

THE MAGE

STRANDFONTEIN
MAGAZINE

SELTON CLEANING

A ONE STOP SERVICE
PROVIDER

G-FORCE START UP CASE STUDY

HE IS THE BUSINESS

MR SWING

CUSTOM PLAYPARKS
BUILDING HEALTHY
LIFE STYLES

NEW NORMAL

SMART ONLINE TIPS
OUR LOCAL HOW TO
ONLINE GUIDE FOR
STARTING AND
IMPROVING
YOUR BUSINESS

DOCTORS ORDERS

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FROM THE EDITOR

Thankyou to Media 24 for adding value to our Team and the Magazine. Thank you to the Village's youth, giving their time and skills to create this Magazine. Aim is to Inform, Educate and Entertain our community.

This is a follow up on last month's edition, the emphasis this month is on the online business toolkit... To start-ups...Entrepreneurship is not Innovation and Innovation is not Entrepreneurship. A question was ask this month, is entrepreneurship only good for putting food on the talble and not good for economic growth?

The Team put together a step by step guide for starting and growing a business online. we looked at all the Business Support services in Cape Town and listed some that had an impact on our company.

We again met some inspiring people, making a difference in our community. A Dentist practise that passionate about their patients, their team and their community.

Lesson from local business owners on growing your business.

We added a business plan for people trying to improve their business.

The Raymond Ackerman Academy is offering opportunity for futher studies.

Next month is all about Meet Your neighbor Day, and its growing from strenght to strenght. More on our local sports clubs. We interviewing the NSSR. and finding out more about Strandfontein pavillion.

Thankyou to our community for supporting us and we always support local... Warm Regards and be safe.



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Faheem and Deion on this issue

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THE FORCE
IS WITH THIS
CREATIVE
COMPANY



Next addition to the business is Customize bikes

G-FORCE HE IS THE BUSINESS

Window Tinting and so much more, visit us and view our customize bikes

I began working for MotorOne as a tinting assistant 10 years ago, then I worked myself up from there to a workshop manager. After 10 years of being at MotorOne, they decided to pick up and sell. I then opened my own workshop providing a service for the community and surrounding areas. My Mother has always been a positive, go getter and always facing her problems head on. She taught me that every problem is a just a learning curve. I am happily married for 17 years with 3 of the most beautiful daughters to show for it. By having a supportive, positive and strong willed wife, makes things easier with my girls in order for me to focus on making my business a great success.

Besides being a qualified tinter, I am also a qualified graphic designer. I've recently discovered a new found passion having designed and built my first custom made bike. I would like to carry on by designing bikes and trikes for the kids in the community and low rider bikes for the older target market such as myself. I've always been interested in cars, motorbikes and bicycles. I just never had the time or opportunity to do anything about it, which I do now. I try and stay positive about everything I do. I try not to let the negative side overcome me and my plans. I know things will work out for the better and my trust always remains in the Man Above (Allah). I could do more concerning advertising, which would bring awareness about the importance of smash and grab tinting. Smash and grab tinting should be everyone's' first safety option.

I don't have any problems with staff. I have one guy assisting me whom I have worked with before for 5 years (Nazeem De Cairnes). In work, my first success was deciding to open my workshop because I love what I do and I will continue to strive at it. Being my 2nd month it is too soon to determine but like I previously stated I always remain 100% positive and always pray and hope for the best.





GRATITUDE TO OUR COMMUNITY

My last visit to a dentist was about 2 yrs. back, yes, shame on me. This week I met the most inspiring dentistry couple in the heart of the Village, Dr. Kathree and Dr Moses. We walked into a state of the art modern dental practise, with very

a new smile makes to the lives, self-esteem and overall health of their patients, fills them with pride and gives them tremendous satisfaction, you can tell how passionate there are about their profession and especially the patients they bond with.

- LATEST
- TECHNIQUES
- MODERN-HIGH
- TECH EQUIPEMENT

M friendly staff welcome us into the reception area. When we are doing interviews, it gives us surprisingly interesting facts about our community and the business operating around us.

