her product. This, she believes, is a good opportunity for a small business from a rural platteland in the Free State to export locally produced products.

Her message to the youth is that first start, she further stated that “Many people have great business ideas, but it stays ideas. Start small, be humble and stay in your lane”.

**For more details please contact:
Mrs. Anja Fourie
Cell: 073 361 7906**

SWIMMING WITH THE SHARKS WITHOUT FEAR OF A BITE



An encouraging remark in the workbook by the English teacher left an indelible mark and eventually became the spark that started Home Media & Communication in Bohlolong Bethlehem. “This is brilliant. You should become a writer, think about it”, wrote the teacher in Motlatsi Mofokeng’s book. Armed with the degree in Motion Pictures and experience gathered working for reputable companies in the communication field both in Johannesburg and Bloemfontein, the message from his teacher, propelled him to take that one giant step in 2017 to resign and start his own company.

Working from home, Motlatsi and his beautiful wife, Dimakatso Mofokeng started a business to produce corporate videos, promo videos, photography and graphic design. The life-changing phone call came one evening, an invitation to take part in Tabalaza Business talent Search Competition by DESTEA. At that stage the company had limited resources with quality not meeting industry requirements. They put everything in it because they did not make room for failure. They won the first prize in Thabo Mofutsanyana District and got video and photography equipment amounting to R250 000.00.

Today Home Media and Communication is a household name in Bethlehem where they can put up a full HDTV Set studio in the comfort of the client’s choice of venue and produce a world-class material. They boast corporate businesses like VW, Nissan, Nu Pro and Tswelopele driving School in Bethlehem. Their next goal is to digitalize marketing and to see entrepreneurs having corporate videos on their smart phones. With a wry smile Motlatsi says, “in this day and era everyone can take their business in their pocket” His message to some of the young people sitting at home and twitching their fingers, he says “There is a lot of assistance people can get from DESTEA, however they should make an effort in their own way. They can’t be absent and expect others to be present in their absence. They should make their presence felt in order for the Department to match what they put in”.

For more details: In House Media and Communications - 081 481 0148



RENEWABLE ENERGY TO COME TO THE RESCUE

Once in a while we all find ourselves unable to use our cell phones because we have run out of battery. This could soon be a thing of the past when Photolo Flip solar Chargers' invention hit the market. The owner of Photolo Flip solar Chargers, Tumelo Photolo already showed signs of deep innovation at Technical School. He would fiddle with electronic to satisfy his inquisitive mind Trained as a plumber, Tumelo soon connected the dots and concluded that plumbing and electricity can be provided under one roof.

This further developed his interest in solar energy, which is a logical option when dealing with geysers. His personal frustration of flat battery at areas where no electricity is available, the penny dropped and his Einstein moment arrived. He thought of chargers using only the solar energy. The business was established in 2015 with the objective of solving the problems of people who visit public places such as restaurants and universities and libraries.

In the event they run of battery, they can easily charge their phones without using electricity. Giving praise to DESTEA, Tumelo says,

“DESTEA takes SMMEs seriously. Their efforts towards providing us with skills development, personal development through training is proof that they do not take us for granted”

After impressing the panel of judges during DESTEA Tabalaza pitching session, he won a R100 000 price. This he used to work with Product Development Technology Station at the Central University of Technology to develop the flip solar prototype.

His message to young people is that, “Young people should move from their comfort zone and should be willing to associate with visionaries who can or are willing to make things happen”

For more details contact Tumelo Photolo @ 060 469 9910



CHANGE IN CULTURE AND MINDSET OF WOMEN IN CONSTRUCTION

bricks that are SABS approved.

Kekeletso Tsiloane, Kedibone Tsiloane and Kagiso Moremi were not satisfied with the roles and labels given to women in the construction sector and this mindset became a movement to change the way society perceives women. In pursuit of this idea, they opened their own construction company.

