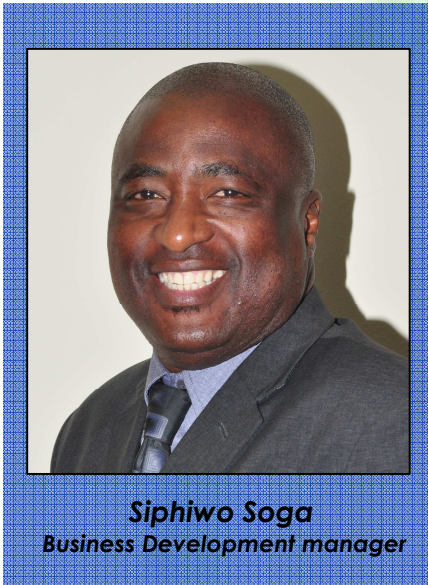




# Newsletter

## Business Development Manager



**Siphwi Soga**  
Business Development manager

Chemin has recruited a new Business Development Manager, Mr Siphwi Soga. He joined Chemin on the 1<sup>st</sup> June 2010. His main responsibilities will be to manage the Enterprise Development Programme, Coordinate all marketing efforts of the incubator, provide general business support to incubatees especially on marketing and to seek new opportunities for growth and development for the incubator.

Mr. Soga first started working for Mercedes Benz in East London as a Dispatch Clerk before completing a Bachelor of Journalism and Media Studies at the University of Rhodes. He has worked for Radio CKI (now Tru FM) in Bhisho as a news reporter, sales representative and later promoted to marketing and communications manager. In 1993 he joined Eskom and in 2001 resigned at Eskom to form a consulting company, SSM Consulting. In 1996 Mr. Soga spent six months traveling in the USA and Europe, benchmarking first world best practices and looking at various processes of efficiency in the energy industry. He visited major power generating entities in the world, including National Power (UK), Niagara Mohawk Nuclear Station, Georgia Power and many others. He also had an opportunity to visit one of the top consulting firms in the world, McKinsey and the Boston

Consulting Group. In 1997 he was awarded the Eskom's Special Chairman's award for turning around the Generation Division from a loss of R6 million to a profit of R6, 08 million. In 2001 he joined Umthombo (PTY) Ltd, and in 2006 left to work for Continuum Outsource (PTY) Ltd in Pinetown as General Manager and rejoined Umthombo six months later as business development and consulting manager.

Siphwi also received a life time award from the Eastern Cape Province for promoting the EC Province – this was a sequel to the annual Miss Radio CKI Beauty Pageant that he organized and promoted during the years he was the Senior Manager (communications and marketing).

He brings to the Chemin Team a worth of expertise in management consulting, general management, operations management, marketing, communication and public relations. Mr. Soga holds a Masters of Business Administration (MBA) degree from Newport University, USA, Advanced Executive Program from UNISA (School of Business Leadership), Bachelor of Journalism and Media Studies (Rhodes University) as well as Business Management (Executive Education) and Marketing Management (Training for Management) Diplomas.

## Funding Raised for Clients

Chemin managed to raise funding for the following clients with regard to product testing:

- BKDT Suppliers - R14 136
- Lulupho Trading - R12 084

Chemin further assisted Lulupho Trading to raise R15 000 from PE SEDA Office for her marketing material.





## Client Training

Chemin held a Tender Management Training program for its clients in July 2010. The program is a three day course intended for Chemin clients who use the tendering process to secure new business for their own business venture. The objective of the program is to empower small and medium enterprises with information and resources of available business and new markets through tendering processes; analyze tender documents and take informed decisions of whether to bid or not; understand the costs, revenue and profits in securing the tender; investigate new products/services to apply competitive tender costing as well as learn various methods of presenting tenders.

The program is a credit bearing course based on unit standard USID – 114593, which can be described as an element of learning. It consists of essential elements such as specific outcomes and assessment criteria and is divided into eight (8) chapters namely introduction to tendering, marketing & tendering, the concept of tendering, the tendering process, analysis of tender documents, finance (calculating tender costs, revenue and profit), forming joints ventures (JV's) and getting it right. The program was offered by the SEDA office in Nelson Mandela Bay – the next Tender Management Training is scheduled to be held in East London. This program will be targeting Chemin clients based in the Border Kei region. The center manager, Colin Mkhonta has taken this opportunity to thank the local SEDA office for their support.

### The following clients attended the training:

- Lulupho Trading - Cleaning Detergents
- Umbono Chemicals - Cleaning Detergents
- BKDT Suppliers - Cleaning Detergents
- Danisha Distributors - Cleaning Detergents
- Sinovuyo Hygiene Services - Cleaning Detergents
- Anti Steenberg Cleaning Services - Cleaning Detergents
- Feker Chemicals Manufacturing - Cleaning Detergents
- Chemev Coatings - Paint Manufacturing



## Staff Training

Matthew Speelman is also continuing with his studies and is expected to complete the Diploma in Business Management in December 2010.

Haydree van Niekerk is continuing with her studies in Bookkeeping to Trial Balance Certificate due for completion in August 2010. She completed an Office Administration Diploma in June 2010.

### The three student interns (Chwayita Gebeda, Precious Hoza and Lelethu Skepe) commenced their training on the following:

- Creating 15 new formulations (5 cosmetics, 5 hair care products and 5 cleaning detergents),
- Auditing existing formulations,
- Formulating product standards for 15 new formulations, and
- Testing the quality of the 15 new formulations.

The training is expected to end in September 2010 and they are expected to complete their Internship with Chemin in December 2010.

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