

MIE Support
Presentation by Tholiwe Ngidi, MIE Specialist



INFORMAL ECONOMY SUPPORT PROGRAMME IN ETHEKWINI



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1. Businesses Supported by Specialist
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ENTERPRISES SUPPORTED BY SPECIALIST

Enterprises supported	
Phakela Gas	Namu Hair Talk
Cato Crest Bakery	Ntokozo Omotoso
Mthimkhulu Glass works and Alum	Top 5 Furniture
MD Driving School	Dikxons
Roots and Kulcha	Ngididi Plastic Chairs and Tables
Jojozi Professional	Thanks J Upholstery
Magubane's Block Yard	Tshiwo Cleaning Detergents
Mandla Zama Catering	Pat Recycling
Kasi Boys	Kwanyuswa Clothing Manufacturers
Thulawazi co-op	Kwanyuswa Food Handlers

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MIE ACHIEVEMENTS FOR THOLIWE NGIDI'S MIEs

1. 17 MIEs received micro-grants in the form of IESP micro-grants and COVID-19 grants
2. The micro-grants were used to buy equipment and the COVID-19 grants were used for salary support for employees, raw materials and equipment.
3. Skills development happened through training, including customised training in baking, computer skills, business management skills, profitability, and cost analysis
4. Formal registration - CIPC , CSD, SARS, BEE certificate, barcodes for products
5. Market linkages developing
6. Cross-selling
7. New business space/trading stalls attained
8. Testing of products
9. COVID-19 support in the form of health and safety training, sanitizers, and masks
10. More cost-effective and/or efficient procurement of inputs/materials

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NTOKOZO OMOTOSO



1. **Name of the business:** Ntokozo Omotoso
2. **Product & services:** Manufacturing shoes, belts and bags
3. **Job creation triggers:** Assistance with business working space, equipment, marketing and new buyers and contracts
4. **Job creation target:** 5
5. **Jobs created:** 0 (4 to be reported this quarter)
6. **Progress:** The business has its own store in Thembisa mall (Johannesburg) as of November 2020. This was attained through the support received from the IESP comprising marketing material and equipment to manufacture products.

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MANDLA ZAMA



1. **Name of the business:** Mandla Zama
2. **Product & services:** Agriculture
3. **Job creation triggers:** Assistance with business working space, equipment, skills development, marketing and new buyers and contracts
4. **Job creation target:** 8
5. **Jobs created:** 20 permanent jobs (with 8 more to be reported)
6. **Progress:** The business has been assisted with marketing material, a micro-grant used to buy gardening tools such as JoJo tanks and has since received a contract to supply vegetables for Uthingo Academy.

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THULAWAZI CO-OP



1. **Name of the business:** Thulawazi Co-op
2. **Product & services:** Agriculture, poultry and uniform manufacturing
3. **Job creation triggers:** Assistance with business working space, equipment, skills development, marketing and new buyers and contracts
4. **Job creation target:** 5
5. **Jobs created:** 23 permanent jobs and 20 part-time jobs
6. **Progress:** Through the support of the IESP the business has been awarded with two contracts for school cleaning and a tender of almost R600,000 for grass cutting and stream cleaning. The co-op has received two micro-grants from the IESP which were used to buy a container, and for salary support as a result of COVID-19.

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CHALLENGES / LESSONS

- Many small businesses face employee-hiring dilemmas- The cost of equipment, benefits, taxes, bonuses, etc. of hiring new employees, unfortunately, keeps rising and they can't keep up with the current state of the economy as a result most employers do not register their employees officially as required by the state and some pay employees below minimum wage.
- In almost all small businesses admin work e.g. bookkeeping is not essential in their eyes as they just want to feed their families only. Any profits / income made is from hand-to-month.
- Another common tread as well is that business owners tend to be jack of all trades and really master of none. The business owners try to be good at everything and they end up running the risk of spreading themselves too thinly as a result (in the long run) halting the business growth.
- In some businesses there is little investment made in terms of acquiring knowledge and giving up time to sort out paper work or documentation that might possibly assist in growing the business. Hence many businesses did not benefit from many relief grants to curb Covid -19 lockdown effects.

THANK YOU

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