

# FAMILY TREE HOLDINGS (Pty) Ltd

Our Profile  
2022



# ABOUT FAMILY TREE



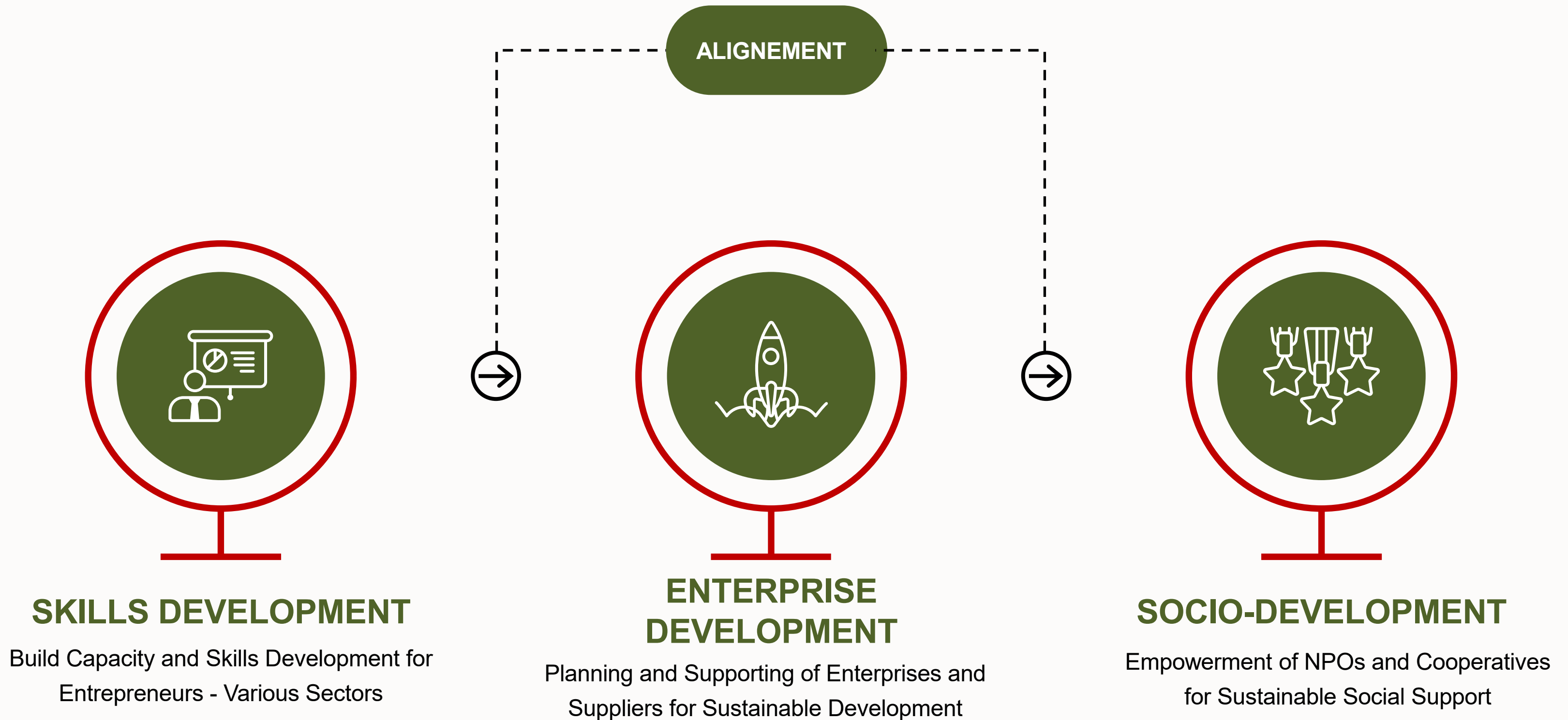
Family Tree Holdings is a multi-disciplinary support and capacity development company focusing on the Township and Rural Economic Development. Our focused approach is the development of Small, Medium and Micro Enterprise's (SMME) that are township based and in farm areas. We have an active matured presence in the province of Gauteng and growing our footprint in the provinces of Mpumalanga and Kwa-Zulu Natal.

Our commitment to our regional structures is to ensure that we facilitate programs of support where members can learn, develop and grow. To be the catalytic partner of the Retail Sector in the township economy, we are present in the township economy, through our channel partners, enact the provisions of the Gauteng Township Economic Development Act (TEDA) – for the development of the Retail Sector.

Family Tree Holdings programmes of Enterprise and Supplier Development differentiates itself through:

- A value adding and hands-on approach
- A relationship-driven approach; creating a community of practice and
- Skills and depth of experience.

# FAMILY TREE BUSINESS PILLARS



# FAMILY TREE - LEADERSHIP



## Executive Chairperson

**Mr. Sipho Mthembu**

Mr. Mthembu has over 30 years experience. He has held Senior positions in both the Private and Public sector. He has held the following positions among others Chief Executive officer (Utho Enterprise Development), Company Secretary (Transmed Shipping), Executive Chairperson (Mixotype Pty Ltd), Managing Director (Ithubalink Pty Ltd), Head: Risk and Compliance (Thyme Capital Pty Ltd), Group Risk Manager (Sasol Synfuels International), Chief Operations Manager (Nestlife Assurance), Risk Manager (National Housing Finance Corporations), Portfolio Manager (Guardrisk Insurance Company Ltd).

Mr. Mthembu is a member of the Institute of Directors of Southern Africa, an Associate member of the Institute of Risk Managers of Southern Africa, and Licentiate member of the Insurance Institute of South Africa.