Ramtsilo Trading is a construction and bricks manufacturing company based in Sasolburg north of Free State. The company is owned by three young women in a male dominated industry and was established in 2013. It started as a construction company and throughout the years they discovered there's a niche for developing alternative building methods. After some time of research, these young women came up with a concept of producing Eco friendly bricks and the company started manufacturing bricks made of recycled plastic. They then took their innovative product to the independent lab for testing and it received favourable endorsement. They also produce the cement

After being to several exhibitions, their target market then broaden from construction to developers and distributors around the country. Some of the major clients they have are a distributor in Kuruman in the Northern Cape, construction owner and a developer in Sebokeng Gauteng and a construction company in Heilbron in the Free State. Their financial constraint became a thing of the past when they entered the Tabalaza business talent search that was organised by Department of Economic, Small Business Development, Tourism and Environmental Affairs (DESTEA) in the Free State and managed to win R250 000. They then invested the money into the business and bought machinery for higher production. The numbers increased from 200 bricks a day to 1000 bricks a day and now the company has 5 permanent employees in the brick manufacturing department and about 15 permanent employees.

Their message to hopeful entrepreneurs is "This is a very lonely journey, its lessons upon lessons. You are going use money more than you make money, you are going to lose friends and you might even lose your family".

For more info contact: Kekeletso Tsiloane: Cell: 072 723 3552



WOMEN PAVE WAY INTO CONSTRUCTION INDUSTRY

They were encouraged to apply for funding and invited to participate and pitch at Tabalaza Pitching Session in Mangaung Metro. They were trained to enhance their presentation skills in preparation for the pitching.

They won the 2nd price and received R150 000.00. The money assisted the business to diversify the portfolio of the company and enhanced efficiency in the business. The tools and equipment added value to the company and enable the company to offer better services to their prospective clients.

Their advice to the young people who have business ideas is that they must associate themselves with institutions such as DESTEA, FDC and other funding institutions. To those who have goals to fulfil, they must ensure that their dreams come true. They must first learn the art of business to succeed.

The trio said that they would like to thank DESTEA for assistance they received. The assistance is not only in funding but in training to make the business bigger, more profitable and able to create more jobs.

The world of construction is attracting more and more women and presents entrepreneurial opportunities for young women in South Africa.

Ahang Amalgamate construction is a black owned multi-disciplinary construction company established in 2016 in Parys. The business became operational later in November 2017. The founding Directors of Ahang Amalgamate are young and vibrant women, namely, Nthabiseng Malejane, Manini Setai and Refilwe Mogale. The company currently employs four people, consisting of a project manager and labours.

This company offers residential and institutional construction services such as additions to houses, painting, renovation to government buildings, facilities management, cleaning, gardening and general maintenance of buildings. The founders also plan to branch into brick manufacturing.

Through interaction with DESTEA, they were able to know about Tabalaza Pitching Programme.

For more information please contact:

Nthabiseng Malejane: Cell: 071 080 6022

Manini Setai: Cell: 084 544 9619

Refilwe Mogale: Cell: 071 703 7939

MASTERS IN BUILDING AND PAVING ROADS



LPK Civil and Structural Engineers (Pty) Ltd is a consulting engineering firm specializing in road designs and project management.

The company was established in 2016 and it is 100% black owned by Mrs. Nthoana Klaas from Bloemfontein. The company specialises in building and repairing roads, quality compliance and consulting. In 2015, she got retrenched at her previous employment and had to make ends meet and provide for the family.

With more than 11 years experience in road construction and compliance, especially compliance, Mrs Klaas went full steam in making the company a significant player in this industry. The 35 year old has a degree in Civil Engineering from the University of KwaZulu Natal. One day while surfing the net on social media, she

came across an advert on the Official Facebook page of the department about Tabalaza Pitching Programme Competition. She was compelled to enter the competition because their situation was looking dire by the minute. She entered and pitched her LPK Civil Engineering business to a panel of judges and they came second and walked away with R100 000.00 which they used the prize money to buy equipment.

The business is steadily growing, they are knocking and pushing down doors for more business contracts. The industry is fierce as they are competing for contracts with established companies. They are qualified in building and paving roads, they are the masters of roads construction.

For now what they can hope for is to subcontract under these big players and get the piece of the pie because they are still new in the game. LPK is doing well at this stage, they have managed to employ 12 people so far on a permanent base.

It is their wish to expand and grow in future, they want to invest in branding and marketing, they believe in the power of marketing. They have offices in Qwaqwa and they plan to open more offices in other parts of the country.