It's all about treating the patients, not the teeth. The message coming across is "gratitude" to our community for their support". They have many success stories like how a young girl first visited the surgery and how she come to love the profession with every visit, that today; she's a dentist herself, the outreach projects in our community that gets help form this surgery and many, many more.

This dental surgery remains current with the latest techniques, advances in their current fields and with modern, high tech equipment in our community. The Dental surgery gets people from all over the world, referrals from other doctors and colleagues and a good relationship with people (university). They are household name in our community.

The magazine would like to thank them their inspiring story and sharing it with our community.

This practise was started in 1992 by this husband and wife duo, and they have been a constant in our community. The patients are giving the utmost care, their come from near and far, young and old. We felt so welcome; my experience was very relaxing and enjoyable and so also for their patients. Dr Moses said their emphasis is more on their younger patients, the need for healthy teeth and gums is their main focus, with the motto being "protect and prevent, rather than fix and restore ".

The Doctors gaive many assistances to churches, the mosque, clubs and organisations and help by placing the village on a world stage.

Every business have challenges but as a team the Doctors manage their busines well and the patients gets the best care.

With guidance and a comprehensive discussion of a patient's dental problem, a better treatment option with long term success is available for their patients. To see and experience the change

Captions: **Dr. H.A. Kathree, Dr. N Moses and Mariana Joseph**



//
protect and prevent, rather than fix and restore"





MAKING A DIFFERENCE

Kashiefa clayton
Principal at
Masjied ul Baghr

My career started in 1981. I started at Shereen Play Centre as a teacher. I loved my job because I have a passion for children and also the patience to take care and give them love and attention, listening ear and educate them.

During my time at Shereen Play Centre, I completed my Teacher Training Program. I left this education profession in 1948 and was expecting my little daughter.

In 1985 I started at Dolphin Educate in Strandfontein, position as the principal. I gained much experience at Dolphin and had many good memories of this centre. I achieved the following certificates in 1986, P.T.P. and the management certificates in 2000. I was employed at the centre for 16 years. I left in 2001 because my husband decided that having six children was no joke and they needed their mother

at home.

I became a fulltime housewife and started a small business from my house. Catering, making food for weddings, funerals and parties. It was a very busy business. I did this until 2003, when I was contacted by a committee member of Strandfontein Islamic Assembly. I was asked if I could accept the vacancy of the principal at Masjidul Baghr Educare.

I said that I would come to the interview. That same year 2003, I started at this centre and where I am currently employed. I achieved my level 4 National certificate in Early Childhood Development in August 2009 and completed my level 5 in 2012. The person who played a role in my life were my mother, husband and mentor Shereen Jasiem. I am happily married with six children and coping.

I have a Social Auxiliary cause completed

in 1998 and a management cause in 2000. I do have a love for children but wanted to be a social worker.

Yes I have always wanted to do this because of the love and patients I have with children. Not really because I have the patients and expect everything that comes my way.

I can do more work and do my job as a principal. There are no problems with me and my staff members. If any problems occur I would be able to sort it out immediately, because you must remember that children are sensitive.

The success at work is when you receive the thanks of the parents in what the children achieved during the year. Re: education and Islamic education, then you are proud. The happiness in work is the singing, the movement and the sound of the children and being loved by them.



We do have a shortage of members and we are managing We grateful to Strandfontein community and the Ward for the support.



Early Childhood Development is making a difference in the little people's development"

SELTON CLEANING SERVICES

ONE STOP SERVICE PROVIDER

I've learnt that success comes through hard work. And one should have a mind-set of continually improving.

Selton cleaning services is a one stop cleaning company. Selton Cleaning Services strive for excellence and customer satisfaction beyond the barriers of colour, education and social standing

We provide a comprehensive cleaning and health service, specializing in corporate, medical, and industrial.

Our target audience is the Private sectors and the government.

Selton Cleaning Services is a 100% Blackowned company and currently has a level 1 BEE rating. Selton Cleaning Services has 90% black women ownership and 10% black male ownership.

The company was launched in 2001. It started with one carpet cleaning machine and upholstery. Through hard work, good performance and satisfied clients the business grew. Our proven track record of growth and development gives us the edge in the cleaning industry. First cleaning tender was the old Cape technician's windows.

