



## **Micro Entrepreneur Intervention Strategy**

*"If our city prospers, we prosper"*

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### **Overview**

To educate and empower small business owners through digital mobile media, enabling them to build agile and resilient businesses and drive the recovery of today's ailing economy.

### **Aims and Objectives**

1. To Create and distribute relevant, digitized business training content to current and aspiring small business owners.
2. To provide small business owners (current and aspiring) with practical tools to overcome the challenges of day-to-day business.

### **Goals**

1. To strengthen the entrepreneurial landscape of South Africa.
2. Leverage digital media and utilize mobile innovation as a cost effective way for a greater reach in training and upskilling iKhokha merchants in business management.
3. To build strong and robust SMME's that anchor communities by providing opportunities and employment, and driving local economies.

### **Target Audience/Demographic**

1. Current and aspiring SMME's, micro-entrepreneurs living in South Africa
2. Households which have a Living Standard measure (LSM) of 4 or lower

# Strategic Phased Approach

## ***Phase 1: Content Research and Curriculum content design***

To ensure that the content is well beneficial to our entrepreneurs, we plan on creating content that is easy to receive, easy to understand and easy to apply.

The first phase of the project will entail research through surveys and statistical analysis to gain a better understanding of the needs of our entrepreneurs.

## ***Phase 2: Content Creation***

Once the video structure is finalized, content creation will follow.

### ***Proposed content topics***

1. Understanding your customer
2. Branding: what makes your product different?
3. Understanding my costs
4. Understanding my profits
5. Income generating investments
6. Marketing (Advertising and promotions)
7. Planning and organising (Budgeting)
8. Networking
9. Using Record-keeping charts
10. Record-Keeping Results
11. Videos of Hope (Inspiring stories)

## ***Phase 3: Content Distribution***

The content will be distributed via centralized platforms and other partner organizations

## ***Phase 4: Content Application***

We propose a rewards program that incentivises SMME's to engage with the content, which will promote practical application of their new found skills into their businesses. Milestones aligned with learned content can be built into the IOS devices or online interfaces to help drive these incentives.

The creation of this proposed partnership will create an ideal platform to empower SMME's from the grassroots, changing the trajectory of our fragile entrepreneurial landscape. By producing the right, helpful content and driving incentives that help SMME's practice what they've learnt, we hope to see the iKhokha brand grow and entrepreneurs flourish.