

BUSINESS PROFILE 2020



**AIF, WHICH STANDS FOR 'ALLOCATING INVESTMENT FUNDING' IS A REGISTERED NOT FOR PROFIT
BUSINESS DEVELOPMENT SUPPORT ORGANISATION.**

ABOUT US:

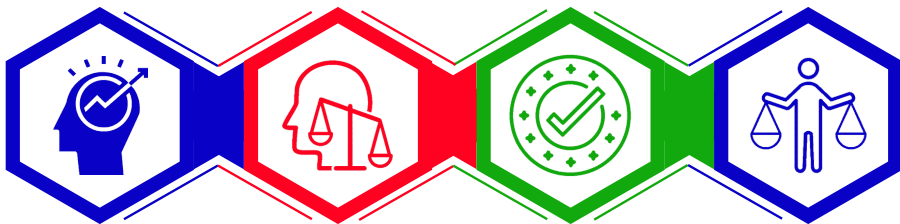


AIF was formed to support the development of small businesses through the implementation of Enterprise, Enterprise Supplier and Socio-economic Development programmes. We are committed to conducting in-depth needs analyses of the small businesses which we serve. As a result, customised interventions are implemented with the objective of building sustainable small businesses that contribute to the economy as a whole.

Business development programs are aligned to the B-BBEE codes of good practice allowing companies to gain maximum points from their BEE spend.

Our services help bridge the gap between corporates and small businesses by assisting small businesses to achieve sustainability. This is accomplished by implementing enterprise development solutions on behalf of corporates to enable them to include these small businesses into their value chains.

OUR VALUES:



Entrepreneurship

We are a group of entrepreneurs who understand the needs and the struggles of the entrepreneurs with which we work. We provide and implement creative solutions to problems

Integrity

We do what we say we are going to do!

Authenticity

We believe that transformation is necessary to address the economic imbalances of our country.

Ethics

We are stewards and custodians of funds and act in the best interests of all parties involved.

WE AIM TO ACHIEVE AN UNBLEMISHED RECORD OF HONESTY, INTEGRITY, DELIVERY, VALUE AND FAIR PLAY WITH ALL STAKEHOLDERS.

WHY YOU CAN'T AFFORD TO IGNORE THE AMENDED B-BBEE CODES?

The Amended B-BBEE codes of good practice came into effect on 1 May 2013 and have implications for your business. The three priority elements identified with minimum requirements are:



According to the Amended B-BBEE codes of good practice, businesses are required to spend 1% of their Net Profit After Tax (NPAT) on Enterprise Development programmes and 2% of their NPAT on Enterprise Supplier Development programmes. Should a Qualifying Small Enterprise (QSE) or Generic business not achieve a subminimum of 40% for Enterprise Development, their BBBEE score will be discounted by one level.

THE CORPORATE FUNDER SOLUTION:



ENTERPRISE DEVELOPMENT

Need to implement an Enterprise Development programme in order to enhance your B-BBEE points and don't know where to start? Let us help you!



SUPPLIER DEVELOPMENT

Strengthening the Small Businesses in your supply chain- means a stronger and more reliable supply chain with SME's who can meet their SLA's. Good for you, good for them and good for business.

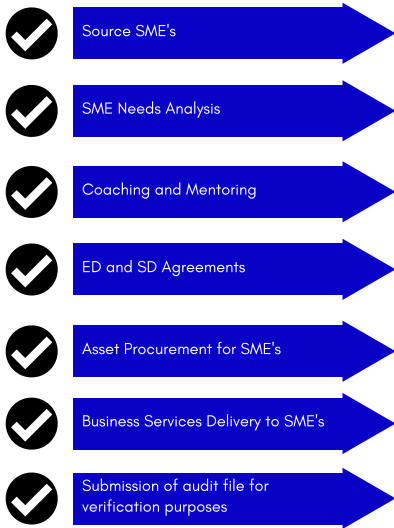


SOCIO-ECONOMIC DEVELOPMENT

Unemployment is a massive problem in SA. Through our Give Yourself a Job programme your SED spend is used to empower young people to start and run their own small businesses by identifying low barrier opportunities and creating income generating opportunities for themselves.

