

# Tsogo Sun Entrepreneur of the Year finalists announced

Three women-owned businesses from various provinces in South Africa have been selected as finalists for an annual award honouring excellence and high potential in emerging enterprises.



Tsogo Sun recently announced the contenders for the 2019 Tsogo Sun Entrepreneur of the Year Award, which recognises excellent entrepreneurial performance among registered beneficiaries of the Tsogo Sun Hotels' and Tsogo Sun Gaming enterprise and supplier development programme, the Tsogo Sun Entrepreneurs. The nationwide programme started in 2005 and currently supports 259 businesses across all industries.

"Tsogo Sun runs this programme in-house to develop emerging businesses as part of its commitment to transformation, and to create employment to contribute towards the growth of the South African economy," says Candy Tothill, general manager of corporate affairs at Tsogo Sun.

"The seriousness with which the entrepreneurs are running their businesses and providing employment for themselves and for others is matched by the sober approach that the programme takes towards their development, and it has been extremely rewarding to see the strides that have been made in their progress over the years."

Tothill said that the 2019 entries were of a number and calibre unmatched in previous years and commented on the fact that through the stringent shortlisting process, the three finalist businesses were all women-owned.

“That we have arrived at a place in our society where women can competently compete in the business world – and outshine their male counterparts – is a testament to the surge of gender equality rising in our nation.”

The finalists are Anthea Paulse and Cecilia Cupido, owners of Be-Dazzled Party & Décor Hiring in the Western Cape; Yvonne Manyiki, owner of Dimzique Jewellery Enterprise in the Western Cape; and Belinda Francis, owner of Tych Business Solutions that operates in KZN, Gauteng and the Eastern Cape.

The finalists were rigorously assessed by a panel of judges that included leadership from Proudly South African, Smart Procurement, 2020 Insight, the Township Entrepreneurs Alliance, HCI and Tsogo Sun, as well as a past Tsogo Sun Entrepreneur of the Year winner.

The award provides a platform for the winner to serve as a programme ambassador, to promote their business and to serve as a role model for other owners of emerging businesses in South Africa.

The award winner will receive R100,000 from Tsogo Sun in support of a specifically identified business need, and an executive coaching package valued at R20,000 from the programme’s partner, Tsheto Leadership and Coaching Academy. The two runners-up will each receive R10,000 from Tsogo Sun in recognition of their performance.

The winner will be announced on 7 November 2019 at the conclusion of a two-day conference and exhibition in Sandton.

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