



‘South Africa Partners with The International Trade Centre **To Promote Women’s Entrepreneurship**’

Client User Journey SheTradesZA



small business
development

Department:
Small Business Development
REPUBLIC OF SOUTH AFRICA



The **International Trade Centre (ITC)**, based in Switzerland, has established an innovative global **SheTrades** network in 25 countries, including South Africa. The South African **SheTradesZA** programme is facilitated by the **Department of Small Business Development (DSBD)** through its agency, the **Small Enterprise Development Agency (Seda)**.

The **SheTrades** programme is a one stop shop through which women- owned businesses can register, be capacitated, upskilled and empowered through the various technical and business skills development interventions offered by **ITC and Seda**.

The **SheTrades** e-platform allows women-owned small medium and micro enterprises (SMMEs) to access technical and business development services while also facilitating the entry of other key institutions and or buyers onto the platform such as retailers, traders and government institutions that want to procure from women-owned enterprises.

The journey towards trading goods and services starts when one signs up to the online portal. The **SheTrades** portal offers e-learning business development support services to women-owned businesses so that they can improve their competitiveness in the local South African business ecosystem and move towards trading regionally and internationally.



The Hub offers women-owned businesses the following benefits:

- **Learn new skills** through a wide range of **FREE e-learning materials**. This includes a Virtual Learning Space (VLS), online courses, live webinars and market tools that cover a wide range of trade-related topics to equip women entrepreneurs with the knowledge and skills to grow their businesses.
- **Participate** in workshops, trade fairs and other business events.
- **Offer your goods and services**, and trade with other businesses on the platform, including organisations and government institutions that want to trade with women-owned enterprises.
- **Network with other businesses** on the platform.
- **Stay up to date** with trading news, hear about success stories and learn about existing and new opportunities.

Your personal Client User Journey with the SheTradesZA Hub

Register on the **SheTrades** website: www.shetrades.com

Only women-owned businesses can enter the client journey of the **SheTradesZA** Programme where training and capacity building support is provided. The business must be at least 51% owned, managed, and controlled by women and at least 50% owned by a South African citizen. The business cannot be a franchise or a subsidiary of another business. The women owned business who participate in the **SheTradesZA** Programme must be an active participant of the business on a day-to-day basis. The **SheTradesZA Hub** will give preference to government priority sectors, but all women owned businesses are encouraged to register and be a part of the programme.

STEP ONE

Client Journey continued...

Once you have registered on the **SheTrades** website, your company will be referred to the nearest Seda branch where a business practitioner will analyse the business using the various business assessment tools and thereafter, your business will be assigned into one of three levels, as indicated on the next page. When you register you will be allocated to any of the 3 levels based on your existing business skills and existing turnover. Businesses that are more advanced will be allocated to Level 1 immediately upon registration. You can progress up to Level 1 from Level 3 by successfully completing the previous levels as follows:

STEP TWO

Level 3: START & TALK

This has been designed for early business entrants. This group will be provided with e-learning and virtual basic business skills training designed for start-up businesses. This support is aimed at growing your business.

Level 2: BUILD

Through this level, you will be able to access e-learning and virtual technical training on various quality standards. You will enter the **SheTradesZA Hub** export readiness programme and be given export mentorship. There is a manufacturing support programme for businesses involved in manufacturing and other support programmes. All registered businesses will be provided with supplier development support and assisted to apply for financial support where needed. Cooperatives will be supported to apply to the Cooperative Incentive Scheme. Your business will also be coached and mentored to increase your level of innovation.

Level 1: GROW

Businesses registered in Level 3 are already well-established and successfully trading locally but they need support to enter regional and international export markets. These businesses will receive coaching and mentorship training programmes in international trade and will be exposed to local trade incentive schemes provided by various government departments and agencies. The **SheTradesZA Hub** will provide your business with access to trade fairs, e-commerce, Business to Business (B2B) and Business-to-Consumer (B2C) events and post event mentorship. You will be assessed for your export readiness.

Client Journey continued...

STEP THREE

TRADE. Once you have been assessed as export ready you will be provided with access to the **SheTrades** Trading platform that networks you to millions of businesses both locally and all over the world. Your international trade journey will begin!!!

Client Journey on the SheTrades Programme

Level 3: START & TALK

Talk

- Information sessions
- Registration of client
- Advice

Start

- Assessment (ACO, CPE, ERAT, SBAT, EDT)
- Capacity building trainings (Basic Business Skills, Start-up-1)
- Business Development Services

Level 2: BUILD

Build

- Technical training (QMS & certification, HACCP, Quality & Standards)
- Innovation Support
- Export Readiness programme (Interventions based on ERAT)
- Export Mentorship
- Manufacturing Support programme
- Supplier Development programme
- Incentive Scheme (Co-operative Incentive Scheme, Blended finance and any other financial instrument)

Level 1: GROW

Grow

- Mentorship & Coaching
- Small Enterprise Coaching programme
- Women Enterprise Coaching programme
- Incentives Schemes (EMIA, SSAS, Manufacturing Support Scheme)
- Access to Markets (e-commerce, trade fairs, B2B's, B2C's)
- Domestic market
- International market
- Post-event mentorship

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