



Africagrowth Institute  
PO Box 3628, Tygervalley, 7536  
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2 January 2010

Dear SMME Manager / Owner

### **SOUTH AFRICA SMME AWARDS COMPETITION**

SMMEs play a crucial role in the economy of South Africa. It is estimated that the sector, excluding government, provides more than 90% of the workforce in the country and contributes significantly to the GDP of the economy. In a nutshell the sector is the heart that pumps the economic blood to the vital organs of the South Africa's economy. Even big businesses rely on the SMME sector for growth!

To acknowledge and appreciate the important role the sector plays in promoting wealth and prosperity in the country, Africagrowth Institute, in partnership with Central and Provincial governments, Municipal Administrations, private sector institutions and other SMME Support Agencies, is pleased to introduce the 2010 South Africa SMME Awards. The idea behind the Awards is to identify and recognise the best performing SMMEs in the country. The Award ceremony showcases the country's best SMMEs in the trade, services and industrial sectors. The overall winner will receive the South African SMME of Year Award. The Awards ceremony will take place on the 21<sup>st</sup> of October 2010.

The 2010 South Africa SMME Awards ceremony aims to recognise the success and vitality of the South Africa SMME sector. This unique annual awards program has been established specifically to acknowledge, encourage and celebrate excellence amongst South African SMMEs by giving them the opportunity to gain valuable exposure and well-deserved recognition for their national and global expansion ambitions. The Awards are the highest honours that can be bestowed to SMME owners in the country. Winners of the Awards will, therefore, feature prominently in local and international media as champions in business innovation and master-drivers of South Africa's development. The main goal of the Award program is, therefore, to help the South Africa SMME business sector grow and prosper, and to market South Africa as an investment destination for the rest of the world.

This letter is an appeal for you to enter the 2010 South Africa SMME Awards and your company might just win the 2010 South African SMME of the Year. Benefits will include very significant local and international exposure, extensive media coverage, and a chance for your company to showcase itself to South Africa and the rest of the world.

Our motive is very clear- to showcase the impact and role of SMMEs in the development of this country. We look forward to working with you to showcase the best of South Africa's successful SMMEs. At Africagrowth Institute, it is actually our business to help your business so please join forces with us to help promote and market your company and South Africa to the rest of the world.

The closing date for entries is 31<sup>st</sup> of July 2010. Attached please find the entry criteria and entry form for submission.

Yours sincerely

**NBIEKPE**  
Professor Nicholas Biekpe  
**President: Africagrowth Institute**



# 2010 South Africa SMME Award

**21 October 2010**

**Venue : To be confirmed (Gauteng)**

## 1. INTRODUCTION

South Africa's Small, Micro and Medium Enterprises (SMMEs) are the main driver's economic growth, employment, income, trade and entrepreneurship in the continent. Africagrowth Institute, in partnership with Central and Provincial governments, Municipal Administrations, private sector institutions and other SMME Support Agencies, is pleased to introduce the Annual 2010 South Africa SMME Awards. The Awards will highlight and acknowledge the vital role SMMEs play in South Africa's development in the areas of poverty alleviation and will seek to recognise outstanding achievement in a range of business sectors.

## 2. AWARDS CATEGORIES

<b>Categories</b>	<b>Areas</b>
<b>Industrial Sector Award</b>	This is an award for the Manufacturing; Electricity; Gas & Water; Construction; Mining & Quarrying and Agriculture
<b>Trade Sector Award</b>	Wholesale, Retail sector, Arts and Crafts
<b>Services Sector Award</b>	This is an award for the Financial & Business Services; Transport Storage & Communications; Hospitality sector, Tourism
<b>Best New Business Award</b>	For outstanding results achieved in creating a new business, less than three years in operation, and attaining quantifiable business outcomes
<b>Most Innovative Enterprise Award</b>	For the outstanding entrepreneurial spirit a company possesses in pioneering new approaches and the ability to adapt and develop products and/or professional services ahead of the market
<b>Young Enterprise Award</b>	For the outstanding accomplishment made by a business Director and/or Owner at the age of 30 or under. (must submit proof of age)
<b>South Africa SMME of the Year Award</b>	The overall SMME of the Year recipient will be selected from the winners of the categories shown above

