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PRESENTED BY:

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# ADOPT—A—BUSINESS PROGRAM

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A DIVISION OF COMMUNITY TRANSFORMATION ACCELERATOR PROGRAM (CTAP)

# AGENDA

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# THE ADOPT-A-BUSINESS PROGRAM:

- A 3-MONTH, COST-EFFECTIVE ESD SOLUTION WITH MEASURABLE IMPACT.
- SUPPORTS SMMES THROUGH MENTORSHIP, DIGITAL TOOLS, AND BRAND VISIBILITY.
- BOOSTS SUPPLIER READINESS, MARKET ACCESS, AND SUSTAINABILITY.
- TAX-DEDUCTIBLE — CTAP ISSUES SECTION 18A CERTIFICATES AS A REGISTERED PBO.

At its heart, Adopt-A-Business is more than just an enterprise development initiative, it's a bridge of hope. Every small business adopted represents a dream deferred for too long, now given a fighting chance. These are not faceless beneficiaries; they are parents, breadwinners, innovators, and community builders who, with the right support, can ignite a ripple effect of opportunity and dignity. By investing in them, we are not only transforming enterprises, we are restoring belief, creating legacy, and unlocking futures that were once out of reach.

SME'S, THE FUTURE OF OUR ECONOMY

# TARGET MARKET



- BLACK-OWNED SMMS THAT HAVE COMPLETED ACCREDITED TRAINING PROGRAMS
- BUSINESSES CURRENTLY TRADING WITH AT LEAST ONE ACTIVE CLIENT
- ENTREPRENEURS SEEKING GROWTH IN SALES, VISIBILITY, AND DIGITAL REACH
- STARTUPS THAT HAVE COMPLETED A NEW VENTURE CREATION (NVC) LEARNERSHIP

These are not just small businesses, they are the heartbeat of our economy. Each one has already taken the brave first step: completing their training, securing their first client, and proving their potential. What they need now is not charity, but a champion, someone to walk the next mile with them. Adopt-A-Business identifies these resilient entrepreneurs who are standing on the edge of growth, and gives them the final push to turn early promise into lasting impact.

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# FOCUS AREAS

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## **01. SALES MENTORSHIP PROGRAM**

A structured 3-month program delivering practical sales training, strategic coaching, and growth-oriented mentorship to help small businesses expand their customer base, increase revenue, and ensure sustainable market growth.

## **02. CORPORATE IDENTITY CREATION**


Guided development of a cohesive brand identity, including a clear mission, distinct visual elements (logos, colors, fonts), and consistent messaging, enabling small businesses to present professionally and effectively in their markets.

## **03. SOCIAL MEDIA DEVELOPMENT**

A practical intervention designed to help small businesses establish a professional online presence, build effective social media strategies, improve audience engagement, and drive measurable growth in digital visibility and customer reach.

## **04. WEBSITE DEVELOPMENT**

Creation of a basic, user-friendly 3-page website (Home, About, Contact/Services) designed to establish online credibility, enhance market visibility, and provide small businesses with a foundational digital presence to support growth and customer engagement.



# FOCUS AREA 1: SALES MENTORSHIP

**STRUCTURED  
3-MONTH  
MENTORSHIP**

## 6 outcome-based modules

The six outcome-based modules are carefully designed to build practical sales skills, instill confidence, and drive measurable growth in real-world business environments. Each module follows a progressive structure that combines theoretical insight with hands-on application, ensuring that participants not only understand key sales principles but are also equipped to implement them effectively in their day-to-day operations.



## Revenue growth and lead generation

The revenue growth and lead generation component equips participants with practical tools and proven strategies to increase their customer base and boost monthly turnover. Through focused guidance and real-world application, entrepreneurs learn how to identify high-potential markets, nurture client relationships, and create consistent sales strategies that lay the foundation for sustainable business growth.



## Client retention and expansion strategies

The client retention and expansion strategies component empowers entrepreneurs to build lasting relationships with their customers while unlocking new opportunities for repeat and referral business. By mastering trust-building techniques, service excellence, and value-added engagement, participants are equipped to turn satisfied clients into loyal brand advocates and strategically grow their market share within existing accounts.



