

BUSINESS PROFILE



MATUYANA

AFRICAN BUSINESS INNOVATION

ABOUT MATUYANA

Matoyana is an entrepreneurship development consulting firm located in Johannesburg & Durban, South Africa. It was started to enable more business owners to run successful, sustainable businesses and to promote a culture of entrepreneurship & innovative thinking



SERVICES

KNOWLEDGE MANAGEMENT

- Entrepreneurial Content Creation
- Entrepreneurial Training / Lecturing

ENTREPRENEURSHIP DEVELOPMENT

- Coaching & Mentoring

CONSULTING SERVICES

- Strategy Development
- Business Modelling Strategies & Workshops



BUSINESS PROFILE

TRAININGS

- Business risk analysis
Business Models
- Customer care
- Finance for Start-ups
- Market research
- Basic HR principles for start-ups
Business plan workshops
- Marketing for Start-ups
- How to start a business
- Compliance for start-ups and SME's
- How to manage a start-up operations
- Business development strategies for start-ups



IMPACT

- Interacted with over 1000 entrepreneurs since 2013 through various projects
- Ran business workshops with crèche businesses which improved customer walk-ins, reduced expenditure and assisted with alternative revenue streams like gardening
- Wrote The Small Business Handbook available in English & isiZulu

EXAMPLES OF WORK DONE

REDBULL AMAPHIKO ACADEMY

- Social business models

GORDAN INSTITUTE OF BUSINESS SCIENCE

- Business model workshops for programmes on the Entrepreneurship Academy
- Governance & Legal for social entrepreneurs

MULTICHOICE SOUTH AFRICA

- Sub-contracted by Zinde Zinde, training & mentorship for start-ups in ICT industries

PROCTER & GAMBLE SOUTH AFRICA

- Created the Leadership College, and entrepreneurship development programme



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