

# Case study: Enterprise Development

## Eskom helps determined woman succeed against all odds

The Eskom Development Foundation named Khariye Poultry Farming the most outstanding small business in the annual Eskom Business Investment Competition (BIC) in 2013.

The annual competition invites registered small and medium black-owned businesses that have been in operation for at least two years in the agriculture, manufacturing and trade/services sector to enter this prestigious competition and stand a chance of winning R1.3 million in prizes.

Starting a new business in the current economic climate can be a daunting task and making a success of it is an achievement to be proud of. This is one of the underlying ideas behind the annual Eskom Competition, which rewards entrepreneurs for their tenacity and courage by providing them with the opportunity to take their business to the next level.

The competition was established in 2008 in response to the country's growth and job creation challenges.



“We know that one of South Africa’s greatest challenges is economic growth and the lack of skills and jobs; so we launched a competition that rewards small businesses to help them thrive and in turn create jobs and drive economic growth,” explains Haylene Liberty-Nel, Eskom Development Foundation CEO.

In 2013 the adjudicators were particularly impressed by the companies in the agriculture category. These small businesses showed a comprehensive understanding of the agricultural sector, the required farming practices and used solid business models that showed impressive profits and job creation potential.

Khariye Poultry Farming is small family run cooperative that was started in 2010 in Makhado, Limpopo. They raise, slaughter and package chickens to sell to retailers, hawkers and local communities members. They also sell live chickens.

With the help of a grant from the Department of Agriculture they were able to build two additional structures to house the chickens and as a result their business has grown significantly. They now employ five permanent staff members and 22 temporary employees.

Khariye received the prestigious accolade of Overall Winner in the 2013 Business Investment Competition in recognition of their solid business model and financial management, as well as their contribution to addressing unemployment in the region.

“I am so proud [to have won! I now I have seen that resigning my job wasn’t a waste of time. This proves the point that what I am doing is valuable, that is it acknowledged as good work,” said Livhuwani Tshifhango, Khariye Poultry Farming Director.

With their prize money Khariye Poultry Farming plan to expand their business by building more structures to house more chickens and meet the ever increasing demand, with the long-term view to distributing their products nationally.

Tshifhango was enthusiastic about the importance of these kinds of enterprise development initiatives. “I think that this competition is another way of empowering small business. Eskom is trying to boost us so we can carry on with what we are doing to help us to grow us and take us to a higher level.”

In addition to the generous prize money all finalists are invited to exhibit at the annual Business Entrepreneurship and Franchise Expo (BEFE), held in September at the TicketPro Dome in Northriding, Johannesburg.

The expo provides SMEs with a versatile marketing platform from which to build brand awareness, interact with potential customers and investors as well as to generate media coverage. Like the competition, BEFE is dedicated to

developing entrepreneurship in South Africa.

“The BIC winners are shining examples of the entrepreneurial spirit and what can be achieved when you follow your passion with determination and savvy. Now we implore all South Africans to buy proudly SA products and help these companies grow even further,” said Liberty-Nel.