## Chief Executive Officer

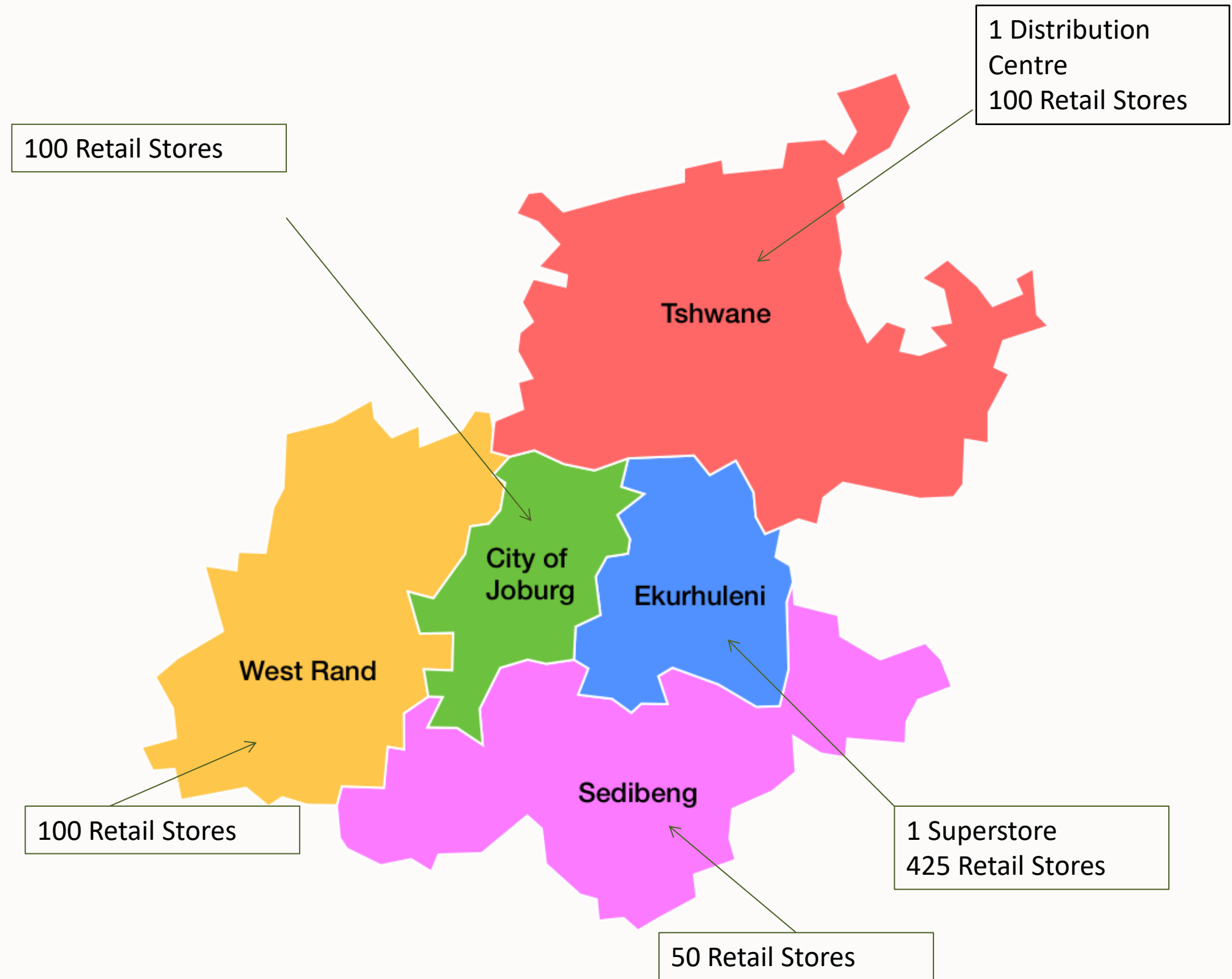
**Mr. Sikhumbuzo Ndlangamandla**

Diploma (QS), B-Tech (QS), PGDip (Property Development & Management), MBA (Milpark)

Sikhumbuzo graduated from University Johannesburg (formerly known as Wits Technikon) in 2003 with a Bachelor of Technology in Quantity Surveying and further his studies at University of Witwatersrand where he obtained a Postgraduate in Property Development and Management. He further his studies by enrolling for a master's degree in business administration (MBA) which he successfully completed in 2009. He has a vast experience being in leadership position in the fields of Quantity Surveying, Property Development and Construction Management, he is a highly motivated and disciplined professional with experience of working on wide range of projects.

He is an accomplished executive with 14+ years' experience in operations. Day to day running of organisation, managing multiple projects from inception to close-out, establishing of initial needs and requirements of clients, managing client correspondences, ensuring successful project execution and completion by managing cash flow and contract administration and financial management.

