

How SA can help grow artisan-based businesses

Supporting small, micro and medium enterprises (SMMEs) is key to economic growth and recovery but SMMEs in South Africa lag far behind their international counterparts when it comes to job creation.



Arjun Khoosal, co-founder of BluLever Education

According to the Small Business Institute, 98% of all formal businesses in the country are SMMEs, but they create only 28% of all jobs. Many more businesses operate informally, offering limited security for their owners and less so for their employees if there are any.

South Africa has over 150 incubators and business development service providers. A promising sector that is underserved by these organisations are artisan-based businesses: skilled trades such as building, plumbing or carpentry, dominated by SMMEs, characterised by stable market demand and with significant job creation potential.

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