

# Business Development Support for the JET Community Awards



## South Africa

November 2007 – June 2008

Client"  
EDCON

## Partnering with private sector companies to provide business development services to emerging enterprises

The Edgars Consolidated Stores Limited (EDCON) is a leading retail group operating in South and Southern Africa. With ten retail brands, which include the widely recognised chain stores Edgars and Jet, EDCON focuses on clothing, footwear and textiles. EDCON runs the annual Jet Community Awards, recognising grassroots NGOs and CBOs that are committed to bringing positive developments in their communities. The Awards have four categories: "We Care", "We Will Overcome", "Education" and "Vukuzenzele". The Vukuzenzele chapter focuses on recognising and promoting entrepreneurs and small businesses that are instrumental in creating jobs and stimulating economic development.

EDCON contracted ECI*Africa* to support the regional and national Vukuzenzele chapter winners. Under this programme, ECI*Africa* provides After-Care Support for Vukuzenzele Winners by conducting an analysis of factors hindering their further business development, and developing an Enterprise Development Plan. In addition to this analysis, ECI*Africa* develops a mentorship and training programme for the winners, EDCON, and local business schools and universities.

