

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

## THE EMERGING ENTREPRENEUR ACCELERATOR PROGRAMME

This five day business skills training programme is designed for the business owners and managers of entry-level SMMEs who want to progress beyond the business plan concept into sustainability, and create a business where income exceeds expenses on an ongoing basis.

Our experience has shown that just as there are certain common traits that define successful entrepreneurs and organizations, so too are there common weaknesses that define those who struggle to succeed.

In every business there are inherent **structures, systems, foundations and skills** that need to be in place if one is to succeed. We call these the **four B's (Basic Business Building Blocks)**, and our Accelerator Programme is designed to embed these critical, fundamental skills in programme participants in an engaging, practical and implementable way.



### Practical easy to understand content

The Emerging Entrepreneur Accelerator Programme takes the emerging entrepreneur, business owner or manager through a carefully thought-out series of workshops that follow a logical progression on the road to sustainability. Experienced sector specialists who have a practical, hands-on knowledge of small business and the subject matter, avoiding the overly theoretical approach of many similar offerings, conduct workshops. As your facilitators we have walked the walk, so we can confidently talk the talk!

Special emphasis is placed on the skills needed by **emerging entrepreneurs, rural, Black-owned and social enterprises**, as we see these as the future drivers of our economy.

While this programme has been designed as a full five-day course geared towards a positive final outcome, all workshops are structured to add value as stand-alone seminars and course content can be customised to client and beneficiary need. The training courses follow a proven methodology and past learners on our programmes have expressed great satisfaction at the results.

Training is ideally supplemented with peer group contact & mentor support, which can be added as a post-training component

### Mentoring

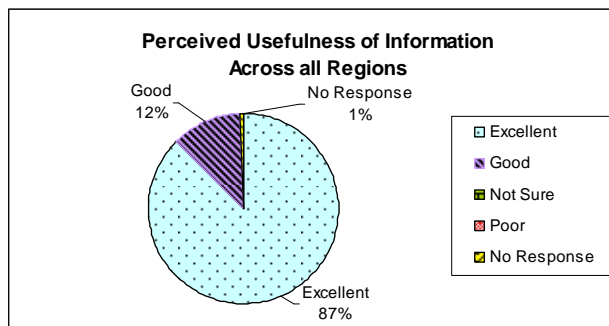
The Programme can also be tailored to include a follow-up **mentorship component**, or linked to our **Mentor Hotline**®, giving attendees access to a team of business mentors over a fixed period as they implement their new found knowledge in their businesses

EMERGING ENTREPRENEUR ACCELERATOR PROGRAMME	
Workshop Title	Duration
Business Registration, Compliance & Governance, Tax & HR Contracts	One day
Finance and Administration Basics	One day
Sales & Marketing for Emerging Businesses	One day
Strategic Planning for lasting success	One day
Costing & Pricing Fundamentals	One day

## Results & Accolades

**Cynthia Mapiye (participant - Western Cape)** *"The information is very useful and rich, the facilitator explains everything in an easy way to understand and we had more than enough training material to read and refer to. Now I know how to manage or do things like my income statement, cash flows and stock taking... Keep up the good work of empowering people. Thank you very much, we really appreciate it. You are life savers."*

## Accredited Business skills training - W&R Seta – 2009 – 92 learners



**Clementine Sibongile Zulu (KZN)** *"The program has helped me a lot with stock recording and administration... we are all working and pushing to grow in 2010."*

## About the Course Developers and Facilitators



**Catherine Wijnberg** is an entrepreneur & MBA graduate, with 25 years experience in five sectors. As Director of Fetola & Associates, she facilitates growth in the small business sector by designing and implementing enterprise development programmes for NGOs, emerging businesses and community-based enterprises.

**Anton Ressel** is a Director of The Fetola Foundation and has over 15 years experience as an entrepreneur, trainer, business developer and mentor in the emerging business sector.

**Nathi Tshabalala** is an experienced SMME sector trainer & accredited assessor with BCom Qualifications. He has considerable experience in the Craft & Agriculture sector as a consultant and Fairtrade advisor.

## About Fetola & Associates

Fetola & Associates is an Enterprise Development and CSI specialist consultancy. We design and implement enterprise development, skills training and mentoring programmes in the areas of craft, manufacture, tourism and agriculture, on behalf of a range of corporate, government and international clients.

Flagship programmes include the Old Mutual Legends Programme amongst others.

([www.thelegendsprogramme.co.za](http://www.thelegendsprogramme.co.za)).

To find out more about us, please visit [www.fetola.co.za](http://www.fetola.co.za) or send us an email at [info@fetola.co.za](mailto:info@fetola.co.za).

**Willard Musarurwa, Owner Feeling African Furniture Designs** *"I am excited please pass my thanks to all the team, thank you for your endless support and the platform you have set for us. The sky is the limit."*