

address details

The Business Place Jo'burg

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Strategic partners

Investec
City of Johannesburg

The Business Place Kliptown

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Strategic partners

Investec
City of Jo'burg

The Business Place Alexandra

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Strategic partners

Investec
City of Jo'burg

The Business Place eKapa

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Strategic partners

Investec
City of Cape Town
Provincial Government of the Western Cape
Sekunjalo Investments

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Strategic partners

Investec
Abalimi
British American Tobacco
Sustainability Institute

The Business Place eQonce

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Strategic partners

Investec
Buffalo City Municipality
Department of Social Development
Steve Biko Foundation

The Business Place St Lucia

(a pilot community development initiative)
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Strategic partners

Investec
Simunye Tourism Association
Wildlands Conservation Trust

The Business Place Botswana

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Strategic partners

Investec
Barloworld Botswana
Botswana Department of Culture and Youth
CEDA (Citizen Entrepreneurial Development Agency)
Kgalagadi Beverages Trust
Motor Centre Group
University of Botswana



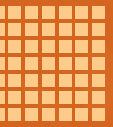
helps you
take the next step

who we are



"The Business Place has created many opportunities for people, in particular from the poorer communities who would not have had access to these opportunities. The Business Place has created hope, where there was no hope."

Iqbal Surve
CEO of Sekunjalo Investments Limited



What is The Business Place?

The Business Place is a national network of youth-friendly, walk-in entrepreneurial centres. Services are clustered under one roof with an information centre at the core.

We help with the "how to's" and "next steps" for anyone wanting to start, improve or expand a business. We are unique due to our approach to entrepreneurial support within a dynamic environment. Each site is owned by a diverse range of local stakeholders with a common purpose.

Objectives

The Business Place was created to enable entrepreneurs to explore ideas and their potential, and encourages implementation in an unintimidating environment.

Our aim is to plant the seeds of entrepreneurship, stimulate local business and enable people to become sustainable in their communities, simultaneously reducing community dependence on the government. The Business Place is an ideal delivery platform for other initiatives that are working towards these objectives.

There has also been immense value experienced through partnerships that have established The Business Place in various parts of the country. Our flagship in Johannesburg has enabled us to realise The Business Place potential and its impact on the lives of entrepreneurs.



how we do it



"The Business Place Joburg is an absolute flagship for the City of Johannesburg. We've been very involved with Investec as a key partner and main funder of The Business Place. We think The Business Place is creating wonderful opportunities for young people to really understand what it means to be starting a business. Starting and running a business is not an easy thing, and in order to do that, one needs guidance. One needs access to lawyers and accountants and also to funding. The Business Place provides all of that."

Lael Bethlehem
Formerly Head of Economic Development Unit, City of Joburg
Now CEO of Johannesburg Development Agency

What makes us unique?

Network

The Business Place is flexible, replicable and adapts well to local economic realities and requirements. The platform has been pre-packaged based on our learning and experience in diverse contexts, each with its own challenges. Each site is developing a database of statistics on small business client progress, which provides a learning foundation for research.

Best practice in each site is shared among the network and collective solution finding is encouraged. Annually, representatives from The Business Place network gather in a forum to build relationships, consolidate core values and philosophies, and share learnings.

The network has demonstrated success in:

- Local participation and ownership through the pooling of resources (business, government and non-governmental organisations)
- Providing measurement and reporting for all stakeholders
- Addressing high unemployment, especially among the youth

A national platform increases the opportunity to engage key strategic national partnerships and to become a delivery platform for other national initiatives. The overall benefit of being part of the network is that it eliminates the cost of developing a comparable initiative.

Partners

We are open to engaging with all interested stakeholders with a common purpose and, in doing so, pool scarce resources, which improves long-term sustainability. Partnership involves not only funding but also using the skills and resources of partners. We do not duplicate, but rather facilitate, connect and build solid relationships.

The Business Place cluster

The Business Place is located at an accessible venue, with relevant affordable services under one roof.

Different service providers tend to become more focused on their core business within the cluster, improving service levels. We bring together business, community based organisations (CBO's) and Non government organisations (NGO's) that service a common target market and benefit from the association within The Business Place.



■ Service Providers ■ Networking Organisations



how we are impactful



"When we were invited by Investec to visit The Business Place in Jo'burg we were very excited to have found an initiative that supports entrepreneurial growth. Having recently established a site in St. Lucia, we can see the huge potential of this model and it is exciting to watch how the community is beginning to use it."

Dr. Andrew Venter
Wildlands Conservation Trust

Unique friendly Information Centre at the core of The Business Place

- Walk-in, energetic information centre – no appointment needed
- One-on-one consultation with knowledgeable, trained, youthful Navigators, who are passionate about client success
- Approach - recognise each client is unique and entrepreneurs are welcome at any stage of development
- Have a strong (but not exclusive) youth focus
- Access to relevant information, free resources and referral to reputable service providers
- Access to affordable workshops (ideas and relevant topics) as well as business training appropriate to the individual's stage of development
- Networking opportunities
- Free internet access
- Use of meeting rooms and boardrooms at no cost
- Free accounting and legal services (where these have been arranged with local partners such as Ernst & Young and Webber Wentzel Bownens in Johannesburg and Cape Town)

Making an impact

Good measurement ensures sustainability. Relative to the costs of operating a Business Place, the impact is high. The Business Place Jo'burg receives an average of 5 000 visitors a month.

A recent impact study (April 2004) in Johannesburg, taking a sample of 247 entrepreneurs from our database, revealed positive results:

- 79% felt that the Information Centre is friendly, accessible and helpful
- Of the sample, 30 new business were started in the previous year, and 103 existing businesses were assisted
- These businesses generated 311 full-time jobs and 159 part-time jobs
- The estimated minimum total annual turnover for the sample of businesses assisted is R4 392 648 00

How to become part of The Business Place

Investec holds the licence to The Business Place. If you would like to find out more about the Business Place and investigate this social franchise as an option for your community, please contact Investec's Social Investment division on (011) 286 7438.