# GEOGRAPHIC FOOTPRINT TO DATE:





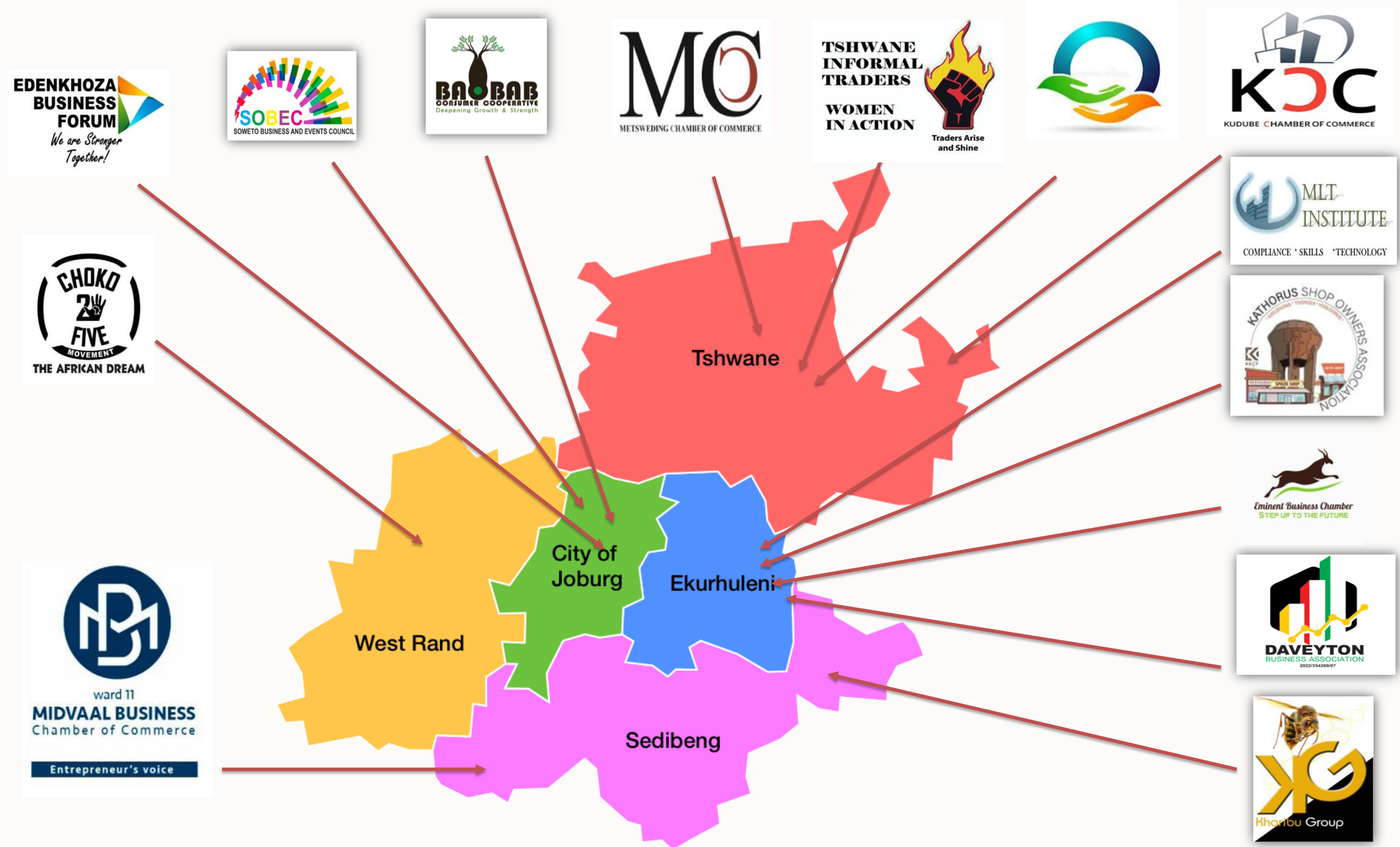
# FAMILY TREE - KEY PARTNER



The partnership is a key partnership of cooperation in pursuit of achieving development objective in areas of mutual interest in the township economy of Gauteng, below is our partnership mandate:

- Identify and cluster service and manufacturing enterprises to build capacity for supplier development (ESD).
- Facilitate the development and validation of township enterprise database and make it available for public and private sector opportunities.
- Develop, run and maintain a loan, performance guarantee, insurance and/or grant system for local SMME support for project, stock, bridging, cash flow and technical assistance finance.
- Act as a facilitator and coordinator of planned trainings and skills development programmes for SMMEs in line with stakeholder programme requirements and facilitate GDED mandate.
- Identify township households, facilitate agreements with landlords for the development of backyard residential and commercial units with strong bias towards alternative building technology.

# OUR CHANEL PARTNERS – BY REGION



# OUR REGIONAL CHANEL PARTNERS :



**Khatorus Shop Owners Association**, is a member based association, based in the East Rand of Johannesburg with over a **1000 active members** in the townships of Katlehong, Thokoza, Vosloorus, with a particular focus on retail (spaza) shops within these communities. KHATORUS administration, collaborative coordinating strength is beacon and blue print of how with collaborative support can achieve optimum outcomes.



**Daveyton Business Association** represents **over 200 enterprises**, some of who are from Sduduza and Tsakane. The organisation supports multi-disciplinary enterprises, which range from spaza shops, car washes, food, furniture and beverage manufacturing. They also have a strong strategic support partnership with various large enterprises, in the hair and beauty industry (Jabu Stone and others).



**Formalised Business Association** represents **over 200 registered member enterprises**, in the various sectors from convenient stores, manufacturing, and fashion design and clothing distribution SMMEs. It is an NPC organisation. They operate around Tshwane region of Gauteng



**Kharibu Group**, is a business association represents **over 100 enterprises**, from the surrounding and Vaal area. The organisation supports multi-disciplinary enterprises, which range from agriculture, spaza shops, car washes, fast food & catering, media and projects management. The group has a strong leadership team with expert skills experience in large scale agriculture goods supply, and good understanding of the delivery of services and support for SMMEs.



**BAOBAB** is a Cooperative organisation, with more than **300 enterprise members** located from West Rand, Randfontein areas and Soweto. The cooperative has various focus areas from retail, manufacturers and women in agriculture. The cooperative has positioned itself to be an agriculture products aggregator for supply to the mainstream market



**Soweto Business & Events Council (SOBEC)**, is a Non Profit Company (NPC) operating under the banner of Soweto Business Collaboration (SOBCO), **with over 200 members**. Current Partners Members SOBCO Membership: 5 800 SOBEC Partners Members 2 400 1NCSA-National Community Safety & Security Association: 1 100 Future MzansiSA: 550. The organisation is a catalytic partner to Soweto based SMMEs and work to address challenges for township businesses, from skill development support, collaboration to bring support solution, innovation, and to drive transformation.



# OUR REGIONAL CHANEL PARTNERS CONT :



**MLT Institute**, is a skills development institute, based in East of Johannesburg servicing the Tsakane, Geluksdal, Springs, Duduza, Vosloorus and Brakpan townships – with databased of **over 1000 affiliates**. Their key areas of focus are skills development in various sectors, with a keen focus in three pillars – Business Compliance, OIHD (Occupations in High Demand, Technology and coaching on technology adaptation for business development.



**Choko Five Movement**, is a member based association, based in the West of Johannesburg with **over 300 active members** in local community branches and continues to grow its footprint in the Mogale City Local Municipality. They have three pillar focus Education & Skills Development, Community Development and Economic Redistribution



**Metsweding Business Chamber of Commerce**, is a member based organisation, supporting enterprises based in Hammanskraal and surrounding areas of Gauteng. They have representation of **over 150 member** and continue to grow its footprint. The key focus is to provide support to enterprises to develop key strengths in building sustainable businesses, skills development in entrepreneurship and financial management are central to their programmes.



