

BUSINESS FLOURISHES THROUGH ENTREPRENEURSHIP PROGRAMME

By Temana Masekela



» Sazi Tima, entrepreneur and owner of SL.Tima Woodworks and Carpentry.

“Without intervention from government, business and the private sector, innovative business ideas will remain just that – ideas!”

This is according to Sazi Tima, a young entrepreneur from Khayelitsha in the Western Cape who runs a carpentry business, SL.Tima Woodworks and Carpentry. His business manufactures and installs built-in units (kitchen and closets), as well as free standing wood and carpentry units..

“Running a business without funding and a proper growth plan can be daunting. I wanted to learn marketing strategies that can help me introduce the business into the



» Tima explaining the operations of his business.

market through different media platforms, especially digital media. I also wanted to be in a better position to build and maintain a strong clientele to grow the business," Tima explains.

Upon completing his matric at Sinakho Secondary School in 2012, Tima went to Northlink College in Cape Town to study Marketing Management, which he could not complete due to lack of funds.

Before venturing into business, he tried odd jobs but found that he was not cut out to be an employee. His inspiration to become an entrepreneur was fuelled by a friend, whose welding business was making more money in a day than what he was making in a week. "This is when I decided to quit being an employee and invest all my time in starting a business," he says.

Tima decided to seek training opportunities that would instil in him skills relevant to start a business. He studied woodworks and went through a six-month entrepreneurship training

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programme through Falsebay TVET College, with funding from the merSETA.

He explains that the training was beneficial for his business and that its content would be beneficial even for businesses that are already established and looking to grow.

"Not only did we gain invaluable insights into the world of business, but the programme also gave us advice on how to access funding from organisations such as the

National Youth Development Agency (NYDA)," he says.

Though his business operates from a garage at his mother's house, Tima is adamant to be successful. "The challenge many of us face as young entrepreneurs is sites from which we can run our businesses. Due to lack of funding, we are not able to purchase nor lease properties suitable for our businesses to function optimally," he adds.

"Our country needs entrepreneurs so that more jobs can be created and our economy can grow. Entrepreneurship empowers people so that they can empower others -- it's a ripple effect," says Tima.

He adds: "I always come across young people who ask me for advice on starting and running a business. This is evidence of the hunger the youth have for entrepreneurship."

SL.Tima Woodworks and Carpentry is now booming and the only way it is headed is to the top. The business is able to finance people who want to purchase kitchen units on credit through a reputable credit checks process. "To think that I did not have money to register a business and seeing how far I've become since then is a proud feeling," he says.

Asked what his motivation to starting a business was, Tima explains: "The idea on its own was my motivation. The picture I have in mind of what this business should look like is enough to keep me awake at night thinking of ways to get it there."

This, Tima explains, would start with securing a site where he can build a workshop with proper industrial equipment that will enable him to produce quality work for his customers.

"This will happen eventually because I am a very ambitious and dedicated person. I look up to entrepreneurs such as Dj Sbu, who is also ambitious and is not afraid to take risks when it comes to growing his business," he concludes.



» Tima explaining the importance of collaborations between different organisations to develop and grow entrepreneurship.