



# MacMore Muffins applauds YCF recipe

The entrepreneurship bug bite Morero Moloi's head in 2016 leaving behind a bleeding scar which has since blossomed into a mouth smelting bite sized as well as stomach filling snack enveloped in a sweet aroma.

Being an entrepreneur isn't for the faint hearted especially during such tough economic climates punctured with high costs, power outages, global healthy pandemic and lack of support from local banking sector.

Moloi was born and bred in Roodepoort, west of Johannesburg 35 years ago and is the sole owner of MacMore International which later give birth to subsidiary MacMore Muffins.

The reason why I started my business, was because I saw there was a problem of young people unable to start businesses. I then started finding information on franchising and how I could make it easily accessible and affordable to ordinary people" said Moloi.

The company's vision is to give previously disadvantaged people a chance at owning a sustainable business which subscribes to formulas and can be scalable. Moloi stands firm in creating

franchises that can cost under R50 000 to buy. He believes that the answer is not in creating just jobs but in transforming the jobs to businesses that can grow.

Simplicity is what best describes his business ideologies. McMore International seeks to be the answer for partnering with governments and the private sector in creating a new breed of young entrepreneurs that will dominate the franchising space.

"I started the company in 2016 and applied for funding with sefa's YCF in 2021, which is a 50% grant and the rest repayable."

The Youth Challenge Fund (YCF) is a brainchild of the Department of Small Business Development (DSBD) and was introduced to the nation by President Cyril Ramaphosa in his 2021 State of The Nation Address (SONA) to support over 15 000 youth start up projects by 2024.

YCF aims to prioritizes support for youth owned enterprises as a challenge and response to the deadly economic effects of Covid-19 which decimated small businesses.



The main objective is to provide support to scale up and grow youth owned start-ups, address the high failure rate of youth projects by addressing funding problems, reskilling providing a lifeline to them through provision of a blended 50% grants and 50% loan with a 5% low interest rate payment.

“My business focuses on baking muffins, we have a factory we were bake them, then sell the rights to people aspiring to be entrepreneurs to buy our products and sell rights to people aspiring to become entrepreneurs to buy a business in a box, they don’t have to bake, they own our brand and capitalize on it”.

“They make a 30% margin just by buying our franchises on all the products that we manufacture” said Moloji.

Franchising is a relatively new phenomenon in South African business space particularly if one wants to start his/her own franchise instead of buying into the existing brands currently dominating the market.

MacMore Muffins made its entry into South African confectionery market on 19th September 2020 in

Soweto and is now a household name competing for space in giant retail markets like Spar across Gauteng province.

They also offer mobile tuck shops, which make stops in various strategic locations teasing coffee and tea lovers with a full aroma of freshly baked muffins to accompany the hot beverages.

They make eight different type favoured muffins, namely chocochino, branny bran, blueberry bliss, vany choc, lemon poppy seed, red swiss velvet, vany and the unmistakably popular strawberry rose muffins respectively.

“Our products are prepared fresh daily to be delivered to you. We bake we muffins in quality ovens in our baking laboratory that brings out all our unique flavours. Our muffins go straight from ovens to you, ensuring that one gets a fresh and mouth-watering McMore experience.”

“SEFA also sponsored us with 77 KVA generator and we hope to start using soon to fire up our business operation” Morero added.