### CLIENT RETENTION AND EXPANSION STRATEGIES

- RETAIN CLIENTS
  - Quality Service
  - Follow Up
- GROW BUSINESS
  - Referrals
  - New Markets

# FOCUS AREA 2: CORPORATE IDENTITY

## FOUNDATIONAL BRAND BUILDING

### Business vision, values, and tone

The business vision, values, and tone component helps entrepreneurs articulate who they are, what they stand for, and how they want to be experienced by the world. Through guided reflection and strategic alignment, participants define their core identity, shape a consistent brand voice, and ensure every interaction reflects the heart and purpose of their business, building authenticity, trust, and long-term resonance.



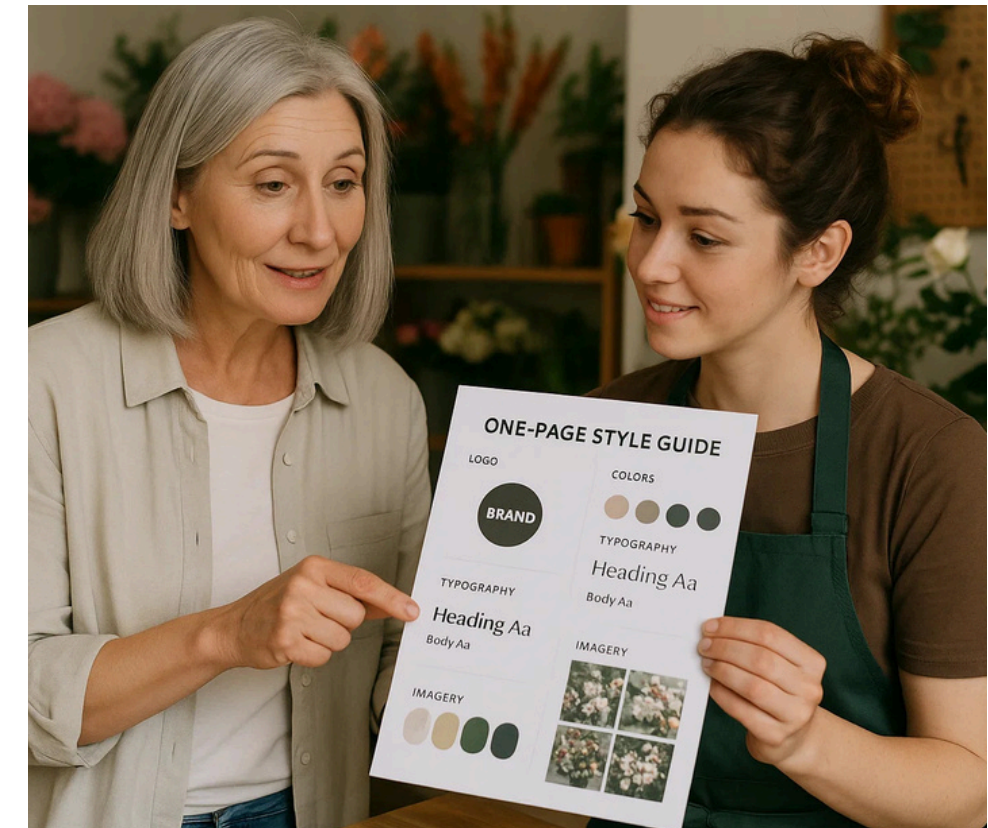
### Brand colors, fonts, and messaging

The brand colors, fonts, and messaging component enables entrepreneurs to create a cohesive and visually compelling brand identity that communicates professionalism and personality. Participants learn how to select design elements and craft messaging that aligns with their values and resonates with their audience, ensuring their brand is not only seen but remembered and trusted.



### One-page style guide for consistency

The one-page style guide for consistency empowers entrepreneurs to maintain a unified and professional brand presence across all platforms and materials. By consolidating key brand elements, such as logos, colors, fonts, tone, and messaging, into a single, easy-to-follow reference, participants ensure that every touchpoint reinforces their identity, builds recognition, and communicates credibility.