**For more details please contact:
Mrs. Nthoana Klaas: Cell: 079 435
3481**

IN THE BELLY OF THE BEAST



It is very refreshing to see a group of young black people being successful in a still untransformed sector like mining engineering. Tshebetso Pumps and Engineering is sowing rewards of hard work, team work and determination. The company is based in Welkom and was established in 2016. Tshebetso Pumps and Engineering (Pty) LTD is a company providing services and related products for pumps, pump stations maintenance, cylinders and electric works in the mine industry.

It is a level 2 B-BBEE company with 25% procurement recognition. The company provides services and products to mines, municipalities and the agriculture sector. To date Tshebetso Pumps and Engineering is proud to count amongst its clients recognisable mining industry leaders such as Harmony Gold Mine and Sibanye / Stillwater Gold. The journey has not been without

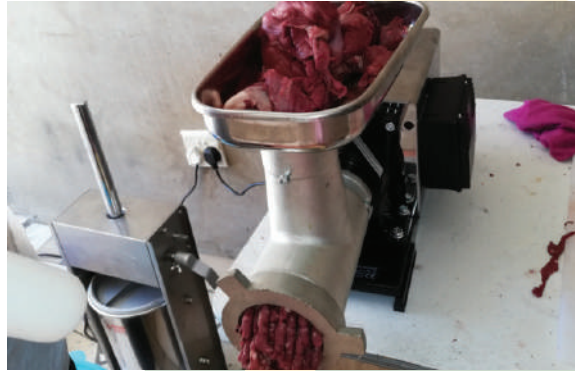
its fair share of challenges, during the early stages of the business when founders used funds from their own pockets. "We used our own savings to register and start the business, which turned out to be a huge challenge for us," said Mr. Thabiso Mosebi one of the Directors. At some stage, directors of the business did not pay themselves salaries, this was to contain running expenses of the business such as rent and salaries. "It was not easy but we had a vision and we were determined to succeed and in order to do so we had to make sacrifices", explains Mr. Mosebi.

The business was nearing closure when DESTEA funded them. Currently it employs twelve (12) full time workers. After receiving R650 000.00 grant the company purchased a company vehicle (mini truck), office equipment, workshop tools and other equipment. "The grant came at the right time, we invested the funds back into the business, it's the best decision we made", said Mosebi. Tshebetso is currently in talks with various potential clients in different sectors. "We are in the process of expanding outside of Welkom and Free State, the future looks bright and we have built and maintained strong relationships with our stakeholders, we are starting to reap rewards of such meaningful relationships", concludes

Mr. Mosebi.

For more details please contact: Tshebetso Pumps and Engineering - 066 548 8470

YOUNG AND VISIONARY BUSINESSMAN



Serasengoe Moodie is a young, energetic and passionate businessman from Thaba' Nchu. He owns a biltong producing company named Amity Development Solutions. The target market for the company is households, social events, local taverns and music festivals. Currently, the business uses social media to advertise the product.

When he started his business in 2016, Mr. Moodie could only produce one product which was biltong. He entered the Agro-processing Development Fund Pitching Session offered by the Department of Economic, Small Business Development, Tourism and Environmental Affairs (DESTE) in 2018 and was awarded the 4th prize worth R100 000.00 in the youth category. With the winnings, he bought several productive equipment which were required in order to expand his business. After the intervention by DESTE, production has gone up and he is now able to provide other products like mincemeat, wors and cut meat for funerals, parties, etc.

With the remainder of the money, Mr. Moodie started a small piggery to enhance production line of his business. He wants to start the production of all types of meat so that he does not have to go and buy meat elsewhere. "The aim is to breed them until I am able to sell them" said Moodie. His long term goal is to own a butcher shop. He mentioned that the challenges that he is currently facing are a cold room for storage, workplace, labelling of his products and branding. He wants to motivate young people to start their own businesses, start small and know their target market.

Mr. Moodie expressed his gratitude to the department and thanked them for seeing the potential in his business.

