



Nala - Partners for Entrepreneurship

## QUARTELY NEWSLETTER JUNE 2007

**Dear board members, donors, friends and partners,**

with our second newsletter this year we want to update you on the progress we have made in supporting enrolled entrepreneurs. We expanded the Nala business start-up toolkit and have taken steps to grow and expand our support capabilities.

### **A snapshot of our entrepreneurs**

#### **JOZIKIDS**

*Supporting cultural diversity and families in Johannesburg*

Since January 2007 when Merle Dietrich entered our portfolio her start-up [www.jozikids.co.za](http://www.jozikids.co.za) made an amazing start. Her website went online early in April after only 3 months of business development. During the first four weeks [www.jozikids.co.za](http://www.jozikids.co.za) attracted 140,000 page impressions which is a fantastic start. Merle has done a tremendous job marketing Jozikids and many families are using her directory in their daily planning. We had a general strategy workshop in April on her market entry followed by several telephone conferences discussing her pricing strategy and advertising approach. We also advised her on a number of legal issues.

We will help her to turn her attention and visits into clients.



## LINGRA TOURS

*Combining nature hiking with meaningful cultural learning*

We assisted this team of three entrepreneurs with writing their business plan and helped them to finish their financial planning. They also needed a competitor analysis and several strategy meetings to focus on target customer groups. Through our linkage with the Center for Innovation & Entrepreneurship (CIE) at the University of Cape Town (UCT), we were able to present LinGra Tours during a workshop in March. We are just starting to prepare for the next phase, preparation for launch. We will assist LingaTours in developing their sales kit including brochure, website and flyers. The market roll-out is planned for October.

## SITHABE AFRICAN CRAFTS

*hand made gifts to extend a hand across cultural barriers*

We assessed the strength and weakness of the business through analysis of the cost structure. During several marketing and sales sessions we focused Sithabe's product portfolio on the most profitable products and linked this with sales and financial forecasting. This strategy shift in being sales driven with a more focused product portfolio was needed to prepare her business for the actual growth phase. We work with Sithabe's suppliers to ensure their ability to deliver and grow themselves in the process.

## NOMTHUNZI TOWNSHIP TOURS

*Building cultural bridges between township residents and foreign visitors*



We arranged for Charlotte several tours so that she was able to take part on the international tourism trade fair INDABA from 12 - 15 May. We received again really good feedback on her township tours. We are currently updating her brochure so that Charlotte is prepared with a good sales kit for the upcoming season starting in September.



## The Sithabe Supplier Network

Over the past two years, Mathokoza Nhlapo, founder of Sithabe, developed a wonderful model of community support combined with enterprise development.

Mathokoza met Ma Masangu, an expert crafter of the famous Ndebele beading tradition on Esselen Street in Pretoria where Ma Masangu was trying to sell her work.

Mathokoza offered a deal to take Ma Masangu back to her village and family in order to establish a local crafting business that would allow the women crafters to work in their community, close to their families and earn a good income while proudly sharing the Ndebele beading skills with young upcoming entrepreneurs in their familiar environment.

To us this is a moving example of combining business objectives with a real concern for upholding traditions and fostering social cohesion. This approach of a sophisticated marketing expert like Mathokoza caring for rural women and their tradition and generating income for them is what Nala – Partners is all about.

Mathokoza Nhlapo and Bongile Bokwana from Nala – Partners conducted a production training session last week with Ma Masangu and her team to produce the unique Sithabe Garlands and wine bag beading which are being sold all over the world right now.



Ma Masangu at her home / studio



Mathokoza and her Ndebele team



Sithabe Ndebele Garlands



**NKOSINATHI Women's Farming Cooperative** *rural farming empowers women to start their own business thus uplifting their community*



Nala – Partners were invited to Nkosinathi's Co-op meeting on 11 May in Cala, EC to review status of business development activities and to assess support needed for 2007. On 12 May we



visited four farms which had done especially well to review their set up. The member farmers planted the following vegetables: pumpkin, butternut, potatoes, spinach, maize, herbs, beetroot, onions and cabbage. They were able to sell some of their harvest locally.

Regular bi-monthly meetings are conducted; sometimes small group meetings take place to review potential funding opportunities. A number of fundraising activities have taken place, meetings were held and proposals submitted.

In order to grow, the co-op urgently needs a used tractor, watering systems and seeds for planting.



## **Intercultural Dialogue and Knowledge Exchange**

From March to the end of May Lukas Dopstadt, an entrepreneur from Germany joined Nala as a volunteer. Lukas not only contributed significantly to Nala's entrepreneurs and toolkit development, he initiated a wonderful knowledge exchange between himself and Bongile. For several weeks, Lukas tutored Bongile in classic business planning while Bongile tutored Lukas on understanding township and rural entrepreneurs and how to form inter-culturally competent relationships. This is what we envisage as intercultural knowledge exchange.

Lukas impressed us all with his business acumen, open mindedness and creative zeal. We should have known: he came from the school of Prof. Dr. Norbert Szyperski's entrepreneurship teaching at the University of Cologne. Thank you Norbet for your legacy and for being an untiring supporter and board member of Nala – Partners Germany.



## Methodology and Nala - Toolkit ©

We completed our toolkit with several marketing and human relationship templates. Based on our experience we decided to give a short summary on every template with a one pager so that each template is introduced into the overall strategy of our toolkit. We also developed and finished our assessment tool for new entrepreneurs. It is based on a personal and business related assessment based on a two pronged assessment process.

For the past three months, the Nala – Partners team (consisting of Elke, Executive Director; Carsten, Director for Entrepreneurship; Bongile, Consultant for Community Entrepreneurship Development; Lukas, a successful entrepreneur from Germany and volunteer at Nala – Partners), have worked hard to build our entrepreneurship unit into a high impact professional business support organization, enrolling additional entrepreneurs and creating an extended and sophisticated support toolkit.



**Nala - Partners for Entrepreneurship**  
[www.nala-partners.co.za](http://www.nala-partners.co.za)  
Email: [info@nala-partners.co.za](mailto:info@nala-partners.co.za)