# FOCUS AREA 3: SOCIAL MEDIA DEVELOPMENT

**DIGITAL  
VISIBILITY  
IN 3 MONTHS**

## Profile creation & optimization

The profile creation and optimization component helps entrepreneurs craft compelling, professional digital and brand profiles that resonate with their target audience. From refining company narratives to optimizing online visibility, participants learn how to position themselves with credibility and confidence across platforms, ensuring they stand out, attract the right attention, and convert interest into opportunity.



## Content planning and posting

The content planning and posting component empowers entrepreneurs to tell their brand story with clarity, consistency, and creativity across digital channels. Participants learn how to develop strategic content calendars, craft engaging posts aligned with their audience's needs, and use digital platforms to build trust, drive traffic, and generate meaningful engagement that supports business growth.



## Audience engagement and analytics

The audience engagement and analytics component equips entrepreneurs with the skills to not only connect meaningfully with their followers but to understand them. By leveraging data insights and interaction trends, participants learn how to tailor their messaging, refine their strategies, and make informed decisions that turn passive viewers into loyal customers and brand ambassadors.



# FOCUS AREA 4: WEBSITE DEVELOPMENT

**AFFORDABLE  
3-PAGE WEBSITE  
VIA VISION45DESIGN**

## Professional Online Presence

A clean, well-designed website gives entrepreneurs instant credibility and positions their business as trustworthy and established in the eyes of potential clients. It reflects professionalism and helps build confidence with both new and existing customers. With a strong digital first impression, businesses are better equipped to compete in both local and broader markets.



## Clear Communication of Offerings

The website allows businesses to clearly present their products, services, and unique value proposition in an organized, user-friendly layout. This helps potential clients quickly understand what the business offers and why they should choose it. It also reduces the need for repeated explanations, allowing entrepreneurs to focus more on service delivery than sales conversations.



## Always Accessible to Clients

An active online presence ensures the business is discoverable and reachable 24/7, regardless of location or time. This removes barriers to engagement and opens up consistent opportunities for new leads and customer interaction. Clients can explore, inquire, and take action at their own convenience, making the business more responsive and client-friendly.



# B-BBEE ALIGNMENT



## 1 Enterprise Development:

*Growth and market access for black-owned SMMEs*

- **Capacity Building:** Tailored mentorship programs designed to build strategic business skills, enhance operational efficiency, and strengthen management capabilities.
- **Market Entry Support:** Facilitating introductions to new market opportunities, including local and corporate procurement networks.
- **Visibility & Branding:** Enhancing digital and offline presence through structured marketing, social media training, and brand identity development to improve customer engagement and lead generation.

## 2 Supplier Development:

*Procurement readiness support*

- **Operational Readiness:** Assistance with achieving compliance and operational standards necessary to become approved suppliers to larger corporations.
- **Financial Management Training:** Empowering businesses with the financial acumen needed for pricing strategies, budgeting, and maintaining sustainable profit margins.
- **Relationship Building:** Facilitating connections between small businesses and corporate procurement departments to build trusted supplier relationships.

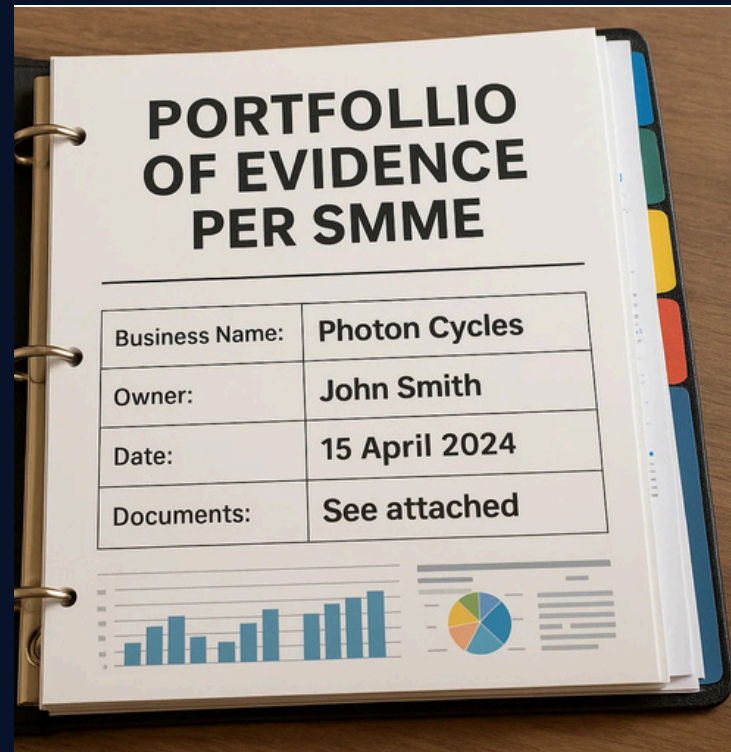
## 3 Preferential Procurement:

*Strengthens local supplier pipeline*

- **Supplier Identification & Vetting:** Helping corporates to identify qualified and vetted local suppliers, contributing to their B-BBEE scorecards.
- **Pipeline Development:** Ensuring sustainable supplier networks through ongoing training, mentorship, and performance monitoring, leading to improved reliability and quality.
- **Community Impact:** Fostering economic development in underserved communities by integrating local SMEs into mainstream supply chains, enhancing job creation and economic stability.



# TOTAL PACKAGE: R17,500



Portfolio of evidence per SMME



Clear measurable growth metrics



Monthly mentor tracking & delivery reports



# WHY PARTNER WITH US?

## ➤ Quick wins on your scorecard

The Adopt-A-Business program delivers immediate, measurable impact aligned with your ESD and B-BBEE objectives. From enhanced supplier readiness and digital enablement to increased market access and job creation, your contribution translates into tangible transformation, fast. It's a high-impact, low-risk initiative that turns compliance into legacy.

## ➤ Scalable impact across communities

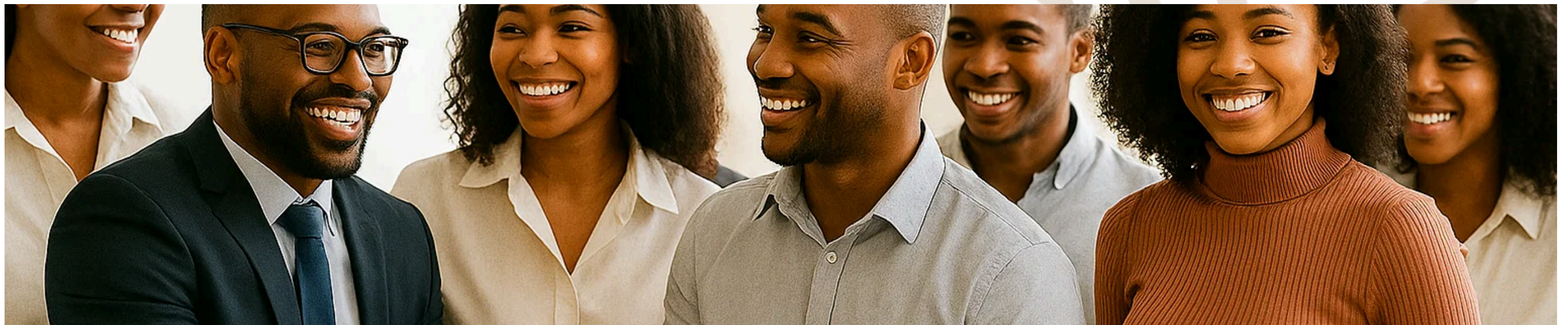
Designed for replication, allowing your investment to grow beyond individual entrepreneurs into thriving networks of empowered businesses. As each SMME succeeds, they become catalysts for job creation, local procurement, and economic resilience, creating a ripple effect of transformation that reaches families, communities, and entire regions.

## ➤ Ready-to-implement and proven framework

The program is built on a tested, results-driven model that requires no time-consuming setup or trial phases. With structured mentorship, digital tools, and clear outcomes already in place, your organisation can plug in immediately, accelerating impact while ensuring accountability, efficiency, and ease of execution.

## ➤ Real development. Real transformation.

We aren't about ticking boxes, ultimately it's about changing lives. By equipping entrepreneurs with the tools, skills, and support they need to grow, the program delivers authentic, lasting change. This is development you can see, transformation you can measure, and impact you can be proud of.



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# CONTACT DETAILS

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**THANK  
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