Threats- fly by night companies starting out a business. They are there, only for the money and not to provide good services.

And because they don't deliver, all other cleaning services are being painted with the same brush and given a bad name. The business comprise of a

husband and wife. Tonia obtained a National Diploma in Civil Engineering in 1992. Tonia is committed to the financial management of Selton Cleaning Services.



“Selton Cleaning Services are actively involved in our communities in THE Village”

KNOWING OUR CUSTOMERS NEEDS AND EXPECTATIONS

Strength- we are an established company with a good system in place, and well trained staff. Most cleaning companies are still under the whites. So people are reluctant to give the job to anyone other than the white.

We got our biggest contract it was in Cape Town for the Civic Center.

We are BEE level 1 and do our social responsibility. We do donations for the community and schools. The main reason why we need support and funding is so that this business could expand, and so that we could get more publicity. I would have set-up the accounting systems properly if I

were to restart my business. “Providing the right kind of service with the right kind of budget and the right kind of schedule to suit your needs and requirements.”



THE "HOW-TO" ONLINE GUIDE...

THE NEW NORMAL

DOING BUSINESS ONLINE

for starting and improving a business

Please visit www.thedti.gov.za

Running a business is a fulfilling endeavor, but it often leaves very little room for self-development and on-the-job training.

In fact, finding the time to develop and hone your business skills is probably not top of your list of priorities, but it should be.

One of the best, and simplest, pieces of advice I've been given as a business owner is to make a habit of attending at least one relevant network group or online learning course per month.

Whether its tips on how to do a better job of marketing my business or staying on top of the changes to tax law – free online classes are a great way to keep your finger on the pulse of your industry and business. But where do you start, and how do you find free courses that are relevant to your needs?

Research proves that small businesses want fast access to relevant and trusted information that can help them make informed decisions about starting, running and growing their businesses. With a goal of providing small business owners with fingertip access to free, helpful and reliable training opportunities.

How to Make Your Business Plan Stand Out...

One of the first steps to business planning is determining your target market and why they would want to buy from you.

For example, is the market you serve the best one for your product or service? Are the benefits of dealing with your business clear and are they aligned with customer needs? If you're unsure about the answers to any of these questions, take a step back and revisit the foundation of your business plan.

The following tips can help you clarify what your business has to offer, identify the right target market for it and build a niche for yourself.

Be Clear About What You Have to Offer

Ask yourself: Beyond basic products or services, what are you really selling? Consider this example: Your town probably has several restaurants all selling one fundamental product—food. But each is targeted at a different need or clientele.

One might be a drive-thru fast food restaurant, perhaps another sells pizza in a rustic Italian kitchen, and maybe there's a fine dining seafood restaurant that specializes in wood-grilled fare. All these restaurants sell meals, but they sell them to targeted clientele looking for the unique qualities each has to offer. What they are really selling is a combination of product, value, ambience and brand experience.

When starting a business, be sure to understand what makes your business unique. What needs does your product or service fulfill? What benefits and differentiators will help your business stand out from the crowd? Don't Become a Jack of All Trades-Learn to Strategize It's important to clearly define what you're selling. You do not want to become a jack-of-all trades and master of none because this can have a negative impact on business growth. As a smaller business, it's often a

better strategy to divide your products or services into manageable market niches. Small operations can then offer specialized goods and services that are attractive to a specific group of prospective buyers.

Identify Your Niche

Creating a niche for your business is essential to success. Often, business owners can identify a niche based on their own market knowledge, but it can also be helpful to conduct a market survey with potential customers to uncover untapped needs. During your research process, identify the following:
Which areas your competitors are already well-established

Which areas are being ignored by your competitors

Potential opportunities for your business

Step 1

www.cipc.co.za

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{go online...click here}

The CIPC role is to provide accessible registration service for business entities, intellectual property and regulated practitioners.

