

# shanduka blackumbrellas

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July 2009 newsletter | issue 1



Wow what a year so far. We hardly blinked and it's July again. Since taking over as chairman from Mark Frankel (big shoes to fill) we have been very busy with restructuring Cape Town and the set up of our new Johannesburg branch. Having employed two highly skilled individuals to head up these two branches we set our sights on building a service which will be hard to rival in the SMME service industry

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Since 2006 we've helped over a hundred SMMEs to help themselves.

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When setting up Shanduka Group, Cyril Ramaphosa set aside 5% of its shareholding to two trusts - Fundani Trust and Mabindu Development Trust.

The Trusts were founded in 2000 with the aim of contributing mainly to education and small business development.

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# new developments



## Shanduka brings Black Umbrellas to **Johannesburg**

Through the generous funding from The Shanduka Group, Black Umbrellas was able to open the doors of its Johannesburg branch, branded Shanduka Black Umbrellas, on 4 May 2009

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### Adreach Campaign

The Adreach Group of Companies have agreed to support the Shanduka Black Umbrellas programme and have designed, printed, produced, and are displaying striking orange and black posters advertising the Shanduka Black Umbrellas project on 200 street poles around Johannesburg for a period of 6 months from June to November 2009.



SMME of the month dorah tafeni

Dorah joined Black Umbrellas in March 2008. Dorah spent two years working as an accounting assistant in the not for profit sector, gaining invaluable experience doing the books for a varied portfolio of clients. Her experience and passion for the accounting profession got her dreaming of starting her own bookkeeping company. She was however a little worried about starting a company and having to incur overheads before she had even built up a client list.

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## Brand new ID

When Shanduka paired up with Black Umbrellas to sponsor their Johannesburg facility there was a need to show the identities of each organisation in a logo representing the new entity; Shanduka Black Umbrellas.

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## lessons learnt | charles maise



There are many different types of SMMEs in the market. Black Umbrellas has become aware of a few common characteristics applicable to those SMMEs that are willing and able to grow their businesses in a formal manner rather than an informal or survivalist way. These characteristics may seem self evident but we have found that where all of these are present, the SMMEs progress more rapidly in the growth of their business.

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