**Eminent Business Chamber of Commerce**, is a member based association, based in the Heidelberg area, East of Gauteng. The association a membership of over 120 member in various business areas. They have a focused community development programme of work for supporting locally based SMMEs by connecting them to support and capacity building resources. They continue to grow their footprint in the area which is largely a agricultural area.



Kudube Chamber of Commerce is a association based in Tshwane region 1 and 2 covering from Hammanskraal Soshanguve Mabopane Winterveld Kgabalatsane Garankuwa and they are focused on business support services for development and training as well as access to funding. They have a membership of 80 SMME's



**Edenkhoza Business Forum** was established to assist and develop Business owners in Eden Park, Thokoza Ward57 and the surrounding areas.. The association has a data base of over 200 Business owners. They are also the enablers of the Gauteng Township Economic Development Act in our area.

# OUR REGIONAL CHANEL PARTNERS CONT :



**TSHWANE  
INFORMAL  
TRADERS  
WOMEN  
IN ACTION**



**Tshwane Women in Action Informal Traders**, the organisation is a membership based organisation. Led by women traders in the Tshwane region . They have representation in all the Regions of Tshwane active membership pool of 1,593 . They trade in all the demarcated areas of Tshwane and gunner most their support from NGO and private sector organisation like Family Tree. They have a society of a savings group, programmes for youth development recreation activities and support and Women empowerment support group s.



ward 11  
**MIDVAAL BUSINESS**  
Chamber of Commerce

Entrepreneur's voice

**Midvaal Ward 11 Business Chamber of Commerce** is located in De Deur in Midvaal Municipality. Service areas is Ward 1-15,consisting areas such as Savannah City, Timalebone, Lakeside, Vaal Marino, Representation of members is about 200 members, most of which are coming from construction. Key areas of focus include developing local SMMES and Cooperatives to create a pipeline of supply chain ready businesses who can secure Procurement opportunities both in public and private sector.



# FAMILY TREE - DEVELOPING PROVINCIAL CHANNELS

**Family Tree Limpopo** - is a partner of Family Tree Holdings, also, its institutional objectives are an extension of the holding entity. Family Tree Limpopo has a member representation of over 6000 SMMEs have undergone the Phase 1 training of the Entrepreneurship programme covering basic Finance and Business Management modules. Participants of the training were informal traders, SMMEs, Cooperatives, Stockfels, NPOs, Traditional councils and Trustees from various Townships and Villages.

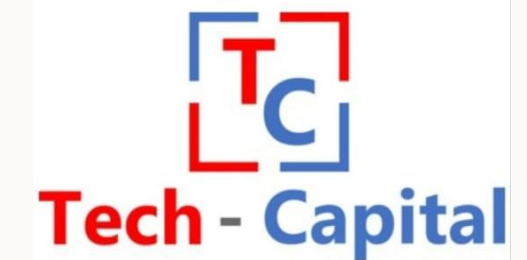
Tafelkop Bloubank , Braakfontein Magagamatala, Dihlabaneng , Gamahlangu Gamaila, Ga-Manyaka, Tafelkop Gamatsepe, Swale Village, Maandagshoek, Gariba, GaSelepe, GaKgwete, Kgaphamadi, Lephallale Kgobagodimo, Maandagshoek, Madibeng , Manotoane, GaMathula, Mohlake, Monsterlus, Tafelkop GaRammampudu, Seelane, Shakung, Stocking, Thabaleboto, Vlakfontein, Dithamaga Makgopa, Mokopane, Giyani, Phalaborwa, Diphale, Barkemburg, River Cross Sywerfontein, Mohlaletse, Gamashishi, Matlerekeng.

**Family Tree KZN** - is a partner of Family Tree Holdings, its institutional objectives are an extension of the holding entity. Family Tree KZN has a wide footprint where over 1400 SMMEs have undergone the Phase 1 training of the Entrepreneurship programme covering basic Finance and Business Management modules.

The areas we have covered in Kwa-Zulu Natal region include - Uthukela in Ladysmith, Umkhanyakude in Jozini , King Cetshwayo/Umhlathuze in Empangeni, Umkhanyakude in Umhlabuyalingana Local Municipality, Uthukela Okhahlamba in Bergville, Port Shepstone, Mgungundlovu Pietermaritzburg, Ethekwini, Harry Gwala in Buhlebezwe Municipality, Amajuba Newcastle, KwaDukuza, Umzinyathi Nquthu, Amajuba Newcastle, Zululand, Kwa-Nongoma.