www.cipc.co.za
info@cipc.co.za
086 100 2472

Register your Business Maintain your Business Protect your IP

Step 2

www.sars.gov.za/Pages/default.aspx

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SARS Heritage Day

Individuals Businesses and Employers

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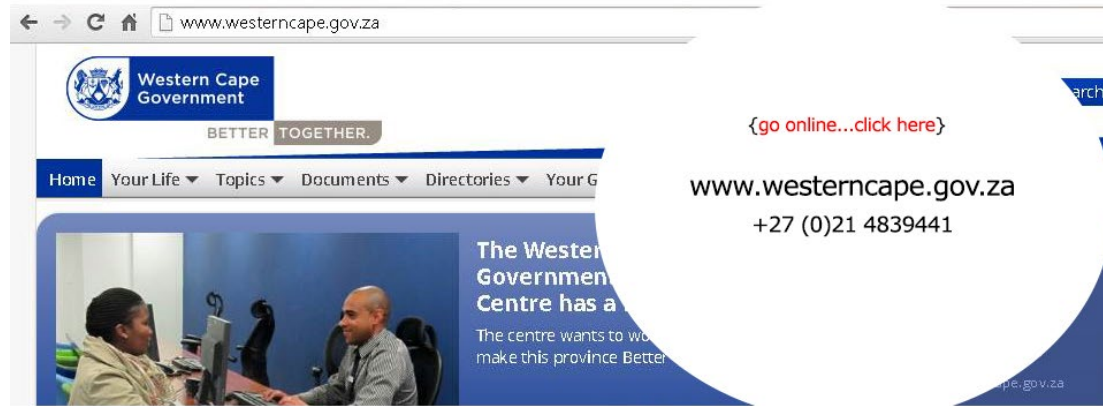
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086 100 2472

ONLINE BUSINESS SUPPORT SERVICE DIRECTORY

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Step 3



Step 4



Step 5



Step 6



ONLINE BUSINESS SUPPORT SERVICE DIRECTORY

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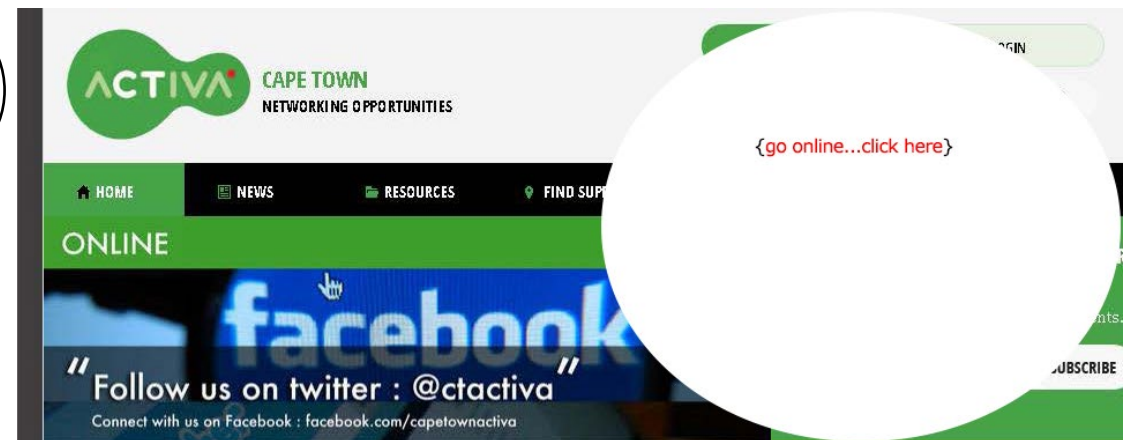
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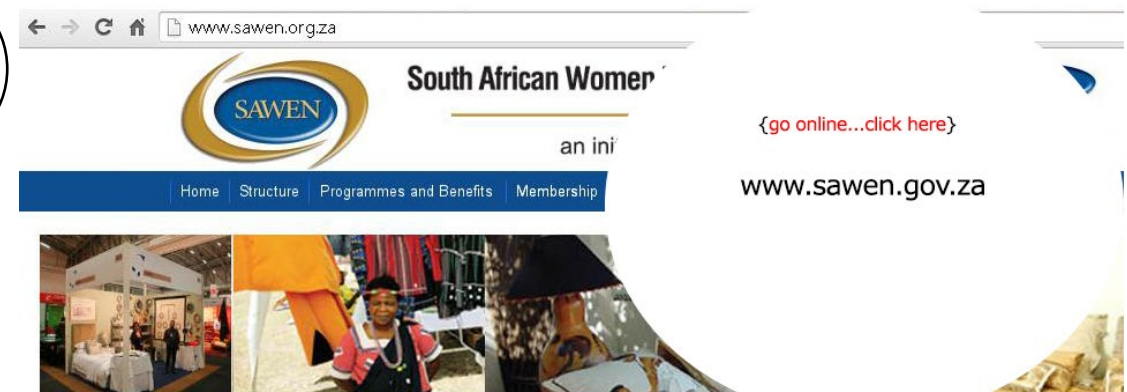
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Step 9