For more details please contact:
Mr. Seresengoe Moodie: Cell: 073 082 1546
E-mail: amity.dsolutions@gmail.com

PULLED FROM THE JAWS OF A SHARK

Mrs. Eslina Kunene who resides in Bloemfontein bought a second hand car at one of the well-known car dealership in Bloemfontein for R167 000.00. She was a happy first time owner of a beautiful 350 ML Mercedes Benz car until it started to give her problems. She noticed a number of problems with the car after she bought it. The engine started leaking and the steering wheel was constantly locking. She mentioned that she approached the dealership on a number of occasions to report the defective car and requested them to either repair the car, change it or refund her. The dealership was not cooperative and that is when she decided to lodge a complaint against them at the Consumer Protection Office at DESTEA.

Mrs. Kunene said she had heard about the Consumer Protection Office on radio that they assist unfairly treated consumers free of charge. She won a case and it was a settlement out of court. Her case was resolved in less than 2 months. The complainant said the service was speedy, pleasant and easy as throughout the whole process, she was regularly updated about the new developments of the case. She encouraged other people to use this service that the government is providing. Her message to other people is to always read the contract or any document before you put your signature on it, test drive the second hand cars, keep receipts as proof of purchase and make sure of what you are paying for.

SAVED BY THE CONSUMER PROTECTOR

When purchasing brand new or used goods, a consumer has the right to receive products that are up to standard. When consumers are met with unsatisfactory services or goods, they are left helpless and in most cases spend another money and time fighting corporates for compensation. The Office of the Consumer Protector in the department of Economic, Small Business Development, Tourism and Environmental Affairs is mandated to providing access, information and education to consumers who may experience consumer related disputes within the Free State Province.

Ms Annale Burton from Bloemfontein approached a company to manufacture a designer couch for R75 000.00. The excitement was however short lived when the couch started falling apart. Not knowing what to do, she googled possible institutions where she could get help and that is when she came across DESTEA and so the process of her being assisted by the Consumer Protection Office began. A dedicated team of officials in the Consumer Protection Office left no stones unturned to assist Ms Burton, "I got very good service from the department" affirmed Ms Burton.

Her advice to the public is that, people should approach DESTEA, the service is for free. If you, as a consumer, have any disputes with a seller or retailer DESTEA Consumer Protection Office can help you resolve the issue and get the acceptable compensation.

PRODUCTION JUMPS BY 400% WITH DESTEA'S SUPPORT



When all seemed in vain after many years of burning the midnight oil, Dimpho Motaung's strong resolve to make a difference in life moved into top gear. What others saw as wasted years of studying financial accounting eventually being declared overqualified with no experience, came out handy and very useful to Hotplate Bakery in Intabazwe Harrismitth.

Established in 2016 in a small Wendi house with a loan from her parents, Hotplate Bakery sold kotas—a township relish, to residents and proved an instant success. The scarcity of the raw material, for this relish, unsliced bread, soon became a challenge that planted a seed in Dimpho's entrepreneurial mind. She had to bake her own bread.

Driven by her philosophy that, "Be prepared to partner with someone you can listen to and trust and ask the right questions", Dimpho approached knowledgeable people in the baking industry for training and sampled with almost every product in the market till she found what she says is a winning recipe.

After hearing of DESTEA's exciting pitching competition, from a local business woman, she went all out and indeed nailed the competition to obtain position one and won herself R450 000. 00 first prize.

From the first fourty loaves a day today Hotplate Bakery produces more than four hundred loaves. It employs seven full time staff, four females and three males who work two shifts, the first one start at 2am and the last one ends at 8pm. This township enterprise produce, bread, buns, vetkoek, chips and kotas. They now supply other businesses in the township and sells to schools as well.

Dimpho's message to other potential entrepreneurs is, "People should be prepared to take the initiative and be prepared to knock at all doors and work hard. We cannot wait for government to come to us, we have to look for these opportunities" Her purpose in life is to create employment for someone hungry because she knows the pain of being unemployed.

Details of Hotplate: 071 646 7921



mcofana, a 100% black owned company was established in 2015 by Nyakallo Mokoena in Zamdela, Sasolburg. The establishment of the brand came out of his curiosity and strong desire to find something unique and appealing. Having worked at a bottled water company, Nyakallo realised the decline in the demand of bottled water in winter, and he was struck by an idea of a warm beverage. Driven by ambition and desire to get in the coffee business, and turn his dream into reality, Nyakallo saw himself as first black Barista in Zamdela.