# OUR IMPLEMENTATION PARTNERS







# **OUR LEARNING & DEVELOPMENT PROGRAMMES**

**ENTREPRENEURIAL SKILLS DEVELOPMENT AND  
MANUFACTURES PROGRAMMES**

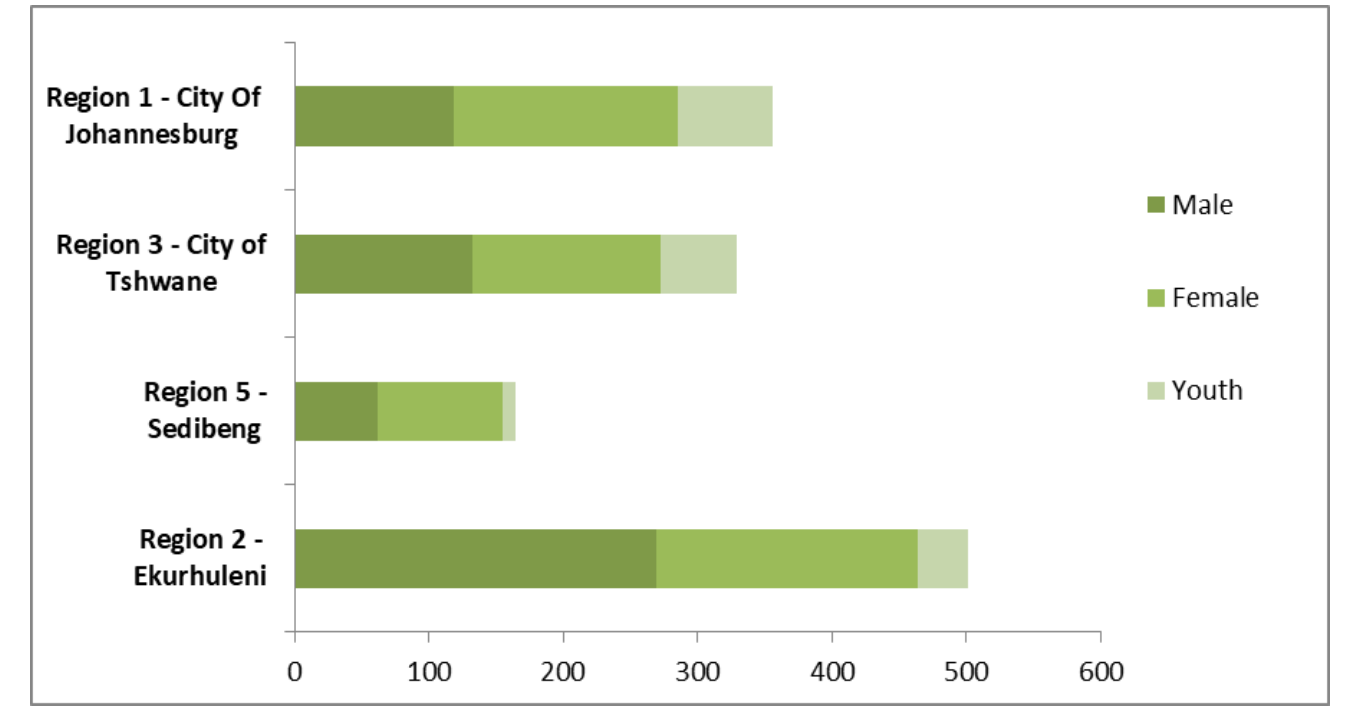
# TRAINING – ENTREPRENEURSHIP SKILLS PROGRAMME

Family Tree has an existing partnership with FASSET to deliver a skills development programme to township based SMME's

Over 700 have been trained to date in the province of Gauteng since 2022.

In Limpopo over 3000 , KZN over 1000 have been trained and Eastern Cape just under 300.

The programme is designed to be an ignition programme for the entrepreneurial skills development for the enterprises bringing awareness on core business management and statutory requirements to be a functional & compliant SMME.



Family Tree Current Training Impact by Demography - Gauteng







# TRAINING – MANUFACTURERS PROGRAMME

Family Tree has partnered with training partners to deliver the manufactures core skill development programme . The first cohort commencing in the first quarter of 2023 its academic year for a period of two years, after completion they will obtain specialised skills qualification along with and an ability to produce at scale and have access to markets .

## Our Partner :

**SMTD Training in Practice Incubation** : Training is a major part of the SMTDC program, the key focus of the institution is to train the entrepreneurs on HOW to produce the production, using the acceptable industry standard measures, which they would have learned in the theory modules covered.

The training that SMTDC will be providing, to entrepreneurs, will be for the enterprises in the following areas:

Toilet Paper Manufacturing (to include serviettes, tissues and wet wipes), Detergent Manufacturing, Food and Condiments Manufacturing and Packaging, Cosmetics (looking at organic cosmetics), Packaging Material Manufacturing, Solar Panel manufacturing, Sewing, Furniture Manufacturing, Welding and fabrication, Printing, the Incubation center in addition to the trainings offered will offer the Costing& Pricing as well as Product Marketing unit modules.

**SEOBI** focuses on transferring not only the technical skills but the business skills to the emerging farmers in order to start and increase commercially viable essential oil products on their farms. The phased approach to achieve this includes; Transfer Business and Entrepreneurial Skills ,Technical skills transfer to ensure suitable application of good agricultural and good manufacturing practices are learned. Ongoing mentorship and monitoring to ensure production of high quality products

Commercialisation of the business to ensure sustainability

**BICSA** is jointly own entity of SEDA (Small Enterprises Development Agency), DGRV (German Cooperative & Raiffeisen Confederation) and SACB (South African Chamber of Baking). The organisation provides services in the baking/food sector and provide their services by providing an incubation programme which is industry specific

Baking/Food technology mentorship focusing on , Advisory Service in selection of premises, set up and layout of the production area selection of equipment and funding requirements .Manufacturing and Production Skills , Food safety, preservation and packaging, ingredient selection and access to suppliers, Health & Safety, Inventory management, product innovation , Food process and handling.

# **RETAIL PROGRAMME VALUE**

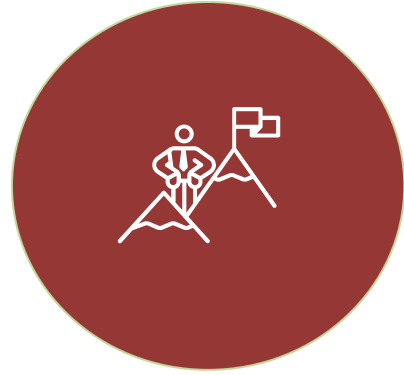
## **CHAIN:**

**DC'S , SUPERSTORES & MINI DC'S AND CONVENIENT**

**STORES**



# OUR RETAIL PROGRAMME OBJECTIVES



- Increase our retail stores footprint across the Gauteng regions and create employment.