Step 10



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Step 11



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APPLY NOW TO STUDY AT THE RAYMOND ACKERMAN ACADEMY

Aspiring entrepreneurs, apply now for the opportunity to study at the Raymond Ackerman Academy and receive a quality education in entrepreneurship.

Located at the UCT Graduate School of Business, the next 6-month, full-time course begins in January 2015 and equips motivated young people with the right tools to start their own business or succeed in a career in the business world.

This life-changing opportunity is available to young adults, between the ages of 18 and 30, who have not had the opportunity to access tertiary education.

The course is valued at R 20 000, accepted students only pay R 1 950. Financial assistance is also available.

For more details about the Academy and its graduates visit www.ackermanacademy.co.za or contact the Raymond Ackerman Academy on 021 406 1422

Applications close 28 November 2014 (applications available on the website).



RAYMOND ACKERMAN
ACADEMY OF ENTREPRENEURIAL DEVELOPMENT



OSMAN'S AUTO

RELIABLE, AFFORDABLE, FRIENDLY

THIS IS OSSIE AUTO

M My story started in 1996, the work kept me so busy that my family life was sacrific and the company I worked for at that time made demands on my time. I needed to find a balance and working from home gave me that.

Customer satisfaction is the core of my car service and car repairs; therefore I'm committed to ensuring that you get the best car service specials, performance, reliability and enjoyment out of your car at the best possible price.

Most of my clients is base on referal, I do the job right the first time, In the begiining i had to fix a car over but I quickly gain through dissipline, experience and managing the business well.

I've try to employ some youth from our community, but the youngster only looking for money, not skill, doing quality work.

Our kids need to learn a trade, not depend on call centers or government handouts, Its tough working for yourself by in the long run you get your rewards . I've gain a lot of expirience and get a lot of work, I like staying small, better relationship with my clients.

I'm constantly improve my own efficiency, ensuring that lalways source guaranteed parts at the best prices.Regular service and repair is the key to improve the performance and increase the life span of your car. Choosing an experienced and capable BMW Service provider is imperative to getting quality service. Getting your BMW serviced at your local garage can be very damaging for the health of your car and can cost you a lot more, financially, in the long run. BMW repair needs to be handled by skilled mechanics; with in depth knowledge of its machinery.

We do not compromise on quality
We do it right the first time
We keep it simple
We are efficient
We are value orientated
We are creative in finding ways to increase efficiency and decrease costs
We enjoy our work

To maintain the vehicle's reliability and safety have the maintenance work on your BMW performed as indicated without delay when the red warning zone is visible. The same applies when the remaining distance display is negative or is flashing, and if the clock signal remains on.

Maintenance work has to be done in the following order:

- Oil Service
 - Inspection 1
 - Inspection 2
- If the clock symbol lights up, brake fluid renewal is due.

Note that cars used very infrequently-far less than 10 000 km per year should have their engine oil changed at least every year, since engine oil ages regardless of the loads imposed on it.



During the maintenance work, routine checks are done on parts which have found to endure regular wear and tear during operation of the vehicle. Your BMW needs quality car service and car repairs and this is what autoWORKS is based on.

It is important to consult a repair centre that you can trust. Visit Ossie's Auto for an auto repair shop that fully understands your BMW, offering the best service at the best prices.

Perfection is a gaol worth striving for, Quality only happens when you care enough to do your best,Attitudes are contagious, is yours catching.