Hot beverage became ideal replacement for bottled water and was the birth of mcofana a township lingo meaning nice coffee. He fell in love with coffee industry and the zest let him to pursue his ideal business and turned his dream into reality.

To gain a required knowledge and skills in this industry, he took the YouTube tutorials and invested hundreds and hundreds of hours learning the trade. Once equipped with this knowledge, his focus and target market became the corporate world.

WAKE UP AND SMELL THE COFFEE

Nyakallo soon realized that coffee is his life. He contacted DESTEA for assistance and was told about Tabalaza pitching sessions. He entered the competition, participated and won a 3rd prize amounting to R100 000. He used his winning price to purchase bigger and more modern machines and the grinder. After acquisition of the machines, the company managed to buy a mobile bar to render services at big corporate events.

The company currently employs three staff members on part time basis. He said having mcofana gives him a great pleasure and also fills his heart with joy because he got to explore the world through coffee. What makes Nyakallo happy is the ability to inspire young people and connect with other people, have conversation that uplift and improve his community through a cup of coffee.

Advising emerging entrepreneurs, Nyakallo Mokoena said, "Learning from his experience, it is important that, if a person find him/herself in a hole, stop digging, digging a hole makes it deeper and therefore it would be harder to get back out".

**For more information please contact: Nyakallo Mokoena
Cell: 067 105 3404**

NTHONGWA ARTZ



Nthongwa Artz was born in 2017 November as a collaborative work of young, three, self-motivated lads and a lady from Welkom in the Free State Province. Their collaboration arose when the four worked together at a signage company where they gained a vast experience and today, all of them find themselves being Directors of Nthongwa Artz.

This is a Graphic design and signage company based at CUT in Welkom, specialising in Graphic Design, Signage, Video Production, Photography and Web Development. Their target markets includes, businesses and the government at large and the surrounding Mines. Their challenge however, like many other emerging business is capital. Though the company receive sufficient orders they are unable to meet them because of capacity. Taking part in the department's Tabalaza pitching competition have changed the company's fortune. They became the overall winners and scooped R 250 000.00 worth of equipment which made their dream worth pursuing.

"We recently took part in a signage competition organised by Sign Africa held in Johannesburg and manage to come number eight. Sign Africa is a company specialising in branding cars. This is an indication of big things to come",says Kenny Nthongwa.

They are grateful to DESTEA for the opportunity and hope it will continue to assist young people of the Free State. The company has created eight employment opportunities and is poised to create many more. Their vision is to become one of the most respected signage company in South Africa.

For more details, please contact: Kenny Nthongwa at 081 085 9315.



FURNITURE FOR KINGS AND QUEENS

today known as Sticks & Stones Antiquity Innovation Furniture", said Jack. Today, Sticks & Stones Antiquity Innovation Furniture employs one person as a carpenter. Their long term goal is to employ 10 to 20 qualified carpenters, to empower them with knowledge and create more jobs.

Born and bred in Cape Town, then relocated to Parys in August 2017 to pursue other ventures in life. The journey of hustling began when Jack worked for IT Company and Joy as a medical practitioner. Their passion and zeal for owning their own business was the stimuli to propel their innovation and creativity to ensure that the Sticks & Stones Antiquity Innovation Furniture was born. Sticks & Stones Antiquity Innovation Furniture specialises in innovative furniture which is space saving and multi-purpose for any home or business. Their products are made from pallet wood; products vary from folded chairs, plasma stands, wine rags and coffee tables, lounge suite, twisted cupboards which is made into nice new usable furniture for all households indoors and outdoors.

"DESTEА assisted us to exhibit our product at SAITEX in Johannesburg where we had the opportunity to market to national and international clients. We need an e-commerce website to sell our products to reach a wider target market and market. In the recent past, the company has attracted the attention of a Chinese businessman who would like to establish a factory in Parys. This is an indication that we have the potential to supply to international market" said Jack.