ENTERPRISE & SUPPLIER DEVELOPMENT

We offer the following services:

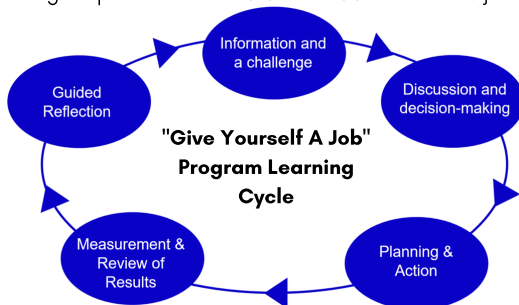


Note: Any money spent on Enterprise Development cannot be claimed simultaneously as Supplier Development.

SOCIO-ECONOMIC DEVELOPMENT - "GIVE YOURSELF A JOB"

'Give Yourself a Job' is a mobile unit of AIF which encourages and supports unemployed and underemployed youth (18-35) in township and rural areas, working together, to identify and access viable, sustainable, low-barrier opportunities to give themselves a job.

Business insights, orientations and value-creating skills can only be developed through experience and this is the basis of the GYAJ journey.



THE SMALL BUSINESS SOLUTION

We offer the following services:



COACHING & MENTORING

Entrepreneurship can be a lonely road- but it doesn't have to be. Learn from those who have been there done that and sold the t-shirt.



FINANCIAL MANAGEMENT

Business is about making money- but once you have it, you need to manage it. If you're an SME who needs help in this department- look no further!



MARKETING

So you have the perfect product or service but have no idea how to get the message out there. Let us help you build a marketing strategy for your small business.



LEARNING

We get it, you're an SME and you don't have hours to spend in a classroom BUT you need skills and knowledge that you can apply in your business immediately and see the impact. Our training is practical and to the point.

COACHING & MENTORING

A mentor is defined as 'an experienced and trusted advisor' and mentorship is an important part of an Enterprise Development program.

ALF has access to a range of business mentors with extensive and varied experience.

The main objective of mentorship is to support, guide, and facilitate the personal and professional growth of the mentee and the business by:

Enabling the mentee to develop their own skills, strategies and capabilities

Identify weak points and assist with a strategy to overcome these weaknesses

Follow up on the progress of the mentee and business, holding the mentee accountable for implementation of strategies developed

Open networks and encourage the entrepreneur to take advantage of networking opportunities

Link the entrepreneur to specialized coaching services where necessary

FINANCIAL MANAGEMENT:

Do you manage your business finances from your bank account?

Can't tell an income statement from a balance sheet?

Do you feel like you're constantly struggling with your finances?

You're not alone so many entrepreneurs out there are scared by this area of business.

Upskill me to do it myself:

**MANAGE MY
CASHFLOW**

**CREATE A
BUDGET**

**CREATE A
FORECAST**

**COSTING &
PRICING**

**EXAMINE MY
RELATIONSHIP
WITH MONEY**

Do it for me:

AN ACCOUNTANT

**BASIC
BOOKKEEPING**

**CLOUD
ACCOUNTING
SOFTWARE**

MARKETING SERVICES:

Let's make sure we put you in front of your targeted audience as often as possible to get quality leads for conversion. For small businesses digital marketing is a cost effective way to engage with your targeted audience and gain a following either organically or through paid advertising.

PS: This doesn't have to cost an arm and a leg.

Upskill me to do it myself:

**COMMUNICATE
MY VALUE
PROPOSITION**

**CREATE AN
ONLINE
MARKETING
STRATEGY**

**CREATE
EFFECTIVE
SOCIAL MEDIA
PAGES**

**SCHEDULE
POSTS AND
CAMPAIGNS**

**DO MY OWN
DESIGN**

Do it for me:

**A MARKETING
STRATEGY**

**BRANDING &
DESIGN**

A WEBSITE

**A
PROMOTIONAL
OR EXPLAINER
VIDEO**

**SOCIAL MEDIA
PAID
ADVERTISING**

LEARNING:

You're great at what you do- but being an entrepreneur means being a 'jack of all trades'- our short courses are designed to give you the knowledge and practical skills that you need immediately to make an impact on your small business.

I NEED TO LEARN HOW TO:



JOIN #TEAMAIF TODAY!



