

DID FLAME WORK FOR OTHER SMALL BUSINESS OWNERS?

FLAME has been training entrepreneurs since 2016 and has helped 140 businesses to grow in Gauteng, Northwest, Eastern Cape and Western Cape.

Here's what some of these business owners had to say:



The lessons I've applied are how to do proper pricing and how to budget; it's also helped me with my saving skills. It's helped me increase my profits, as I implement a lot of what I learnt on the programme. With what I now know, I can take my business to the next level.

LUTHO BOOI, King William's Town
(FLAME 2, 2019–2021)



When I joined the programme, I didn't know we would be upskilled, not only in farming but also in how to be good businesspeople, how to understand money and finances, and how to grow and empower oneself. Today I am debt free, I have learnt to make means with what I have and to see opportunities where others don't.

OWEN MDLEDLE, Philippi
(FLAME 2, 2019–2021)



FLAME changed my business, because I'm able to pay myself and pay someone whom I've employed. My biggest challenge was funding because my business demanded a lot of resources. Now I've been saving money and buying all the resources I need. If it wasn't for FLAME, I wouldn't be where I am today.

ESTHER MTSWENI, Diepsloot
(FLAME 2, 2019–2021)



When I started, I was still a small business, but as the programme progressed, we improved our business so much. We are now selling at national retailers and are travelling nationally.

KYLE ADAMS, Atlantis
(FLAME 3, 2021–2022)



I really appreciate the part where you are allocated a coach to come each month to give you that push and ensure that you are implementing what is being taught in the programme, because at some point as an entrepreneur you face setbacks and get despondent.

MADODANA CITA, Hermanus
(FLAME 3, 2022–2023)

I WANT TO KNOW MORE ABOUT FLAME.

WHO CAN I CONTACT?

FLAME is one of the financial literacy programmes of the ASISA Foundation. For over ten years, they have been empowering workers, young adults, entrepreneurs and others with the right skills and knowledge to manage their money better.

If you have any questions, send an email to Sibusiso Sagoda, the FLAME programme manager, at ssagoda@asisa.org.za or info@asisafoundation.org.za. Also go to www.asisafoundation.org.za or to the ASISA Foundation's Facebook page.



The FLAME programme:
HELPING YOU GROW YOUR BUSINESS





What is the FLAME programme?

The FLAME (Financial Literacy and Micro Enterprise) programme teaches entrepreneurs how to manage their finances better. The programme helps small business owners create, grow and manage sustainable businesses.

Why should I apply?

The FLAME programme has been implemented in 8 locations where township and rural entrepreneurs were helped with financial knowledge and skills to manage their businesses. FLAME understands the problems of small businesses and can empower you with the right financial knowledge and skills so you can take your business to the next level.

What will I learn?

Through FLAME, you'll learn practical ways to manage your personal and business finances effectively and how to make the right decisions so your business can thrive; like budgeting, cash flow management, financial planning and proper record keeping.

You'll learn how to market your business with confidence, not only to customers, but also presenting your business to potential funders and partners. The FLAME programme will teach you how to solve business problems and how to plan for the future, so your business can continue growing.

How long is this programme?

The FLAME programme is not just about teaching you about business. It's also about applying that knowledge in your business and someone guiding you along the way. That's why FLAME runs over 18 months.

DO I HAVE TO PAY?

FLAME is free to attend, but participants must sign a commitment letter and must adhere to the programme requirements throughout the programme.

CAN ANYONE APPLY?

FLAME chooses *participants whose household income is less than **R340 000 per year or R28 500 per month.**

* These participants must represent a small business that has been operating for more than 12 months and has a yearly revenue of less than R1 million.

HOW DOES IT WORK?

You will go through three phases, which will include several face-to-face workshops which are presented by people who understand your community, speak your language and have years of experience in training and coaching entrepreneurs.

At the workshops you will meet other small business owners, and have group discussions with them, so everyone can learn from each other.

PHASE 1

The programme will introduce you to important financial topics that will help you personally and in your business. You will attend weekly workshops, form groups with other entrepreneurs and get an opportunity to test your pitching and presentation skills.

PHASE 2

In Phase 2 there are monthly workshops, and a business coach will visit your business regularly to check on your progress and provide support on how to apply what you learn at the workshops in your business. You will also learn more about your specific business. You will understand better how to have a proper business plan, keep records, market your business, and sell your goods or services, while still receiving coaching.

PHASE 3

In Phase 3, you will be prepared to exit the programme with tools and templates to use in growing your business and attend the closeout event where special programme awards and other prizes are awarded.

THERE IS EXTRA SUPPORT

for participants across various channels like the website, Facebook and a WhatsApp group.