- Development Skills - Increase Training for Entrepreneurial Skill Development in managing retail enterprises

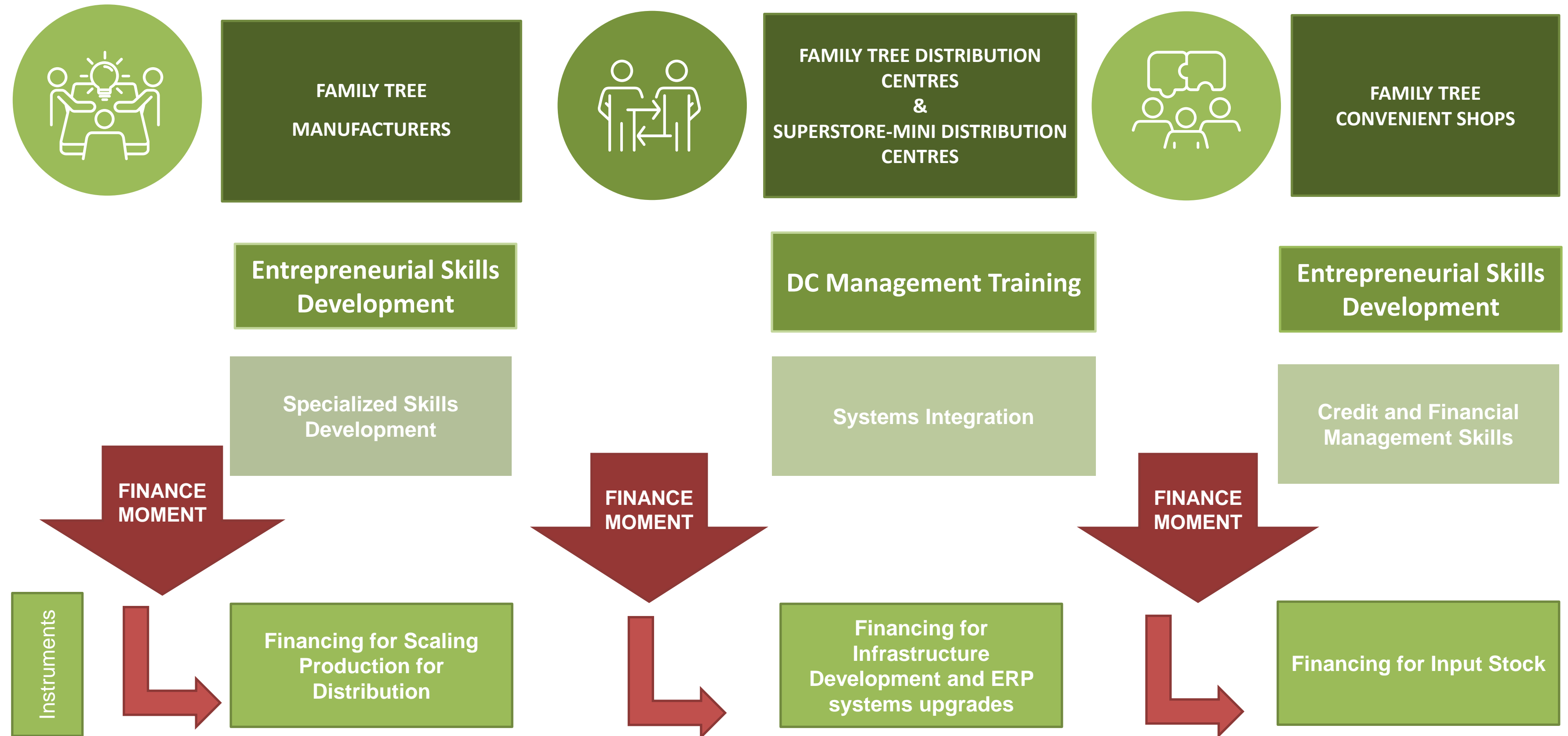


- Enterprise Development - Upgrades and scaling distribution into township based DC's, Refurbishment and stock scaling of Superstore & Mini DC's for distribution into Convenient Stores network .



- Socio Development - Capacitation of Regional structures on developing a community of practice to grow the network of convenient stores and safeguard the Township Economy retail sector for long term community development.

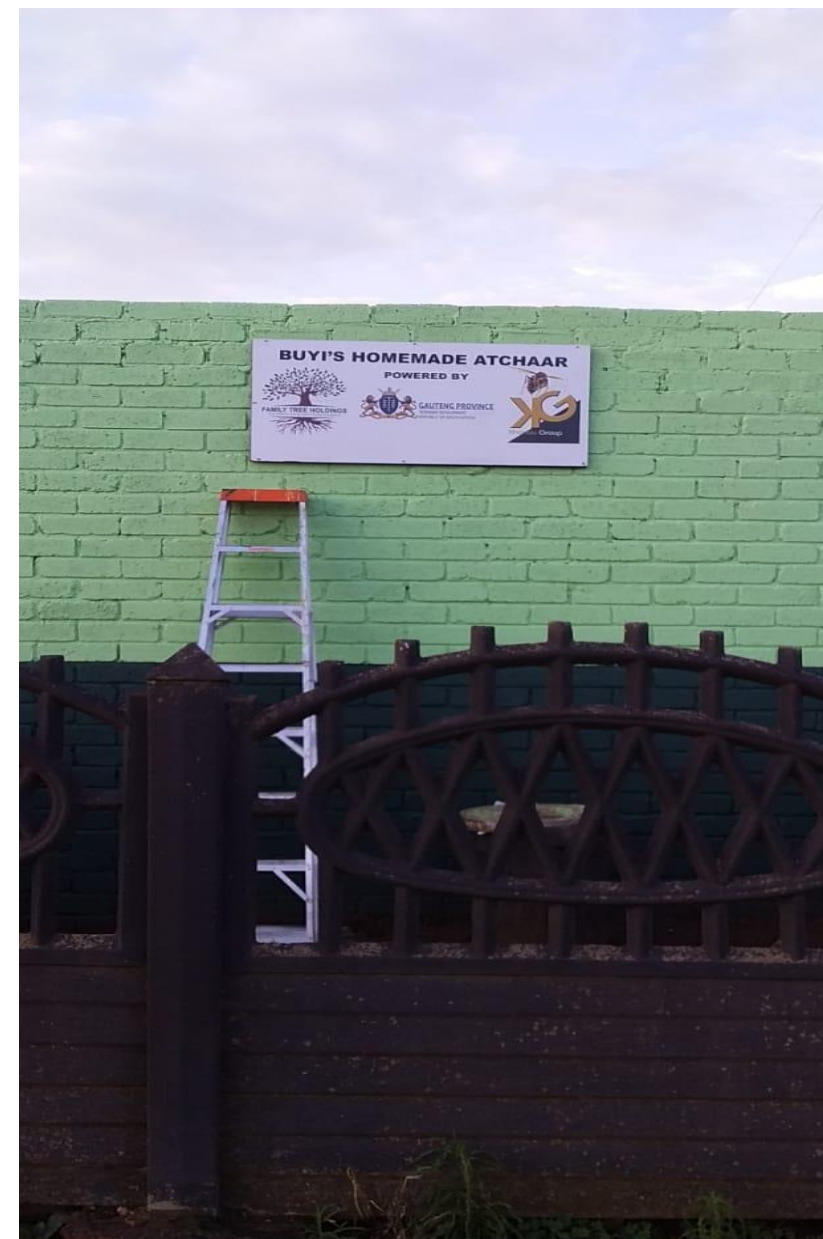
# FAMILY TREE HOLDINGS – RETAIL VALUE CHAIN