Visit our website: www.aifbusdev.org/sme-application

SME EXPERIENCES

This is what makes it all worthwhile for us:



"Thank You to the AIF team for the support and assistance. Your passion, attention to detail, energy levels and professionalism really saved our business. Thank you thank you!"



"A heartfelt thank you to AIF Business Development for mentoring and guiding us over the past 4 months. With your knowledge and expertise, you have given us the tools to adapt and improve structures and strategies. We must commend your professionalism, attentiveness and inspiration at all times. From all of us at BC Landscape Training, we appreciate everything you have done for us."



"AIF has been absolutely amazing. Went on a course for financial acumen as well as BBBEE codes and fundamentals and learned so much from them. AIF we love what you do and I would absolutely recommend your services. Practical, Fun and Informative. Keep up the great work."



"My name is Sydwell GQOZO, director and founder of Ingomso Steel and Pipe Fabrication. AIF Business Development really helped us a lot in our business because when we first started our business, we had very little knowledge about running a business in a professional manner. They helped us set up our business compliance and develop a new logo. Also sponsored and trained us on the use of SMEasy bookkeeping software. I thank AIF a lot for all the knowledge they have equipped us with."



"AIF added so much value to my Business, I saw instant results with the Business when I implemented some of the Principals that they shared with me. They are a team of driven and dedicated individuals that really want to see small companies and their owners grow. Thank you AIF for all your support!"



Learnersphere consulting & development



"There is no model like it! It's what true education is about!"



5 Star Customer Rating



"What a life changing experience with the AIF Dev team. They really helped me structure my business and it's systems in a way that I can run my business effectively from anywhere in the world and make it easier for new employees to adapt."

The whole team is very helpful and passionate about helping others. They give a lot of themselves, far beyond what money can buy."



"AIF have provided great one on one sessions that helps us workshop the specific challenges we face while running a small business. It makes such a difference when we can take the time to discuss and workshop ideas with a team who have specific experience in running a small business."

We look forward to more sessions with AIF and to see the continued benefits their coaching provides."



"I have worked with AIF since 2018 as one of their Business Mentors. AIF provides a valuable and much needed service to Corporates looking to invest in legitimate and meaningful Enterprise/Supplier Development Initiatives as well as Black-owned beneficiary businesses that gain immeasurable assistance through these quality programmes spearheaded by AIF. AIF bridges the gap between big business and small business through their professional and expert service offering. I highly recommend AIF!"



"Thank you AIF Business Development for giving Siyabumba the opportunity to assist and help grow SME's in South Africa. With your assistance Siyabumba has managed to help and support:

Kabelo from Isipho Sempilo
Cindy from Timeless Opulence
Manamane from Unity Electrical

We look forward to future endeavors of supporting and assisting more SME's."



"AIF business development has been helpful and they are still helpful in terms of business support, they are just a call away from any query we might have regarding our daily operations. They are helpful to us (Unity Electrical) with financial planning, marketing and other business related support."



"We found the support to be hugely valuable and we would not have been able to achieve the same level of success without it."

SME EXPERIENCES

This is what makes it all worthwhile for us:



"I would like extended mine and my partner's appreciation for the business support we got from AIF, they have continued to supporting even in these trying economic times that affects the global community. We are looking forward to working with AIF beyond the COVID 19 pandemic. Makhafi Networks"



"I received a business grant from AIF which gave me access to a mentor and business coach. It truly transformed the way I look at business and assisted me in structuring my operations. I'm forever grateful for the opportunity!"



"Thank you very much, I am so grateful to AIF Business Development for your assistance so far, i'll like to say my special gratitude to Peter for making our finances (financial reports) so easy to understand. I am so looking forward to face to face sessions, cos i believe that both Dikgwadi Capital and AIF will have a long fruitful relationship. Thank you Thank you..."

"I would like to thank AIF for its undying support on my Business journey, I am now able to manage my business finances better because of their Financial management Course. I am grateful for the Business Mentorship and Coaching. Your support to the development of Small and Medium businesses is highly appreciated."

OUR HAPPY CLIENTS





"THANK YOU FOR HELPING US, HELP THEM!"



JOIN #TEAMAIF TODAY!

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