

Bethlehem

Pop-Up Market



The Department of Small Business Development (DSBD) in partnership with the Small Enterprise Development Agency (Seda) and Small Enterprise Finance Agency (sefa) conducted the Pop-Up Market at the Motaung Park in Bethlehem which falls under the Thabo Mofutsanyana District Municipality. The much sought after event was launched under the theme 'Show Your Love for Local Brands'. The two-day event attracted a vast concord of Small Micro, and Medium Enterprises (SMME's), sole traders, young as well as emerging entrepreneurs from across the length and breadth of the centrally located Free State province.

Pop-Up Markets are an economic get together for up-and-coming industrialists, to share business ideas and sell products to new customers as well connect with potential investors. According to Global Entrepreneurship Monitor (GEM) report of 2016/2017 released by DSBD, small businesses should be assisted in obtaining relevant information about available opportunities particularly in national, provincial, and local government departments.

It further suggests that government should be on the forefront in facilitating access to markets and be capacitated to stimulate entrepreneurship and small business development in local communities. Small, Micro and Medium Enterprises particularly those from the township and rural areas should be linked with the mainstream economy. The facilitation of market access for small businesses is key in the development and promotion of small businesses. Therefore, this calls for increase in focus on unlocking opportunities available within trade blocks and communities to create networks and expand access to markets and small businesses.

The Pop-up market commenced on 13 June 2023. Delivering his opening remarks, Seda Branch Manager in Free State Ben Mogale provided background on Seda Pop-up Markets. "The Pop-up market initiative is a Seda concept which seeks to provide access to markets for local SMMEs. It also provides SMMEs with an opportunity to attract new clients, engage in networking and tap into different markets. The department has created a Small Business Portfolio (SBP) which is a body working on various initiatives across the entrepreneurial ecosystem to facilitate access to markets for products and services offered by small businesses which include physical market infrastructure in a form of mall activations, e-commerce platform, and digital marketing boot camp for continuous personal development of entrepreneurs," Mogale said.

Providing a message of support, Ms. Thenjiwe Mbhashe, Provincial Manager Seda at Free State province committed to support Pop-up markets in the future.

"The advent of the deadly COVID 19 pandemic in 2019 forced the SBD portfolio to derive an agile methodology to ensure the survival of SMMEs hence the above approach will contribute to ensure sustainability of entrepreneurs during and post current pandemics as well as upskill them to be tech savvy," Mbhashe said.

There was a total of 15 SMMEs ranging from food, manufacturing, clothing and textile, events and catering, and crafts amongst others who showcased their products:

Katleho Water (KW) is a water purification and bottling business and a brainchild of water whiz kid, Katlego Chitja a former Rand Water specialist. Chitja used the knowledge acquired from his previous employees to enter the colourless hydrogen based and oxygen liquid purification domain and produce high quality clean as well bottled water fit for human consumption.



Katleho Water aims to break the soft drinking manufacturing monopoly currently dominated by large corporates. Beside clean water production, the company now also installs industrial as well as domestic water purification system for companies and individual homeowners in the Free State province. Katleho Water is based at stand number 10893 in Bohlokong Extension 8, Bethlehem.

Jonas Khabele has made a career from taking beautiful pictures of the landscape as well people. Now he operates Decent View Photography (DVP) in Bethlehem. DVP specialises in taking pictures indoors, outdoors, graphic designing, printing of posters, pamphlets, posters, flyers, and events videography. To get a quote, call 078 143 6905 or send an email to decentviewphotography@gmail.com.

Keekay Nailbar and Beauty Salon in Phuthaditjhaba is owned by Ithabeleng Thupeng. She does haircare maintenance, nail styling and trades in cosmetics. Recently, she launched a new department dealing specifically with surgical breast uplifts as well as implants, butt lifts and hip reduction and redefining, all at affordable rates.

Tsa Rona Pop-Up Store was brought to life thanks to the Small Enterprise Development Agency intervention, which resulted in securing funding to kick start the business. The shop sells locally made shoes, handbags, caps, jackets, belts, hats, cleaning stock and other household goodies. Tsa Rona is at Shop 25 Naledi Mall in Bethlehem.



RS Graphics private limited manufactures home as well as industrial detergents and polishes aptly named Venus Shines because they leave a sparkling surface when applied and polished. To place order, call 068 368 5954 or 081 054 4483. The business is based at 2613 Mtsubise Street in Qwaqwa. For all fashionable clothing needs, one needs to visit 9640 Creations in Pettus Stein. They design and recreate stylish clothes as well as do embroidery on t-shirts, caps, sweaters, track suits, hats, and socks etc. To view their products, visit them at 601 Easter Village or email pmpembe92@gmail.com or even call them on 084 204 2966.

Tshepo Mofokeng uses his hands to create magic with the aid of a welding machine and iron rods. He produces high quality durable steel ware products such as bulgar gates, sliding gates, bulgar bars, aluminium doors, and windows for both homes as well industrial clientele. Mofokeng operates DTE Exclusive Steel Works from Bohlokong township and is contactable on 081 755 1955.

Designer steel wares for interior as well as exterior beautification are custom made to specifications by mechanical engineer Julia Dlamini from her base in 6628 Bohlokong township in Bethlehem. Dlamini's designer steel products can be viewed from her premises as well as of Facebook. for a free quotation, call 071 934 4299.