



## VUNA GROUP AT A GLANCE

### Who ARE WE?

Vuna Group was established in 2015 to pioneer a micro-entrepreneurial model that would fill the gaps in the SMME support landscape, operating as a primary support vehicle for business start-ups in the townships and small town communities.

Our main focus is to reach and include micro businesses into the digital economy, sparking value creation and driving revenue from affluent buyers to our growing network of micro business members.

We strive to do this through the transfer of **skills and services** in the digital environment, and supported by print advertising and mentorship over a sustained 12-month period.

Our goal is to turn un-serviced micro businesses into successful enterprises with the potential to revitalise communities and strengthen local and national economies.

As South Africa's first and only black owned community-level mass market digital & print provider, our media is also aimed at entrepreneurs and SMMEs, with content geared towards empowering business owners with the knowledge, skills and opportunities to guide them to prosperity.

## **Why WE EXIST**

For the small business owner (LSM 6 – 10+) who is fully involved in the daily operations of the business, will also make all the financial and operational decisions for the company.

Our value proposition is to become the helping hand of young people. That's why we reach out to SMEs, and engage them in interventions and transformative collaborations that will help to build their successful businesses and cooperatives.

Vuna Group is South Africa's first and only black owned community-level mass market media group aimed at entrepreneurs and SMMEs, and with content that is geared towards empowering business owners with the knowledge, skills and opportunities needed to make small businesses thrive and prosper.

## **Mission.**

To drive economic and digital inclusion through our premium and enabling technological platform which culminates a large-scale conversion of school leavers, university graduates and micro entrepreneurs into empowered and competitive small business owners.

## **Vision**

To be the leading community-centric small business aid in Africa



**A PASSION FOR SMALL BUSINESS**

## OUR VALUE PROPOSITION

**REACH** Finding and engaging entrepreneurs.

**MOBILISE** bringing together cutting-edge resources and people for high impact.

**INCLUDE** Fast-tracking the digitisation process for their business.

**FORMALISE** Incentivising the formalisation for inclusion in supply chain.

**GROW** Up skilling entrepreneurs through a range of

Business services, knowledge tools, and cutting-edge Mentorship and coaching.

**RECOGNISE** Identifying successful entrepreneurs who are willing to pay it forward in their communities.

### Reaching Entrepreneurs

One of the challenges faced by the public and private sector in the micro business segment is a lack of data, and therefore contact with those businesses.

Critical to the success of any SMME solution is the ability to communicate with the target audience, hence VUNA GROUPS' aggressive REACH strategy.

In addition, the workshops conducted will promote the website, the services, the value offered to SMMEs, naturally building the brand within the SMME community.

### Workshop Proposition

Drawing from our comprehensive knowledge base, this workshop is geared towards empowering SMMEs with the knowledge, skills and opportunities needed to grow their businesses.

#### VUNA GROUP PLATFORM

Driving Digital and Economic Inclusion



## Inclusion in the Digital Economy

All the support offered here forms part of our full-service philosophy of assisting the least tech savvy among us.

Entrepreneurs will receive vouchers entitling them to free services, such as:

### BRAND CREATION OR EVOLUTION

Where a business needs a new brand or an update, a consultant will gather the necessary info to build a brand identity.

### CORPORATE IDENTITY

Rolling out the new/improved brand to business cards, letterheads, invoices, signage, quotes, digital platforms, promotional flyers, events, etc.

### ACCESS TO THE KNOWLEDGE BASE

The proprietary Knowledge Base is available to members in print, on the web and via an APP.

### WEB TOOLS

Back-end training and support, with options for domains, email, social media, software and APPs.

### FULL-SERVICE BUSINESS SUPPORT CENTRE


Vuna Group will act as a mentor and support structure to entrepreneurs.

### BUSINESS EQUIPMENT & SERVICES AT COST+


Via their CSI initiatives, corporates could contribute dated technology at cost as part of their ESD strategies. Added to that, legal and insurance-type services would likely reduce prices for access to a new channel.

**Wellington's business now has a proper identity**


**Logo Design**




**Business Card**




**Letterhead**




**Email Stationery**



**Vehicle Signage**



**Special Flyer**





## **Preparing for Growth**

Now that our beneficiaries have entered the Digital Economy and formalised their businesses, they are now guided towards various tools for growth in the

Vuna Group platform:

### **FUNDING**

Assisting with the requirements of portals like finfind.co.za/ ECDC/ SEFA

### **ACCESS TO MARKETS**

Uploading their CSD profile on the procurement portal.

### **SOCIAL MEDIA**

Identify suitable social media platforms to engage with their clients. We will help set up and train them in best practice and introduce them to a variety of social media marketing options available.

### **BUSINESS TOOLS**

Vuna Platform members can choose to make use of online tools such as system generated quotation tools, e-commerce functions, calculators, payroll tools and business planning guidance.

### **ONLINE COLLABORATION AND LEARNING**

Vuna Group platform will connect members with other business owners and panel experts in every field of business via message boards.

## **Recognition Events**

Success stories are an inspiration to young or emerging entrepreneurs, and all our leading customers will be heavily promoted in print and online.

Furthermore, we have planned annual collaboration events per district, to promote the use of the platform, which has the potential to deliver this service at a fraction of the cost, with a critical mass of support from Corporate SA.

## **Report to Stakeholders**

Government and NGO stakeholders are not able to effectively measure the results of job creation interventions, partly due to the lack of standardised methods of measurement. The Vuna Group Platform can report on a number of accurately measured and auditable outputs for stakeholders. A dashboard view of these data is being developed for this purpose.

## What we're certain of

Small business start-ups in South Africa have been pinpointed by the government as a way to stimulate economic growth in the country and to help solve the large unemployment problem. Vuna Group understands the huge potential for the growth of small business and subsequent job creation that the SME environment represents.

## The brains trust



**Qhawe Nkasana**

### ***Chairman***

Passionate about making a positive difference in communities, Qhawe is a seasoned entrepreneur with Investments past and present in Construction, telecommunications & Water Engineering. He astutely uses his Business acumen to provide strategic leadership required on our board and executive positions in multiple industry sectors.



**Simangele Ntoni**

### ***Development Director (MBA)***

Having worked as a Business Development Manager for over 10 years, Sim has concrete experience in improving an organisation's market position to achieve financial growth. A go-getter and problem-solver who has executed sales strategies and Business solutions which have allowed SMEs to benefit from value-added solutions. He has worked with SEDA, ECDC and NYDA.