"We grabbed the opportunity when we heard about the DESTEА small business support programme, an initiative of the department that was intended to intensify funding support initiatives to SMMEs in order to assist them with sustainability and growth of their enterprises funding service. This programme became the fuel that propelled what is

"The intervention of the Provincial Government addresses one of the biggest challenges in the Democratic South Africa, youth unemployment. Progress like this one will help change business landscape and ensure that even those who hitherto were in the economic periphery are brought to the fold and also contribute meaningfully to the economy alluded" Jack.

For more information contact: Jack and Joy Pearce on 079 161 2266

FLORENCE BLOSSOMS IN LAVENDER FARMING



The ambience of a lavender farm on a sunny day is just too spectacular not to take a photograph and admire the landscape. There's something about the sight of a lavender field that attracts the eye. This is the sight that you experience when you enter the plot of a 63 year old Florence Nkoane, she is one of the few advent and ardent black lavender farmers in the Free State.

She has two plots where she harvests and manufactures Lavender products, one plot in Bainsvlei and one in Bloemspruit. Farming lavender came with benefits and doors started opening for her Lavender Blossoms business. All of a sudden she started being invited to exhibitions and she started doing presentations on the health benefits of lavender plants at government events.

She got introduced to farming lavender when she was part of the 100 women who were part of a government programme to establish or introduce women as lavender farmers in the Free State. Out of the 100 women who started with her, she is the only one left, still standing and still pushing strong to make it. "The department of Economic, Small Business

Development, Tourism and Environmental Affairs in cooperation with the Free State Development Corporation have done so much for my business. I have exhibited at China Week in 2016, I have been to China to exhibit my products and now I have Chinese clients who use lavender for its health benefits", said Florence. Florence sells Rose and Lavender Essential Oils. A 100ml of a bottle of oil sells for R150 and 50 grams of lavender tea sells for R50.

"This is a very profitable business to be in but needs patience", she says.

Florence's lavender products will soon be on the shelves in Brazil where distributors have shown interest. This is made possible by the intervention of DESTEA. Lavender has health benefits, it is an eatable herb and it can be manufactured into a tea. It helps with improving memory, it heals ulcer infested stomachs, damaged cells, cures muscle pains, cramps, it is an anti-spasmodic, it is also a sunburn and improves dry skin. "I encourage other black farmers to enter this market, enter only because you have passion for farming, don't enter because you wish to make money quickly", she said.

For more information contact Florence Nkoane on 063 742 6026

BOTEBO WINES, A TASTE OF DEPTH



Assertive, courageous and determined are three words to describe the go-getter woman behind Free State's Botebo Wines located in Jacosdal, Botebo Farming, in Xhariep District. Botebo Wines was established in 2013 by businesswoman Ms. Teboho Ditsebe after an acquaintance hinted that should she look into the business of wine and grapes, her initial plan was to grow flowers in the 14 hecter farm. "After I purchased the farm an acquaintance advised me to look into this untapped sector in the province at the time and I went all in".

Ms. Ditsebe alludes to the difficult early days of this rising brand Botebo Wines, because she had to self-fund the business from her own pocket. With a deep sense of fulfillment, this feisty woman has no regrets. "Entrepreneurs should invest in themselves, no one will do it for you, ask for assistance while you are busy working" she said, she admits though that funding remains a huge challenge for emerging entrepreneurs.

The farm currently employs four (4)

full time workers and during previous harvesting it had a whopping sixty (60) seasonal workers majority which were young people. Botebo Wines is currently sold in exhibitions, open markets, online on the corporate website (www.botebowines.co.za) and by direct telephonic orders. Botebo Wine offers Chenic Blanc, Rose, Sparkling wine, Cabernet, Merlot and Sauvignon. Ms. Ditsebe took part in the DESTEA SMME Support Programme through Agro-Processing Pitching Session in 2018 and won the R450 000.00 first prize. She invested the prize money back into the business by purchasing a container that will be used as a wine tasting room, bottling and a bottle filler. She is currently outsources these production aspects.

