

# SITHUTHUKISA AMABHIZINISI AMANCANE EKWAKHENI AMATHUBA EMISEBENZI NOKUKHULISA UMNOTHO WEZWE



small business development  
Department: Small Business Development  
REPUBLIC OF SOUTH AFRICA



INFORMAL ECONOMY SUPPORT PROGRAMME



## INFORMAL ECONOMY SUPPORT PROGRAMME IN ETHEKWINI

### What is the IESP?

The Informal Economy Support Programme (IESP) provides specialized business support services to Micro and Informal Enterprises (MIEs) to help them improve or expand their businesses and thereby create new jobs. To address the impact of COVID-19, the IESP has expanded its offering to include rescuing MIEs at risk of closing down in order to save jobs and to assist MIEs to mitigate the risk of COVID-19 transmission in the workplace.

The IESP: Supporting micro and informal enterprises to create jobs and grow the economy.



IESP 2018 - 2021

PHASE 2



### CRITERIA FOR IESP SELECTION

#### Job creation potential

The enterprise must be able to create 5 or more jobs by 2021 through enterprise expansion or optimisation.

#### Entrepreneur commitment & ability

The entrepreneur must be committed, and have a proven track record in business.

#### Business viability

The enterprise must have high market demand, a viable product or service and capacity to produce.

#### Ownership

The enterprise must be black-owned.  
Must be located in eThekweni.

“With the re-opening of the economy, the township and village economies require special focus if government is to achieve the aspirations of the new economy post-COVID-19 which were clearly articulated by President Cyril Ramaphosa.”

Khumbudzo Ntshavheni (Minister for Small Business Development)

## ENTERPRISE SELECTION PROCESS



## HOW MUCH DOES IT COST?

Services are provided **free** up to a maximum cost and time input for each enterprise signed up to the IESP.

## WHO SHOULD APPLY?

Only viable enterprises that can create jobs and are fully committed should apply.

Entrepreneurs who sign up to the IESP agree to provide reporting feedback after support has ended for a minimum of five years.

During this time, you will be expected to keep in contact with the IESP provide feedback and photographs of the growth of your business

## PROJECT IMPLEMENTATION PROCESS



## LIST OF IESP SERVICES



IESP services are tailored to the particular potential and needs of each business based on an agreed plan of action.

Services include:

**BUSINESS ASSESSMENT:** Understanding the business to identify practical actions for unlocking growth and job creation (creating a business development plan and agreement between PPT and the enterprise).

**ACCESS TO NEW MARKETS:** Identifying and assessing new markets, engaging and negotiating with new buyers.

**PANEL OF BUSINESS SPECIALISTS AND PROFESSIONALS:** Limited free access to services by business coaches and mentors, marketing specialists, accountants, attorneys, labour experts, tax consultants, website developers, manufacturing technicians, and procurement and tender consultants etc. The panel will be expanded as required in order to accommodate the requirements of participating MIEs.

**WORKSPACE ACCESS AND OPTIMISATION:** Support in identifying better space that is affordable or improved utilisation of existing space.

**CUSTOMIZED ON-THE GROUND TRAINING:** Usually one-on-one, customized training (in the workplace) to address specific needs or else carefully-targeted classroom-based training. Typical focus areas include: business development, record-keeping, customer service, managing stock, cash-flow analysis etc.).

**ACCESS TO FINANCE:** Support in accessing business finance including the provision micro-grants to high-performing MIEs and investigating a small loan facility for MIEs.

**SECTOR-BASED INTERVENTIONS:** Assisting groups of enterprises in a particular sector (e.g. agriculture, clothing manufacturing or food services) to access a new market through a joint supply agreement with a wholesaler or purchasing raw materials in larger, more cost-effective amounts.

**PARTNERS:** PPT collaborates with the Jobs Fund, the Department of Small Business Development, and the eThekweni Municipality to provide this programme. The programme also engages with the private sector to provide the capacity and linkages to add value and grow businesses.

## FOR MORE INFORMATION

Visit [www.iesp.org.za](http://www.iesp.org.za) to apply online or

**Contact:** Tholiwe Ngidi/Vuyiswa Sogoni/Gugu Ngcobo/Mandla Sindane on **031 305 1288** or

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