



# Transforming Enterprise & Supplier Development

**Accelerating job creation  
and revenue growth  
for Enterprise and Supplier  
Development programmes.**

## **About this programme**

AMI is transforming business learning and development for South African businesses and entrepreneurs. Focused on helping ambitious businesses grow and thrive, our programmes accelerate job creation and revenue growth with bespoke learning and measurable results for Enterprise and Supplier Development (ESD) and Socio-Economic Development (SED).

# Transformative Approach

Our partners and clients work with us to accelerate change through Enterprise and Supplier Development (ESD) and Socio-Economic Development (SED) to achieve Broad-Based Black Economic Empowerment (B-BBEE) goals and objectives. AMI's transformative approach achieves these goals in the following ways:



## Virtual Learning On the Go

AMI's adaptable learning experience is rooted in providing learning on the go through our mobile application, web platform, and virtual learning events.

- ▶ Online and offline learning platform and mobile app help you reach, scale and broaden access to SMEs anywhere, including remote areas.
- ▶ Interactive and group learning methodology offers more than just webinars to keep SME engagement high.
- ▶ Digitised ESD programmes with a short turnaround time.
- ▶ Uninterrupted support to SMEs even with the COVID-19 lockdowns and social distancing restrictions.



## Learning Journeys for the Individual

AMI's approach to learning design and business development planning is based on individualised learning journeys, learning design and programme participant selection criteria.

- ▶ AMI's selection criteria and SME development plan creation focuses on uniqueness of each SME.
- ▶ AMI's Diagnostic Tool ensures development plans target and maximise revenue growth.
- ▶ Resilience is built into all our programmes by focusing on developing the team to support the lead entrepreneur.



## Accredited Programmes Built for Businesses

AMI's programmes are practical and applicable for businesses on day one. Our accredited programmes have been developed alongside Africa's leading business schools, experts, and practitioners.

- ▶ AMI's methodology was developed with AMI's chair and our co-founder Jonathan Cook, former director of the GIBS Business School.
- ▶ AMI's accredited programmes are aligned to the National Qualifications Framework and recognised by the South African Qualifications Authority (SAQA).
- ▶ SMEs are supported by our programme management team and encouraged by the connections they make with other businesses on the same journey.



## Measured Impact: Revenue Growth & Job Creation

Our proven approach to igniting job growth and business development is backed by our programme impact measurement and evaluation systems.

- ▶ Dedicated and reliable monitoring and evaluation to support quick impact reporting.
- ▶ Our programmes have created an average of 3.4 jobs per SME supported.
- ▶ SMEs we've supported report 22% revenue increase on average.
- ▶ We've worked with some of South Africa's most recognisable ESD organisations like Property Point, an initiative founded by South Africa's largest JSE-listed property company.

# B-BBEE Focused Services

Our customised programmes deliver impact for startups, micro-enterprises and established small businesses. AMI provides the following services to deliver core programming to achieve B-BBEE goals across South Africa:

## ENTERPRISE & SUPPLIER DEVELOPMENT (ESD)

### ► Business Development Strategy

We go beyond earning points for the ESD sub-categories and provide guidance for an overall B-BBEE strategy by working with you to design a programme that will grow sustainable SMEs.

### ► SME Growth & Learning Development

AMI's methodology ensures SMEs develop and implement the fundamental business practices needed to support resilience and growth.

### ► Sourcing & Selection

AMI's process focuses on attracting and selecting the entrepreneurs who are most likely to succeed in starting or improving their business.

### ► Programme Management

Our learning and impact focused Programme Management teams have successfully trained more than 27,000 participants, working with partners of all sizes.

### ► Monitoring & Evaluation

With internal M&E capacity and a methodology tied directly to our learning programmes we are able to report on measurable impact.

## SOCIO-ECONOMIC DEVELOPMENT (SED)

### ► Entrepreneurship Focused Community Programmes

We help you create programmes that drive entrepreneurship in communities and also build a pipeline of ESD initiatives.

### ► Workplace Readiness Programmes

Through our bespoke programming and design we can help you improve the work readiness and/or entrepreneurial skills of youth in the communities you work with.

### ► Targeted Stakeholder Support Systems

AMI builds programmes for target groups including rural women, unemployed youth and priority industries like agriculture and the energy industry.



## Core Learning Programmes for All Business Levels

AMI's ESD design uses targeted and proven programmes to support job growth and business development:

### BUSINESS SURVIVAL BOOTCAMP

Helps entrepreneurs and business owners take action and save their business with practical tools for rapid financial planning, cost management, and strategies for adapting your business and products.

### START YOUR BUSINESS

Empower aspiring entrepreneurs with this blended programme that guides them through the key steps to getting a business off the ground.

### MICRO ENTERPRISE ACCELERATOR

Professionalise and strengthen micro-enterprises by helping entrepreneurs develop simple but effective organisational practices for resilience and growth.

### SURVIVE TO THRIVE

Practical tools and strategies for businesses to apply immediately while navigating unexpected challenges, such as disruptions from COVID-19.

### MANAGEMENT DEVELOPMENT PROGRAMME

Equips middle managers with skills they need to empower their teams and drive performance.

### YOUTH ENTERPRISE ACCELERATOR

Equips young people to find a job and succeed at work with practical and blended employability 'bootcamp' for unemployed youth.



I print the [AMI toolkits], laminate them, and give them to the staff who help me in my shop...I've seen changes, like my teams growing - even my customers acknowledge that they see changes in my team

**Ntomb'xolo Mholongo,  
Kiosk Owner at Unilever,  
KwaMashu Township,  
South Africa**

Ntomb'xolo Mholongo owns a Unilever spaza shop, or convenience shop, near Durham, South Africa. She sells snacks, fruit, and drinks—but dreams of more for herself and her shop. “I want to empower myself,” she explains. “I want to have an idea of the ins and outs of my business.”

Ntomb'xolo joined an AMI Micro-Enterprise Accelerator programme, and was immediately able to implement what she learned in customer service. She even printed out tools from the online

platform and posted them in her shop to provide guidance for her employees.

Most importantly, the AMI programme provided Ntomb'xolo with everything she needs to write a business plan for her shop, which she plans to use to apply for a new retail site. “I've learned so much through AMI,” she says. “I'm going to take everything that I've learned here and unpack it towards my business and empower it, because I want to see it grow.”



Property Point utilises the AMI Management Development Programme for senior managers in the businesses we work with to enhance the businesses talent management strategy. The AMI team is proactive, competent, professional and a pleasure to deal with. This ensures that the senior managers are able to build confidence and a sense of ownership in achieving the broader organisational outcomes of the Property Point programme.

**Desigan Chetty, Property Point, Chief Operating Officer**





**To learn more,  
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## **Transforming South African Business & Entrepreneurship with our Partners**

AMI's deep experience in South Africa has allowed us to support and deliver impactful business growth and management programmes (including both ESD and SED training programmes) with various corporate and public sector partners.



**Uber**