Growth prospects for Botebo Farm include expanding product offering from the farm, "From the grapes I harvest I want to make grape seed oil, grape juice, dig a borehole for extra water during dry season and build an intimate conferencing and wedding venue that will have a chill / lunch spot for travelers who seek relaxation in between their journey", she said. Her advice to emerging entrepreneurs is to always do proper research, strategy and planning in whatever sector you want to get into and educate yourself. She also noted that technology is not going anywhere, therefore entrepreneurs should not ignore it as it allows one to trade and be accessible anywhere in the world. **For more details please contact: Botebo Wines Cellphone: 079 074 3389**

NALANE EA AFRIKA, INSPIRED BY NATURAL CROWNS



Research has shown that African consumers are beginning to be dissatisfied with hair-care products that are partially suitable to their hair strands and want a more compatible product with effective results of grow. Nalane ea Afrika meaning African Heritage in Sesotho is a proudly South African haircare range that took the challenge of fulfilling needs of natural hair enthusiasts.

Established in 2013, this rising enterprise is a 100% black-women owned, founded by directors, Mantshadi Mokoena and Karabo Mokoena in Bloemfontein. They developed the Nalane ea Afrika natural haircare range after years of struggling to find natural hair products suitable for their natural hair needs.

The natural hair-care industry is becoming highly competitive with international brands dominating. What sets Nalane ea Afrika apart from competition is that it is deeply rooted in embracing African women and advocates for natural

hair “We wish to demonstrate that with our products it is possible to have healthy growing ethnic African hair without having to put harmful chemicals to it. We plan to do this by developing a hair care range made from a unique blend of African indigenous oils and butters” says Mantshadi Mokoena. Nalane Group is one of many sustainable and deserving enterprises that have been supported by DESTEA through Tabalaza Programme pitching sessions, they walked away with R250 000.00 after an outstanding pitching session. The company currently uses a contract manufacture to manufacture the products together with its recommended raw material and packaging suppliers. Nalane ea Afrika distributes mainly through individual traders, on the company website (www.mynalane.co.za) and Salons that are using and selling retail products.

The list of salons continues to grow and the group has an impressive social media following and presence. The company targets Naturalist, Resellers–Salons and distributors and Hair Stylists. Their advice to fellow entrepreneurs is “They should not doubt themselves or underestimate their ideas but instead they should trust themselves and focus on being innovative and creative to come up with African solutions for African problems” conclude Mantshadi Mokoena.

For more details please contact:
Mobile:081572 6519
Website:www.mynalane.co.za

HUSTLING FOR SUCCESS



Motivated by the quotation “Some hustle for respect, Some hustle for love, Others hustle for truth and We all hustle to survive.” – Unknown, Reaboka Sentle started his hustling life as a student of Marketing and IT at Central Johannesburg College in 2014.

Faced with the challenge of making sure his food and accommodation is paid, Reaboka had to go out and look for a part time job. He landed a job in a manufacturing company where he helped with cutting frames and design furniture. That’s when he developed the passion for manufacturing and soon registered BHV Empire after completing his studies.

When he went back to his home town of Welkom in the Free State, unable to find a job, he matched his skills of Marketing and IT with the experience he acquired to open a business. In 2018, the BHV Empire came to DESTEAs offices to request for assistant to buy stock.

That's when he heard about Tabalaza pitching Programme and he entered the competition. He was invited to pitch and won the second prize worth R150 000.

“This competition has assisted me a lot because at that time I was working from a garage at home. Now I have equipment and a warehouse where I can run my business. I have hired two part time employees. What inspired me is a feedback from my clients on the quality of work I am doing. My long term goal is to open other outlets in the Free State and other provinces”, alluded Reaboka Sentle.

Today, The BHV Empire specializes in state-of-the-art furniture after assistance from DESTEAs. They manufacture chairs, sofas, couches, lounge suites and headboards. The company’s target market is residential, offices, social and corporate events. Reaboka Sentle said, “For those emerging entrepreneurs who want to tap into business, I would like to say, if you dream about something go for it. So if you want to do business do it with passion”.

“To DESTEAs I would like to say, I am grateful and thankful. It would not be possible without DESTEAs. I was going to be an employee but they helped me to open my own business. I wish they could assist other emerging entrepreneur's, said” Sentle.

**For more information contact:
Reaboka Sentle at 0789075033**