

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

## The SMME Accelerator Programme

This programme is designed to accelerate the success of established small businesses and take them beyond the theory of the business plan into realising their full potential.

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, and this programme addresses these common challenges and equips the business leader to succeed.

Whether one is selling cars or cabbages, products or services 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 SMME Accelerator Programme is designed to embed these critical, fundamental skills in programme participants in an engaging, practical and implementable way.



The Programme takes the entrepreneur, business owner or manager through a carefully thought-out series of workshops that follow a logical progression on the road to sustainability. Workshops are conducted by experienced sector specialists with **practical, hands-on knowledge** of small business and the subject matter, avoiding the overly theoretical approach of many similar offerings. We have

walked the walk, so we can confidently talk the talk!

The programme is designed as a full course geared towards a positive final outcome, but all workshops are also structured to add value as stand-alone seminars.



An optional follow-up **mentorship component**, or linked to our **Mentor Hotline®**, gives attendees access to a team of business mentors over a fixed period as they implement their new found knowledge in their businesses.

MODULE ONE – SAVING THE DAY - CONSOLIDATION	
Workshop Title	Duration
Building your Leadership power	One day
Finance for Non-financial managers	One day
Sales & Marketing for Results	One day
Communications & Customer Relations	One day
Costing & Pricing Fundamentals & Strategies	One day
MODULE TWO – BUILDING THE FUTURE – GROWTH	
Marketing & Brand Building	One day
Business Registration, Compliance & Governance, Tax & HR Contracts	One day
Strategic Planning for lasting success	One day
Maximising Media & PR	One day
Performance Management for results	One day

# Fetola & Associates

Enterprise Development & Corporate Social Investment Specialists



## Mentor Support

In line with our commitment to support small businesses to reach their full potential, we recommend that training is followed by a period of mentor support. Our experienced mentors are successful entrepreneurs in their own right and bring a balanced perspective to the challenges of business.

Mentoring can be one on one, group or remote access, and our Mentor Hotline **provides** access at a most cost-effective rate.

## 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, training and CSI specialist consultancy. We design and implement enterprise development, skills training and mentoring programmes for small businesses in the areas of craft, manufacture, tourism and agriculture. Programmes are supported by a range of corporate, government and international clients and donors.

We specialise in the creation and implementation of Flagship programmes such as the Old Mutual Legends Programme ([www.thelegendsprogramme.co.za](http://www.thelegendsprogramme.co.za)) and accommodate clients of all sizes in our range of nation-building initiatives

We also have a not-for-profit partner organization, **The Fetola Foundation**, through which we carry out public benefit programmes and projects, such as the ETU Programme on behalf of the Embassy of Finland.

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).

*"The SMME Accelerator Programme is equipping me with skills to take my business to the next level. Knowing that I have a knowledgeable support system at the end of the phone has given me the confidence to take bigger and bolder steps!"*

**Bronweyn Craig, MD Out of Alex Empowerment Project**

" Thank you for your dedication. I feel the value you have brought is enormous. Your thorough team effort and generosity is certainly very much appreciated."  
Adam Carnegie The Founder of K.E.L.P

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