

Creating a Measurable difference : Changing lives for the better, forever.

Fetola & Associates offers quality specialist consulting & training services - including strategic organisational development, and a range of user-friendly technical and operational solutions for small business beneficiaries

SPECIALIST SMALL BUSINESS CONSULTING SERVICES: Our specialist consultants provide simple user-friendly solutions for a full range of small business needs, from strategic planning & new venture creation, to practical operational solutions, in a range of sectors.



Strategic Consulting

- **Strategic planning**, vision development and Business Planning
- **New Venture creation**, partnerships and VC proposals
- Market and **opportunity analysis**
- Business assessment and analysis of **investment potential**
- **Needs Analysis** and Recommendations
- **Feasibility Studies** and Due Diligence Reports

Operational Consulting

- Business **Systems Development**, Training and Implementation
- **Project Management** and Implementation
- **Grassroots Business development**
- **Sales & Marketing** strategy for small business
- **HR functions**, staff relations and contracts for small business
- **Costing and pricing**
- **Database development** for small business
- Business as an instrument of **social upliftment**
- **Export marketing** strategy and implementation
- **Trade shows** and exhibitions
- **Media & PR tools** for small business

Mentorship Training and Coaching

- **Mentorship** for owner/managers of SMME & community projects
- **Training** – classroom and one on one skills training
- **Coaching** and life-skills support to high potential entrepreneurs

Sector specific skills

Our specialist consultants have proven skills in the following sectors

- **Agriculture** - specifically new venture creation, strategic planning & business plan development. Farming business management & administration inc HR. General agriculture including livestock, dryland and irrigated cropping operations. Other specialities include women in agriculture, apple farming & vegetable production.
- **Tourism** – specifically new venture creation, strategic planning & business plan development. Tourism operations including tour guiding operations, shuttle services,

Hotel and BnB management. Marketing, business operations and administration systems

- **Hospitality and Catering** – operational management of hospitality and catering enterprises
- **Small Scale Manufacturing** - new venture creation, strategic planning & business plan development. Market assessment and marketing strategy. Production line management, production efficiency, quality management systems and costing & pricing
- **Export/ Import** - new venture creation, strategic planning & business plan development
- **Road Transportation** – new venture creation, strategic planning & business plan development. Local & cross-border operations, car carriers, bulk freight & shuttle services. Simple administration and management systems for effective logistical operations
- **Craft** - new venture creation, strategic planning & business plan development including market assessment and marketing strategy. Product assessment, product development and product re-engineering.
- **Fairtrade** - new venture creation, strategic planning & business plan development for new and emerging Fairtrade ventures. Market access, accreditation and fairtrade related operations.
- **Women in Business** - new venture creation, strategic planning & business plan development for female owned and operated ventures. Skilled and sensitive planning for gender-based enterprise

Consultant Profiles

Catherine Wijnberg is a senior strategic level business consultant with more than 25 years experience as owner and manager of SMME enterprises in 5 different sectors. She has extensive knowledge of a wide range of industries and the ability to develop innovative solutions for new venture creation and business turn-around solutions. Her inspirational vision development workshops assist entrepreneurs to re-invigorate and step up to a higher level of success. Fully equipped with practical and theoretical business planning skills, she uses her MBA and M.Agr.Sc to ensure exceptional value for clients.



Anton Ressel is an operational specialist, skilled at providing practical solutions to everyday problems across a range of manufacturing and exporting businesses. His extensive hands-on experience in manufacturing, marketing and business administration enables him to develop and implement innovative and effective business solutions in a low-tech environment. Anton uses his formal skills (BA Psychology, Diploma in Ecotourism Management and in Sales Management) and extensive practical experience to ensure maximum value for his clients.

To find out more about us, please visit www.fetola.co.za or send us an email at info@fetola.co.za