

Municipality launches online toolkit for SMMEs

The Knysna municipal website now includes a business development toolkit for small, medium and micro enterprises (SMMEs).

Compiled by the Economic Development department, the aim of the SMME toolkit is to provide entrepreneurs and startup business owners in the Greater Knysna area with the information, guidelines and frameworks they need to formalise their operations and establish themselves in the marketplace.

Petrus van Niekerk, Manager, Economic Development at Knysna Municipality expands: “Greater Knysna needs to create jobs - as many as we can and as quickly as possible.. The private sector continues to shrink, shedding critical jobs, so our economic growth is now dependent on the rapid and successful development of our SMMEs”. By establishing and building new, niche, unsaturated sectors of the economy, SMMEs are driving industry diversification and creating additional, alternative, more inclusive opportunities.

Since its initiation in 2010, the municipality’s SMME incubator programme, a partnership with Nedbank, has provided the owners of over 100 small businesses with the skills, mentorship and capital investment support they’ve needed to expand and create new employment opportunities. “The incubator programme has enabled us to focus municipal efforts and resources on helping a select pool of local businesses with high potential for growth to scale their operations, quickly. The result has been the creation of many new jobs in the Greater Knysna area,” says Van Niekerk.

However, the municipality is under constant pressure from informal and survivalist business owners to provide ad hoc support, usually in the form of business advice and funding sources. “Investing our limited resources in entities such as these will not address our urgent job creation requirements. Nor will spreading those same resources across a broader base of beneficiaries. With the SMME toolkit, we hope to bridge the gap by providing anyone who is committed to translating their business idea into a business reality with free access to a preliminary, foundational layer of business development support.”

Designed as a self-reference guide, the toolkit’s downloadable reading material navigates the user through the essential first steps of evaluating their business idea, compiling a comprehensive business plan, formalising their operations and preparing themselves for investment. Once completed, entrepreneurs will have in hand everything they need to approach providers of funding and other business development services, government or otherwise, for growth support.

For more information, please see <https://www.knysna.gov.za/do-business/smme-toolkit/>

ENDS