# FAMILY TREE – MANUFACTURERS

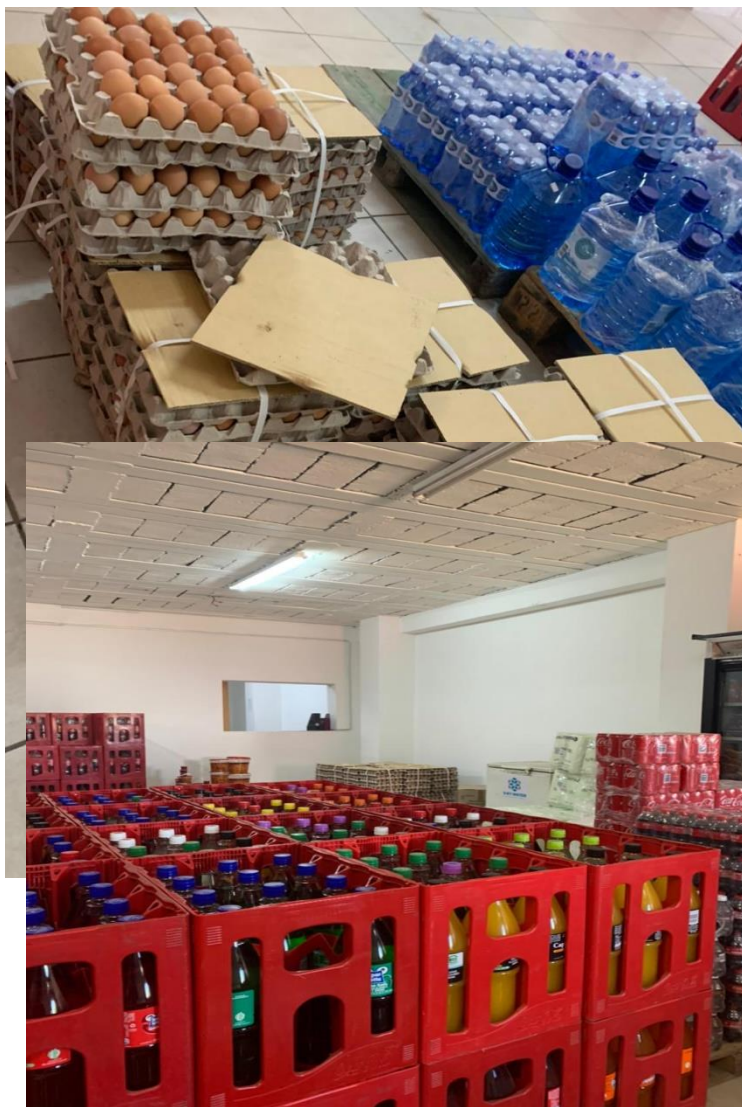
- Among some of the enterprises impacted are manufacturers who produce condiments, furniture and home use products.
- Phase 2 of our programme will focus on the acceleration of these enterprises, through the Family Tree prospective training institute for manufacturers, so as to enable them to create new efficiencies that can assist in meeting the demands pull for their products.
- These enterprises are earmarked as one of the high impact, in terms of employment creation.





# FAMILY TREE – DISTRIBUTION CENTRE

- Family Tree’s Distribution Centre servicing the Mamelodi township , is centrally located within the business district of the township.
- The DC also sells locally produced products (juice, condiments and detergents), sourcing them from family tree, member enterprises.
- Family prospecting for similar located distribution centers from other townships



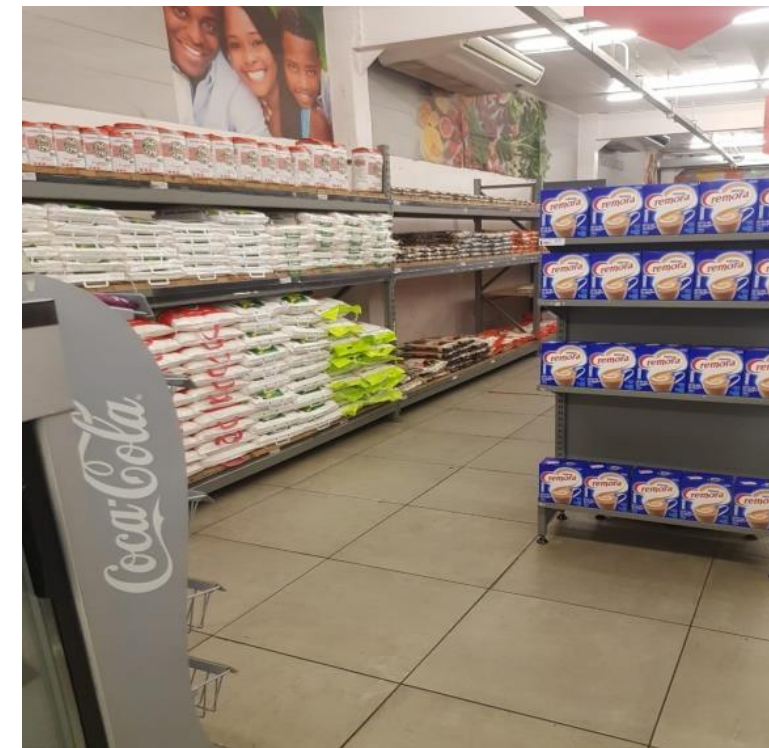


# FAMILY TREE - SUPERSTORE & MINI DCs



Family Tree's Superstore and Mini Distribution Centre (DC) in Thokoza officially opened in December 2022, servicing the township of Thokoza and surrounding areas.

