

## SMME SPOTLIGHT: OOH NICE BAKERY

The South African Graduates Development Association (SAGDA) Entrepreneurship Department was established to try and combat the unemployment rate as well as to assist the niche market of entrepreneurs who had graduated and yet wanted to start their own businesses.

Ooh Nice Bakery is owned and managed by one of our graduates, Lerato Pitso. She initially started the business. She developed from baking scones from her home in Midrand and is now running her bakery from the Maboneng Precinct. She has been assisted with interns that work under her bakery, we have also advised and guided her direction to success.

SAGDA advises the entrepreneur on how to formalize their business including, look at all aspects of how to maximize profits, expand growth levels by making the entrepreneur see all the avenues not exploited, where there is a possibility of low hanging fruit. We look at legalities, compliance and self-development.

With that said, it is tough working with entrepreneurs as they are always on the mode of “fake it until you make it”. This proves to be difficult because there are realities that come with this behavior. They compensate with their egos where we have total fall outs and still have to mend and continue with the task at hand. We require a lot from the entrepreneur as they work and sell their products or services. It is team work and not spoon a feeding mechanism. There are times when we assess and find that there is a financial lake or external mentoring need, even perhaps an extra hand to assist. We assist with that, even though we may not have the resources in house but we work with organizations like the National Youth Development Agency (NYDA) and the Small Enterprise Development Agency (SEDA) that have the ability to develop that particular entrepreneur.

***Ooh Nice Bakery is based at 10 Van Beek Street, Market Up at the Maboneng Precinct.***

