



AT THE HEART OF YOUR SUCCESS

Despite the R32 billion South Africa spends annually on Enterprise Development, 3 out of 4 businesses fail within the first few years and a mere 10% will be around for more than a decade. That is not good enough!

Enterprise Development shouldn't be about just meeting the basic requirements, box-checking, scorecards, or short-sighted thinking. It should be so much more! Remember, behind the logo of every small business is a person with a dream to realise, and a community of families to support. They are our nation's future. As such, it's imperative that every Rand invested in SME growth produces

results: jobs, economic growth and a very different future for those involved.

Over the last 10 years Fetola has helped create hundreds of sustainable, but independent businesses, who have the skills and resources to succeed. We help people believe in themselves and the businesses they have created, and grow leadership confidence and ability through guidance, specifically developed around each individual entrepreneur. We ensure that these businesses can stand on their own two feet and thrive, well into the future!

Our entrepreneurs have a sustainability rate of 87% – more than double the national average.



ENTREPRENEURIAL EXPERIENCE:

We can achieve these results because we are Business Growth Professionals, with a 'people first' philosophy. We have forged our mentorship, skills training and bespoke workshops in the fires of our people's own entrepreneurial experiences, creating the keys to unlock confidence, long-term growth and a very different future for thousands of small business owners, their families and their staff.

At the end of the day, Fetola's values are those of our people. Our purpose is to help others reach theirs. We genuinely care about our entrepreneurs, many of them become like family. Their success is our success.

BEYOND THE SCORECARD:

Our clients are corporates and foundations that want to use their funds to make a real difference in this country by helping to grow businesses that are sustainable in the long term. Fetola helps them realise this change they want to see in the world. There are certain things that they believe in, and it's our job to help make them a reality. Whether that's the environment, their own supply chain or a specific kind of entrepreneur that's close to their heart, we will customise programmes specifically around our clients and their end-goals.

"There is a direct relationship between clarity of purpose and success."

Catherine Wijnberg

I don't know where I would have been if it wasn't for Fetola."

Antoinette Verboten
Bayede Marketing

"The interaction with the guys at Fetola, getting the guidance and mentorship, getting feedback, helped us see where we were heading... Even after I left and opened another company, we still keep in touch."

Theo Wilcox
Lesedi Consulting Engineers

"The amazing Fetola team has helped us transform Chilli Chocolate Chefs into a more organized, professional, confident and passionate business."

Faatimah Paruk
Chilli Chocolate Chefs

"They say that a child never forgets their parents' teachings. For us it is the same with Fetola."

Paula Maleka
Fountain of Beauty



JUDGE US BY THE COMPANY WE KEEP

We have developed high impact programmes for: South African Breweries Foundation; JPMorgan Chase Foundation; Old Mutual Foundation; South Africa's Jobs Fund; The Embassy of Finland's Aid for Trade programme; Fairtrade UK; and the Wholesale and Retail Sectoral Education and Training Authority (WRSETA).



SAB Foundation's Tholoana Programme

This programme supports black-owned small enterprises that benefit or are run by women, the youth, and those living in rural and peri-urban areas. SAB Foundation also wanted the focus to be on creating opportunities for disabled entrepreneurs.



J.P. Morgan #JustAddGreen

This initiative supports and strengthens high-potential small businesses as environmentally sustainable suppliers to corporates - which is critical to J.P. Morgan. SMEs are supported in their businesses, preparing them for rapid acceleration and entry into the corporate supply chain.



Old Mutual Foundation Legends

A seven-year long national business development initiative that supported accelerated growth in 144 small businesses and NGOs, 87% of which are thriving 3 years after the programme ended.



The Jobs Funds Graduate Asset Platform

A Jobsfund partnership enabled us to launch a new innovation to place thousands of qualified, capable, yet still unemployed graduates into internships and jobs in the SME sector. We assisted the graduates to gain valuable, practical learning experience and the host businesses to gain much-needed skills.

If you believe in more than just ticking the boxes, and that developing enterprises is the way we can build a brighter future for all, we'd love to discuss your passions, vision and exactly how we can shape tomorrow together.

Looking forward to your call

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