## 3. WHO IS ELIGIBLE TO ENTER?

To be eligible, your business must satisfy all of the following criteria:

- Employ less than the full time equivalent of 200 persons and must have a turnover ranging between R40 000 and R10 million
- Registered in South Africa
- In active operation for at least two years;
- Be resident in South Africa;
- Not be a branch of another business.

#### **4. WHO IS INELIGIBLE TO ENTER?**

Your business is not eligible to enter if it is:

- A franchisee or franchisor;
- A club, co-operative or not for profit organisation;
- More than 50 per cent owned by another business;
- Majority Government funded or a Government agency or NGO/Donor funded;
- Part of a larger group with significant buying power.

#### **5. HOW TO ENTER?**

1. **Entry is free and SMMEs or nominees may enter for only one category.**
2. Complete entry form template below and email or mail it to the coordinators as soon as possible.
3. The document should be completed in MS Word as far as possible and entrant must use the template to make inter-company comparisons possible.
4. **The nominee should supply financial statements for the past 2 years.**
5. **Previous winners in this competition are not allowed to enter, only after every 3 years.**

Application information for the **South Africa SMME Awards** should be directed to:

*Dina Potgieter; Africagrowth Institute; PO Box 3628, Tygervalley, 7536  
Tel: (021) 914 6778 Fax: (021) 914 4438; Email: [dina@afriagrowth.com](mailto:dina@afriagrowth.com)*

#### **6. CATEGORY SELECTION**

SMMEs are welcome to enter for **ONLY ONE** of the six categories.

#### **7. REQUIREMENTS**

Each submission is restricted to maximum of 2000 words and should specifically respond to the entry questions listed below. Submissions must be typed not less than size 10 font and no longer than twenty pages (i.e. your submission and supporting material together must comprise no more than twenty A4 sheets).

#### **8. JUDGES**

Submissions will be judged by a panel of SMME experts drawn from the public and private sectors, who will seek demonstrated quality, innovative techniques and strategic practice, amongst other qualities, in all submissions. Judges will mark submissions using a numeric method, and reserve the right not to award a winner in any category if they do not find entries that reach the desired standard. The decision of the judges will be final.

#### **9. SUPPORTING MATERIAL**

Supporting material such as brochures, media clippings, letters of appreciation, certificates etc. may be included where you believe they will assist your submission for outstanding achievement in the category.

A letter will be sent to all entrants confirming entries have been received. If you do not receive this letter, please let us know. All information provided will be treated as confidential. At the conclusion of the awards, copies of submissions will not be returned. For this reason, please ensure that you keep a copy of your submission for your own records and do not send in the original of any supporting documents, such as press clippings or certificates.

## 10. IMPORTANT DATES AND DEADLINES:

- Deadline for submission of material: 31 July 2010
- Finalists to be notified: 31<sup>st</sup> August 2010
- Awards banquet and media releases to announce winners: 21 October 2010

## CONTACT INFORMATION

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PO Box 3628, Tygervalley, 7536  
Tel: +27 (0) 21 914 6778  
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Website: [www.afriagrowth.com](http://www.afriagrowth.com)



## **ENTRY FORM**

### **2010 SOUTH AFRICA SMME AWARDS: ENTRY QUESTIONS:**

The following list of requests and questions must be answered in each submission. Insert a cross (X) in the boxes, where applicable, and provide the requested information in the spaces provided below. All Sections **are compulsory and must be filled**. Insert “NA” if information is not available. Please be as brief as possible.