Companies don't succed- people do, Success is a journey not a destination,

Teamwork is the feul thats allows common people to attain uncommon results,

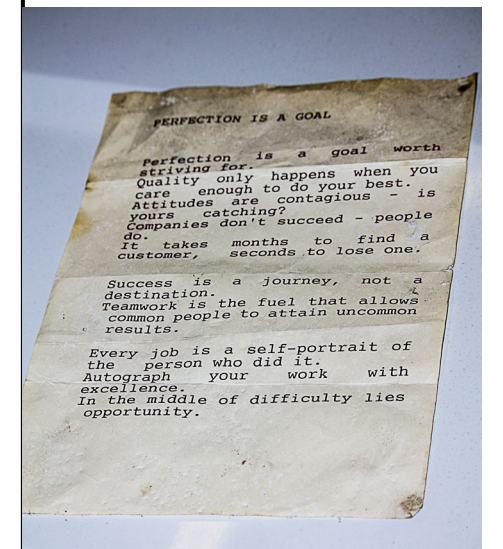
Every job is a self portriat of the person who did it,

Aotograph your work with excellence,

In the middle of difficulties lies opportunities.



Perfection is a goal"





www.strandfonteincape.co.za/ubuntucafe

www.digitalvideoworks.co.za



COMPUTER ENRICHMENT PROGRAM

INTERNET

CAFE



Our story of how we started this business is something short of a miracle. I walked into a place with no more than R15000.00 and four years later I still have an Internet Café having basically taken the chance to spend every last cent literally. You ask any business owner how much they invested in starting a business like this and it might be something to the tune of R150 000.00. For years ago we ran an internet café off of a CELL C stick with 2GIGS of Data a month and we made that work for a full year with a little Lexmark Printer and two doors for tables covered with a table cloth. I turned R15 000.00 in a once off start up to R15 000.00 a month in a few months. I turned a computer I was donated into R6000.00 a month using gumtree, and a tv capture card. So when people say, you need money to make money, I always say, you need SOME money maybe. My advice to people wanting to start a business is to use what they have and strategize around it. We often don't have access to funds, and we can't buy resources. If you are poor, like how I was, you have to make a plan based on what you know and what you have. Assess yourself, your skills and what you have to offer and also make a list of your assets that you have available to you. Before asking anyone for anything,

see if you can turn yourself into a business. Use your own labor, and use your own resources, or your parents resources if they are willing, and just go for it. The models we learn at University for starting a business often doesn't work for normal people with no access to funds, and no resources for marketing research and business plans. My advice, JUST DO IT.

I engage frequently in the community at various levels. I am a member of the governing body at Strandfontein Primary, and also a member of the leadership of the Mosque. I also offer training to school leavers and or school going learners for free on an ad hoc basis. Further, wherever possible we offer our photography services and video services free to community organizations. Starting in the beginning of November, we will also offer our internet services free of charge to encourage the less privileged also to make use of our computers, often offering our assistance.

The most important attribute of a successful entrepreneur is persistence. If need to believe in your vision for your business and have the tenacity to endure the tribulations that go with it. There are many business that close prematurely because they could not endure the dry times, but had they pushed on they would have succeeded eventually. Having said that, business people also need to know when to change their game or involve themselves in other business ventures. For the entrepreneur, it mustn't be about the industry, it must be about the business. It's a skill on its own.

Funding is important, especially if one wants to radically alter the nature of the business so that it is more adaptable and capable of sustaining the ups and downs of the environment and our economy. Funding enables us to grow our business at a much faster pace than we are able to do currently. However, because I have always used my own funds I have gotten used to the idea of not relying on external funders. I won't say, however, that it would be unwelcomed. If you can get funding make sure you are able to sustain the repayments. Never

jump just because there's money on offer.

Contact Details

e-mail: ubuntu@strandfontein-cape.co.za
Shop No.7 Wavecrest Plaza
36 Wavecrest Avenue
Strandfontein
7798



MR SWING

Mr. Swing structures strives to provide new products each year that promote physical activity, socialization and above all, fun!

WE CUSTOM DESIGN

AND BUILD JUNGLE GYMS

TO OUR CLIENTS

NEEDS, BALANCE BETWEEN

ADVENTURE

AND SAFETY



Mr Swing create work for local unemployed youth. He is very passionate about entrepreneurship, our kids should be learning a trade, not sit in a call center.