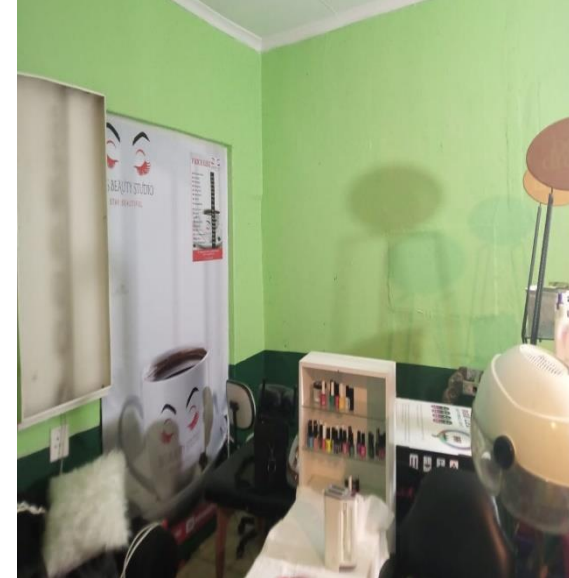
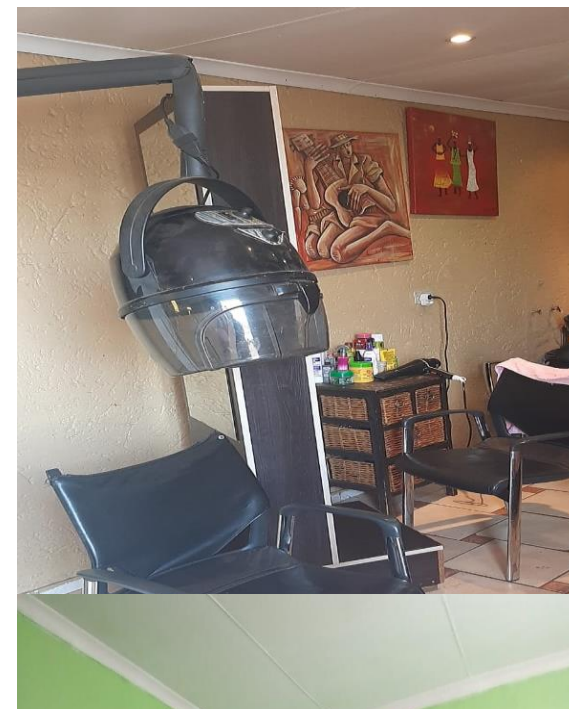
The Family Tree Superstores & Mini DC's, buy 30% of locally manufactured products and dispatch them to convenience stores in the communities. The Superstores sell locally produced products (juice, condiments, detergents etc), sourcing them from Family Tree Member Enterprises. Thokoza is our first Superstore & Mini DC, with Mamelodi as our flagship DC





# FAMILY TREE – CONVENIENT STORES

- Below are some of the Phase 1 beneficiaries after completion of Phase 1 Entrepreneurship & Finance Management Development Programme.
- Scope - Infrastructure development support in majority retail enterprises and provision of first-start goods for supply worth ZAR10k.
- ERM (Enterprise Resource Management) front-end tools of trade provision





# OUR TARGETS



## Prospective Jobs Creation:

**We estimate the following number of Jobs will be created by the fund over a period of 3 years:**

- Manufacturing – 5,000 (Twenty Thousand) direct jobs
- Distribution – 1000 (Five Hundred) direct jobs
- Retail – 3 000 (Sixty Thousand) direct Jobs

Total direct jobs to be created over a period of 3 years is 8500. The Family Tree/GDED model is based on a recruitment ratio of 60/40 (i.e. 60% Female and 40% male)

## Number of investments Family Tree is targeting to conclude:

- Manufacturing – 2000 Enterprises
- Distribution – 500 Enterprises
- Retail – 5000 Enterprises

Family Tree projects to make a total of 7 500 investments over a period of 3 years.

# OUR CLEANING PROGRAMME:

KEEPING THE ENVIRONMENTS WE OPERATE IN

CLEAN



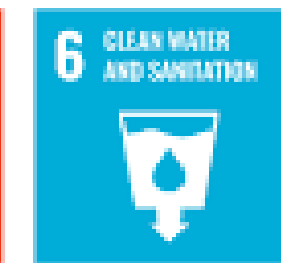


# CLEANING PROGRAMME OBJECTIVES



The propose of the cleaning programme is to commence a programme of Cleaning & Wellness designed to meet a long-term objective of achieving sustainable development goals of operating in clean and sustainable environment:

- Delivered Mass Clean- Up programme
- Provide a skills development program to the program beneficiaries on Facilities Management.
- Provide a skills development program for waste management solution.
- Promote Job creation through the provision of periodic cleaning exercise in the townships.



# OUR IMPACT TODATE

- 262 Cleaned **and Painted** to date
- 786 Jobs created (economic multiplier effected)
- Total Number shops cleaned 1000 (included community common areas used as illegal dumping areas and inner-city markets )
- 3000 Volunteers on the ground (ready, willing and available)
- 3000 Job Opportunities created (economic multiplier effected )





# CLEANING IN THE INFORMAL TRADING MARKETS







## **CONTACT US ON**

Telephone: (010) 023 9119

E-mail: [info@familytreeholdings.co.za](mailto:info@familytreeholdings.co.za)

Address: 26 Tecoma Place, Country View, Midrand, Johannesburg, 2196