#### **SECTION 1:**

<b>Name of Owner/Manager</b>		
<b>Company Name</b>		
<b>Telephone</b>		
<b>Fax</b>		
<b>Email</b>		
<b>Website</b>		
<b>Postal Address</b>		
<b>Categories</b>	<b>Areas</b>	
<b>Industrial Sector Award</b>	This is an award for the Manufacturing; Electricity; Gas & Water; Construction; Mining & Quarrying and Agriculture	
<b>Trade Sector Award</b>	Wholesale and Retail sector	
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#### **SECTION 2**

<b>Criteria</b>	<b>Key Areas of Focus</b>
<b>Company Definition &amp; Ownership</b>  <b>(X out of 5 points)</b>	(a) In what year was your organisation founded? (b) Short summary of what your company is doing. (c) In what specific industry area (e.g. Manufacturing) does your business operate? (d) Expressed as a percentage, what is the ownership structure of your business? (E.g. 80% owned by you and 20% by another company or government)
	<b>Response here:</b>  <div style="border: 1px solid black; height: 40px; width: 100%;"></div>

<p><b>Financial performance &amp; Labour force</b></p> <p>(X out of 20 points)</p>	<ul style="list-style-type: none"> <li>Please provide five years sales or revenue, costs, and profit before tax history of the product or service submitted</li> </ul> <table border="1" data-bbox="472 309 1428 618"> <thead> <tr> <th>Year</th> <th>2005</th> <th>2006</th> <th>2007</th> <th>2008</th> <th>2009</th> </tr> </thead> <tbody> <tr> <td>Sales</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Revenue</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Cost</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Profit before Tax</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Full-time Employees</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Part-time Employees</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p><b>*Please supply financial statement for the past 2 years.</b></p>	Year	2005	2006	2007	2008	2009	Sales						Revenue						Cost						Profit before Tax						Full-time Employees						Part-time Employees					
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<p><b>Services Rendered</b></p> <p>(X out of 20 points)</p>	<p>Summarise the history of your product, service or company.</p> <p><i>GUIDELINES FOR YOUR SUBMISSION:</i></p> <ol style="list-style-type: none"> <li>How has your product/service met the needs of your target market?</li> <li>Do you have a business plan and how has this evolved in your business?</li> <li>What are the most important factors which make your company what it is today?</li> <li>Does your company have internet presence?</li> <li>How important is, marketing, research and development to your company?</li> </ol> <p>Explain</p> <div data-bbox="472 992 1428 1086" style="border: 1px solid black; padding: 5px;"> <p><b>Response here:</b></p> </div>																																										
<p><b>Business model</b></p> <p>(X out of 30 points)</p>	<p>Explain how you produced an exceptional outcome in your chosen category?</p> <p><i>GUIDELINES FOR YOUR SUBMISSION:</i></p> <p>Focus on the achievements your business has accomplished with relevance to the category chosen.</p> <ol style="list-style-type: none"> <li>Outline specific strategic approaches which assisted your business in gaining results.</li> <li>Why were these achievements exceptional and how did they affect company staff?</li> <li>How have you performed within your competitive environment and what obstacles have you overcome to achieve results?</li> <li>Describe the vision for your business and plans for future growth.</li> </ol> <div data-bbox="472 1512 1428 1606" style="border: 1px solid black; padding: 5px;"> <p><b>Response here:</b></p> </div>																																										
<p><b>Corporate governance &amp; Quality Control</b></p> <p>(X out of 15 points)</p>	<ol style="list-style-type: none"> <li>Do you have quality control systems in place?</li> <li>Provide Qualifications and experience of management</li> <li>Does your company have Board of Directors?</li> <li>Do you have a customer satisfaction evaluation programme?</li> <li>Do you have an ISO certification or similar quality certification (e.g. SABS)?</li> </ol> <div data-bbox="472 1852 1428 2087" style="border: 1px solid black; padding: 5px;"> <p><b>Response here</b></p> </div>																																										

