



Press Release – Tsogo Sun – 20/02/2018

Tsogo Sun Entrepreneurs takes on 30 new businesses

With new hope burgeoning throughout the South African business environment as fundamental political change sweeps through the country, the Tsogo Sun Entrepreneurs programme (<https://www.tsogosun.com/citizenship/entrepreneurs>) has inducted 42 new beneficiaries from 30 different SMMEs for a year of intense training, coaching, mentorship and support – to assist them to professionalise and grow their businesses. This brings to 242 the total number of entrepreneurs supported by the programme.

The inductees – 22 women and 20 men – attended a three-day induction at Tsogo Sun’s Crowne Plaza The Rosebank hotel (<https://www.tsogosun.com/crowne-plaza-johannesburg-the-rosebank>) in Johannesburg from 31 January to 2 February. This represented the commencement of the programme’s 2018 development year, which incorporates the provision of customised analysis and strategic plans tailored to the specific needs of each enrolled business, business management courses provided by the University of Cape Town and facilitated by GetSmarter; Financial literacy courses through the Colour Accounting system, Microsoft Office courses, and Sales & Marketing training. The beneficiaries are each assigned a business analyst, a financial mentor and a leadership coach who work with them to implement their business strategies throughout the year.

This year’s class of 2018 entrepreneurs is made up of 30 small businesses operating in provinces across six provinces in South Africa in a diverse range of market sectors that include: tourism, ICT, cleaning, professional services, manufacturing, retail, health and beauty, agriculture and secretarial and administrative services. Candy Tothill, Tsogo Sun’s GM of Corporate Affairs, says “Part of the value of such a diverse group is that it creates opportunities for the businesses to trade with each other.”

She adds, “Job creation is increasingly crucial in South Africa, as unemployment has reached unprecedented levels, particularly among the youth. Through the Tsogo Sun Entrepreneurs programme, we identify and assist people running their own businesses to professionalise their operations in an effort to make them viable employers who are sustainable businesses and contributors to the growth of the country’s economy. At the same time, we encourage them to be “conscious” consumers who procure local products and services and support each other by keeping it local and proudly South African. We are interested in changing their approaches from “managerial” mindsets to “leadership” mindsets, and so we motivate them to be fearless in their approach to growth with purpose. The programme provides them with the skills to enhance their strategic planning and performance and the wisdom to “pay it forward” by training them to become leaders in their communities. The role that the programme’s mentors and coaches play in instilling these values is of great significance to the achievement of our objectives.”

Belinda Francis, MD of Tych Solutions, a generalist recruitment agency based in Durban with offices in Johannesburg and Eastern Cape, was enthusiastic about joining the Tsogo Sun Entrepreneurs programme. “Tsogo Sun is an amazing brand to be associated with, but more so, having met the team at a Supplier Showcase and heard others’ success stories, I was hungry to learn more and be a part of this journey. I don’t have an active partner and so I believe this programme will help to grow and empower me and my entire team even further. I am big on empowering and developing people and small businesses – and this will certainly create the platform for me to do so.”

Entrepreneur Carol Mlangeni, director of Enhle Creatives Photography & Design, also based in Durban, says she was browsing the internet looking for guidance on how to resolve issues within her company when she saw a Tsogo Sun Entrepreneurs advertisement – and immediately responded. “I have issues within my business and I have been looking for answers on how to resolve them and grow my business and my brand awareness – I hope to achieve this through this programme.” Mlangeni adds that her future plans include providing job opportunities for “other aspiring enthusiasts like me”.

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Thato Senosi is Founder of Magauta Designs and Projects, which supplies custom-made curtains, upholstery, and furniture repairs, and is based in Katlehong in Ekurhuleni. He was introduced to Tsogo Sun Entrepreneurs by his mother, Carol Senosi, who joined the programme in 2016 and was a finalist in the Entrepreneur of the Year Awards. He says he joined the programme because “I believe that entrepreneurship is a science, and one needs to put together all the necessary tools and formulas to build a successful business – and this programme offers that. My expectations this year are to identify missing formulas and find solutions, to be monitored and supported, and helped to become a great version of myself so I can inspire others, because no man is an island.” His plans for the future include starting his own textile manufacturing company and bringing industry into the township to help combat some of the social challenges in his local community.

Says Tohill, “It’s encouraging to see the growing reach of Tsogo Sun Entrepreneurs throughout the country and in a diverse range of businesses, and we wish our new beneficiaries – the Class of 2018 – every success through the year as they discover new ways to develop themselves and their enterprises.”

Tsogo Sun has a portfolio of over 100 hotels and 13 casino and entertainment destinations throughout South Africa, Africa and the Seychelles. For more details, visit <https://www.tsogosun.com>, follow on Twitter @TsogoSun or like on Facebook /TsogoSun. Visit the Tsogo Sun Entrepreneurs on Facebook: Facebook/TsogoEntrepreneurs and follow #TsogoEntrepreneurs on Twitter and Instagram.

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