Mr Swing feel that this generation have so much opportunity to make it as an entrepreneur.

Over the years Mr. Swing (Mark) had various careers, this is so rewarding, kids needs a healthier lifestyle, be active, getting outdoors.

Redtape in south Africa is hampering business to grow, most of his clients is up country.

Mark feels sad to see the state of our community parks, every year money is allocated for the parks, but I don't even want to take my own grand child to our local parks.

Its tough being your own boss, being only accountable to yourself, but you need to be discipline, create good habits and manage well.

WE ASPIRE TO...

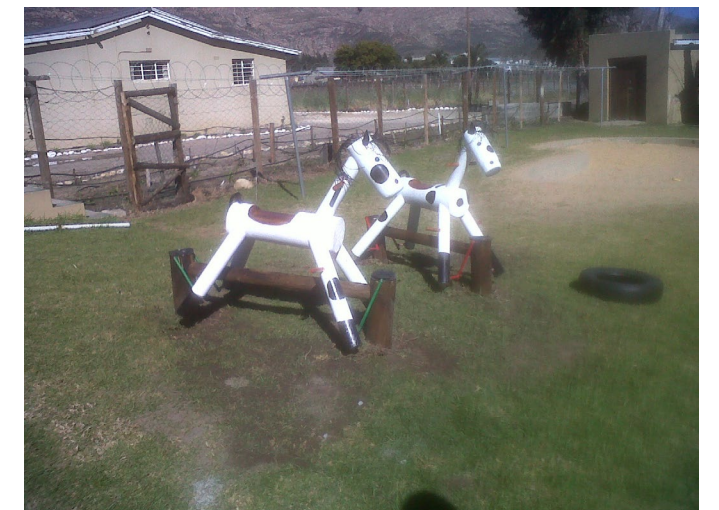
Our mission is centered on an offering of products and services to provide you with the tools you need to be a hero in your community. Our promises to you are simple: create environmental awareness, promote physical activity, play for all abilities, and building community.

Offer quality built timber playground equipment at a reasonable price. We strives on customer satisfaction and we have certainly acquired a good reputation when it comes to our service levels.

Our company is about more than just play. Mr Swing provides you with the resources and maintenance to make you a child's hero by providing a playground that builds healthy lifestyles, encourages imaginative play, and becomes a place that provides social and physical inclusion for people of all abilities on the playground.

We've been operating in the Western Cape and Nationally. We an African brand, we share in a sense of community with those around us and a sense of pride in where we come from. The relationships we build is earned, not made.

Our customer expect us to be different, they demand that we're different. We dare not let them down.



One of the first steps to business planning is determining your target market and why they would want to buy from you..

Be Clear About What You Have to Offer

Don't Become a Jack of All Trades-Learn to Strategize

Identify Your Niche

Business Plan

BUSINESS NAME: _____

VISION		Vision: What are you building?
MISSION		Mission: Why does this business exist?
MANAGEMENT TEAM		Management team: Who's on your team and what is each person's role?
OBJECTIVES		Objectives: What will you measure?
COMPETITION		Competition: Who are your competitors?

STRATEGY		Strategy: What will make this business successful over time?
PROJECTED STARTUP EXPENSES		Projected startup expenses: What are all your setup expenses?
PROJECTED REVENUES		Projected revenues: What income will you have?
PROJECTED OPERATING EXPENSES		Projected operating expenses: What will your day-to-day expenses be?
PROJECTED PROFIT AND LOSS		Projected profit and loss: What will your profit or loss be?

How to Pitch

Parrot6 is all about supporting entrepreneurs with innovative businesses ready to move to the next step. If this sounds familiar you've at the right place.

The Business

Brief company history
Assessment of the market, including trends and competition

Description of the product or service

Strategy for growing the business and for marketing
Summary of traction; detailing key clients, partnerships and relationships

The Deal

Funding received to date
Details of investment sought

Financial statements and estimates of future financial performance
Disclosure of existing business relationships and company structures

The Team

Resumes of the team members and their industry experience
Contact information (phone number and email address)

THE VILLAGE

Strandfontein Magazine

