



## MEDIA RELEASE

### Local Cape Town communities get a boost in business

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IMMEDIATE RELEASE

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*Caption: Small business owners in local disadvantaged communities in Cape Town are receiving much needed business training thanks to the combined efforts of Coca-Cola's bottling partner, Peninsula Beverages (PenBev) and KPMG. Left: PenBev's EduBus training bus. Right: Mfuleni business owners receiving business training.*

Small businesses are an important contributor to the country's economy and entrepreneurial skills development is essential to ensure these businesses remain sustainable, continue to grow and contribute to the economy.

Many small business owners in communities don't have the necessary business knowledge to ensure their success. Acknowledging their plight and eager to make a sustainable difference to their businesses, Coca-Cola's bottling partner, Peninsula Beverages (PenBev) under the Coca-Cola 5by20 initiative has partnered with KPMG to provide business skills training to entrepreneurs in communities and to empower those who need it most.

In a recent three hour business training programme in Mfuleni, nine local business owners including 'spaza' shop and Bed & Breakfast owners, attended the workshop on PenBev's EduBus – a bus transformed into a mini classroom with training facilities for 12 people.

The training was facilitated by KPMG's Zohra de Villiers, along with three of her colleagues. De Villiers comments, "The training takes the form of a 'game' whereby participants are grouped into teams. There are four stages in the game, each demonstrating various challenges one may face when running a small business. These include product selection, pricing of products, record keeping, listening to what customers want and budgeting."

A month after each training programme, each attendee is visited by KPMG at his/her business premises for a follow-up mentoring session.

PenBev's Channel Manager, Bulelani Calana comments, "We are fortunate to be able to assist small business owners, many of whom have supported us over the years. We truly believe that these training initiatives help their businesses to thrive."

The Coca-Cola 5by20 initiative aims to enable the economic empowerment of five million women entrepreneurs by 2020. Specifically, that means the small businesses the company works with in over 200 countries around the world. In South Africa the company aims to empower over 90,000 women by 2020, focusing on the local and traditional business.

For more information about Peninsula Beverages, visit [www.penbev.co.za](http://www.penbev.co.za) or contact 021 936 5500. PenBev is also on Facebook [www.facebook.com/PenBev](http://www.facebook.com/PenBev).

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