

NATIONAL OFFICE
The Fields, Office Block A
1066 Burnett Street
Hatfield 0833
PO Box 56714, Arcadia 0007

Tel: +27 12 441 1000
Fax: +27 12 441 2064

24 February 2017

To whom it may concern

This letter serves to confirm that **Central Business Academy (Pty) Ltd**, was appointed as a Training Provider for the Basic Entrepreneurial Skills Development Project in Bloemfontein, Free State. The project started on the 1st September 2014, and was completed on the 30th April 2015.

The Department of Higher Education and Training (DHET) through the National Skills Fund (NSF) has approved funding for the implementation of the Basic Entrepreneurial Skills Development programme (BESD) by Small Enterprise Development Agency (Seda). The German Federal Ministry for Economic Cooperation and Development supports the programme via Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. Seda is the implementing institution for the BESD programme.

The objective of this programme is to increase the sustainability of micro enterprises, improve the prospects of income generation and job creation. The BESD approach utilizes coaching as an innovative methodology to facilitate and reinforce learning and development support to emerging entrepreneurs. Predominantly young qualified unemployed and under employed members of the community are carefully selected and trained for approximately 7, 5 months as Entrepreneurial Development Practitioner (EDPs) enabling them to offer (as employees of a training provider) basic entrepreneurial skills development to emerging entrepreneurs in the informal economy. **Central Business Academy (Pty) Ltd** trained 12 EDPs over a period of 147 training days. This training included the facilitation of Workplace Experience (WPE) of the EDPs over the course of the BESD project. The EDP training focuses on generic/basic entrepreneurial/business skills but with the focus on the following modules with a strong support in mentoring and coaching:

- Course Overview
- Entrepreneurial Qualities
- Mathematical & Financial Literacy
- Financial Management
- Coaching Skills

Board Members:

Dr I Zwane (Board Chairperson) ■ Dr M Venter (Deputy Chairperson) ■ Ms Mandisa Tshikwatamba (Chief Executive Office)
Ms P Lugayeni ■ Mr D Thabaneng ■ Mr M Mohoto ■ Mr T Makhuvha ■ Ms Zanele Monnakgotla
Ms Anjue Hirachund ■ Mr *J Lesejane (Non-Board Member and Standing Invitee)

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- Facilitation Skills
- Business Opportunities
- Marketing, Sales and Customer care
- Business Plan
- HR Management
- HIV/AIDS
- Safety, Health and Environment
- Business Operations
- Networking

This first phase of training was completed successfully and all 12 EDPs were deemed competent Entrepreneurial Development Practitioners.

Central Business Academy (Pty) Ltd was appointed to assist Seda in the execution of the Emerging Entrepreneurial phase of the BESD project. Currently **Central Business Academy (Pty) Ltd** has employed 19 Entrepreneurial Development Practitioners. These EDP under the supervision and mentoring of **Central Business Academy (Pty) Ltd** are coaching 209 Emerging Entrepreneurs or Informal Business over a period of 15 months in Bloemfontein, Botshabelo, Thaba Nchu, Humansdorp

This one on one coaching phase has the following 11 modules:

- Engaging the Entrepreneur
- Money Management
- Resources for Business
- Intro to Business Planning
- Marketing and Sales
- Customer Care
- Business Opportunities
- Business Operations
- OHSE
- Human Resources

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SMALL ENTERPRISE DEVELOPMENT AGENCY

an agency of the dsbd

- Business Plan

Central Business Academy (Pty) Ltd well placed for these types of projects. Their professionalism and enthusiasm made them a great asset to the project. The devotion and commitment to the BESD Project and learners ensures that BESD in the Free State and Eastern Cape will be successful

I wish **Central Business Academy (Pty) Ltd** and team success as a Training Provider in their future endeavours.

A handwritten signature in black ink, appearing to read "Ronell Staphorst".

Sincerely

Ronell Staphorst

SEDA BESD Project Manager

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