



Makhohliso Sparkle Always brighten Cape Town city bowl



The Minister for the Department of Small Business Development, Ms Stella Ndabeni-Abrahams alongside Deputy Minister Dipuo Peters launched Sparkle Always Dry Cleaning and Laundromat. The launch was held at Sparkle Always in the Western Cape Province 16 May 2023.

The purpose of the event was to launch Sparkle Always Dry Cleaning and Laundromat which is set assist unemployed youths to be capacitated and upskilled through various technical and business skills development interventions. The Dry Cleaning and Laundromat further aims to cater for the locals and surroundings with affordable and reasonable prices.

The primary objective of Sparkle Always is to create job opportunities and assist in investment growth through communities and further provide youth an opportunity to enter a mainstream economy which will assist in alleviating unemployment amongst the youth. Through Sparkle Dry cleaning and Laundromat, locally owned businesses and corporations will benefit from a wide range of reasonable pricing. This will also help Sparkle Always Dry Cleaning and Laundromat to stay profitable and reduce unemployment rates in Cape Town and advance women's economic empowerment. It will also make a developmental impact based on imparting much needed business connectivity ecosystems.

Sparkle Always aims to take up space in the business sector and furnish the youth with skills for them to grow and initiate their own businesses and start-ups. The youth will also learn how to operate fully automatic, semi-automatic, front load and top load washing machines.

The Department of Small Business Development is driven by the mandate to lead and coordinate an integrated approach to the promotion and development of Small, Micro and Medium Enterprises (SMMEs) and Co-operatives, and to ensure an enabling legislative and policy environment to support their growth and sustainability.

“It’s an honour for me to be part of this magnificent event, witnessing brilliant work done by a black woman.”

Sparkle Always Dry Cleaning was the spot of cleanliness when Minister for Small Business Development Stella Ndabeni-Abrahams and Deputy Minister Dipuo Peters, high ranking officials from the Department of Small Business Development as well as a delegation from Small Business Development Agency (SEDA) and the head of Small Enterprise Finance Agency (sefa) Mr Mxolisi Matshamba visited the business. Several Small, Micro and Medium Enterprises (SMMEs) attended the event and government officials were also present to witness this prestigious event.

The laundromat was rescued from liquidation by a fresh-faced Stellenbosch alumnus Ms Nothukela Makhohliso. She overcame all odds to save the sinking business and turn it around into a much sought after service for the residents of Cape Town city bowl.

“It’s an honour for me to be part of this magnificent event, witnessing brilliant work done by a black woman, who has turned around a loss-making venture into a successful one and providing much needed employment for the city’s youth. As you know, the National Development Plan (NDP) stipulates that by the year 2030, this country must have created over a 11 million jobs and 9 million of these must come from small businesses such as this one we are in today” said Ndabeni-Abrahams.

Cape Town Member of Parliament, Faiz Jacobs opened the proceedings and urged residents of the city particularly the youth to partake in entrepreneurship activities instead of waiting for government to provide them with jobs.

Jacobs introduced Ndabeni-Abrahams and Peters to Sparkle Always owner Notukela Makhohliso.

Ms Makhohliso is an entrepreneur and philanthropist, having a hand in the promotion of people living with disabilities through her agency. Makhohliso and dabbling in other business entities to assist the less fortunate to be active in societal issues around Cape Town.

“We are blessed to have people like Makhohliso amongst us, as she has gone all out to empower local youths by providing them with training in operating of mechanised Lundy machines, giant ironing rollers and equipping them with a skill in clothes and linen folding amongst other business skills she has imparted on the community” added Minister Ndabeni-Abrahams.

Mr Mxolisi Matshamba commended Mkhohliso, for breaking stereotypes associated with people living with disabilities.

“Most people expect to see Mkhohliso asking for help instead of her aiding. She has broken the glass ceiling imposed upon her by people’s negative expectations and has turned the lemons thrown at her into lemonade, of which we are all drinking at the moment”. said Ndabeni-Abrahams.

Makhohliso promised to utilise the gifts donated by Minister Ndabeni-Abrahams and promised to grow her business so that it could cater for more people and promised to spread her wings and open more branches in the townships of Gugulethu, Khayelitsha and Mitchells Plain.

