



The Small Enterprise Development Agency

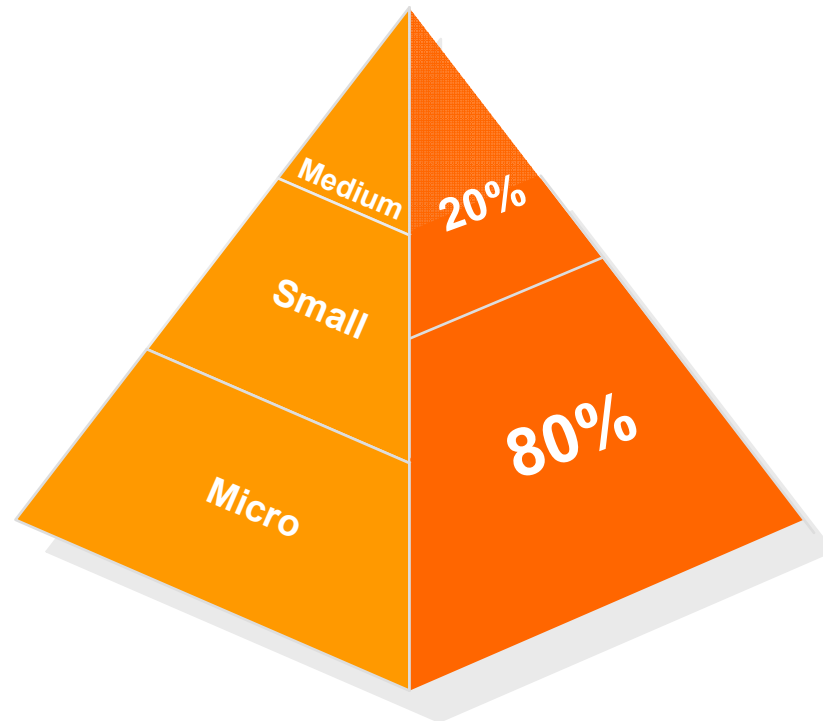
Lindani Dhlomo
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The seda Mission

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

The seda Target Market

- seda focuses primarily on developing products and services to assist small, micro (both formal and informal) and co-operative enterprises, while continuing to provide products and services to medium enterprises.



The seda Target Market cont...

- **20% - small to medium-sized enterprises**
- **80% - small, micro (formal and informal) and co-operative enterprises**
 - Small enterprise means a small business with a maximum of 50 employees
 - Micro enterprise means a small business with a maximum of 5 employees
 - Medium enterprise means a small business with a maximum of 100 employees for the agricultural sector and 200 for other sectors

IMPLICATIONS OF MANDATE

- Local delivery
- Shift from wholesale to retail model increasing
foot print
- Create national credible brand
- Back it with uniform quality service and standards
- Find win-win partnerships

What seda Branches offer

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

Products & Services

seda Business Talk

You are thinking about having your own business? Congratulations! Talk to Seda first, and you will get practical answers and guidance about your first steps into business, saving you precious time and money.

STAR PRODUCT/ SERVICE

Test your business idea

INFORMATION

Cooperative (pre-incorporation seminars)

Starting a business fact sheet

Cooperative fact sheets

Call center

Website

CONSULTATION

Test your business idea

Entrepreneurship diagnostic tool

TRAINING

Seda start up 1

Entrepreneurship awareness seminars

Entrepreneurship school's program

INCUBATION

In partnership with private, public and non governmental organisations, Seda technology programme is establishing a national platform of business and technology incubators with sector specific, taylor-made support for promising start-ups - Assistance varies according to each centres, but all include technology transfer, business planning, and mentorship. Call the information hotline on 012 441 117 for potential opportunities.

Products & Services

seda Business Start

Serious about starting your business? Seda is the partner to help you plan it all, so that you have the best chances of success. That's all that matters to us.

STAR PRODUCT/SERVICE

Business plan

INFORMATION

Check list and fact sheets

Franchise information

Franchise cadet programme

Call center

Website

CONSULTATION

Register your business

Business plan

Access to finance

TRAINING

Seda enterprise start up course

Basic business skills course

Introduction to Cooperatives

Open source business software for SMEs(Free Open Source Software)

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Products & Services

seda Business Build

STAR PRODUCT/SERVICE

Productive Capacity Building Programme

Marketing efficiency

INFORMATION

National procurement platform (web)

Tender advice

Networking /business linkages

Export awareness seminar

Call center

Website

CONSULTATION

Export readiness assessment

Access to finance

Trade Point programme

TRAINING

Export Orientation Course

Pre and post-exhibition training

Productive Capacity Building Programme

Starting and managing a cooperative

Your business is established, and now is the time to consolidate and improve your fundamentals. As the SME specialist agency of the dti, Seda is ideally positioned to assist you in your critical business building phase.

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Products & Services

seda Business Grow

At this stage of development, you seek a strategic partner that could review and challenge you to take actions toward more sustainable growth. Our network of service providers and our track record are testimony of our capacity to help you in your success.

STAR PRODUCT/SERVICE

Export development

Customised business solutions

Sustain your business

INFORMATION

Networking /business linkages

Quality management systems

Call center

Website

CONSULTATION

Export development

Business development for cooperatives

Access to finance

TRAINING

Branding

Developing a franchise network

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Contact Information

Branch	Telephone number
uMgungundlovu (Pietermaritzburg)	033 264 3100
uThungulu (Richards Bay)	035 797 3711
uGu (Port Shepstone)	039 688 1560
Sisonke (Ixopo)	039 874 7100
uThukela (Ladysmith)	036 631 3901
Amajuba (Newcastle)	034 312 9096

Contact Information Contd.

Partnerships	Telephone number
Seda eThekwini	031 3089900



Thank you!