

# THROUGH THE EYES OF THE CLIENT: AN ANALYSIS OF A STUDENT CONSULTING PROGRAM IN SOUTH AFRICA

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## AN OVERVIEW

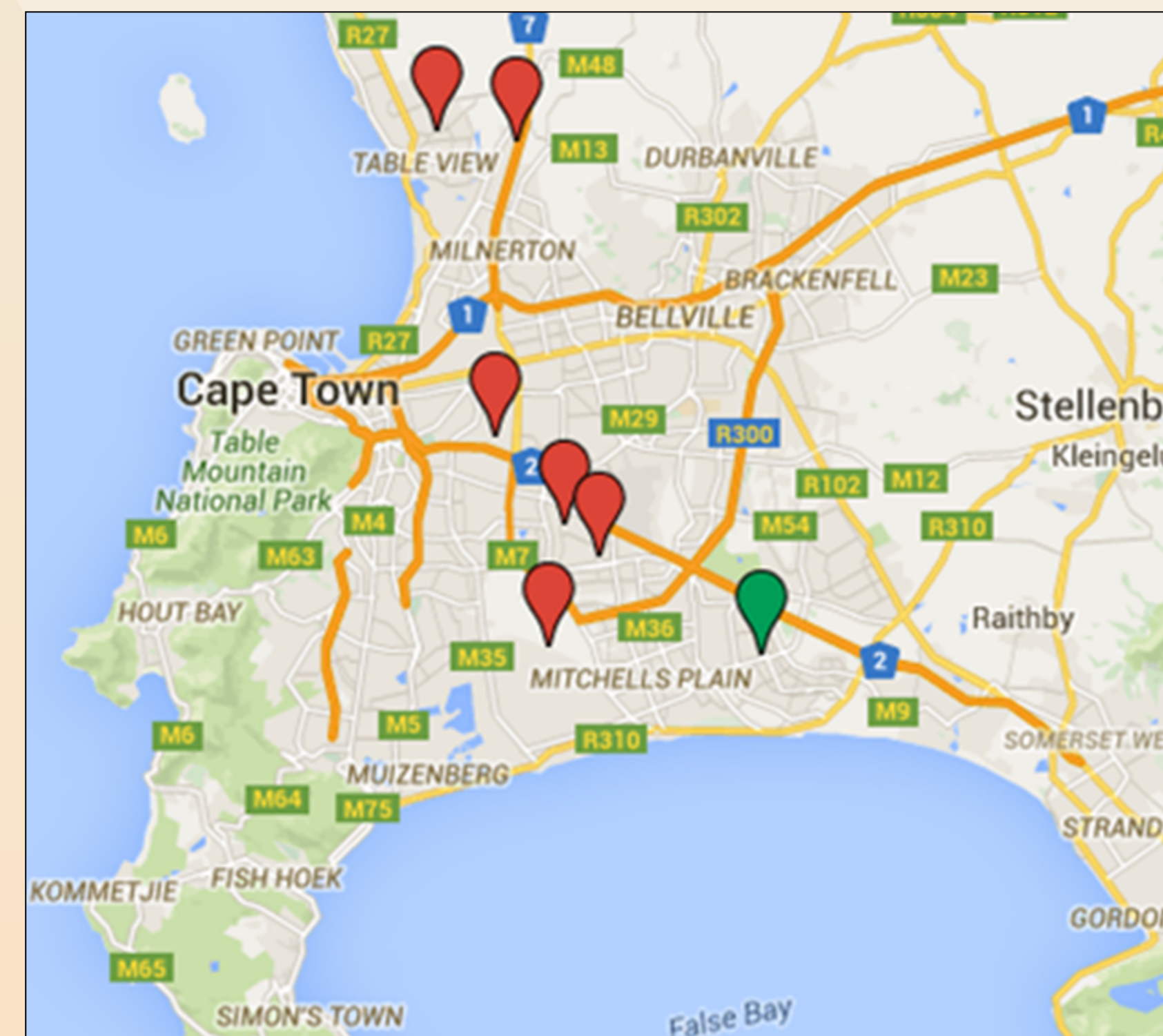
- **Entrepreneurship and Empowerment in South Africa (EESA)** is a student consulting program
- American and South African students work with entrepreneurs in the townships around Cape Town (see map below).
- Student consultants analyze the businesses and provide tailored one-on-one consulting over the course of six weeks.
- 4 tangible solutions to the problems identified are produced by the end of the program

QUICK LOOK AT EESA		
ESTABLISHED		1999
NO. OF UNIVERSITIES INVOLVED		4
NO. OF AMERICAN STUDENT CONSULTANTS		28
NO. OF SOUTH AFRICAN STUDENTS CONSULTANTS		18
NO. OF CONSULTING GROUPS		8
NO. OF CLIENTS INTERVIEWED		56
NO. OF CLIENTS ACCEPTED		16

## SETTING



Map of South Africa; indicating practicum site (Cape Town)

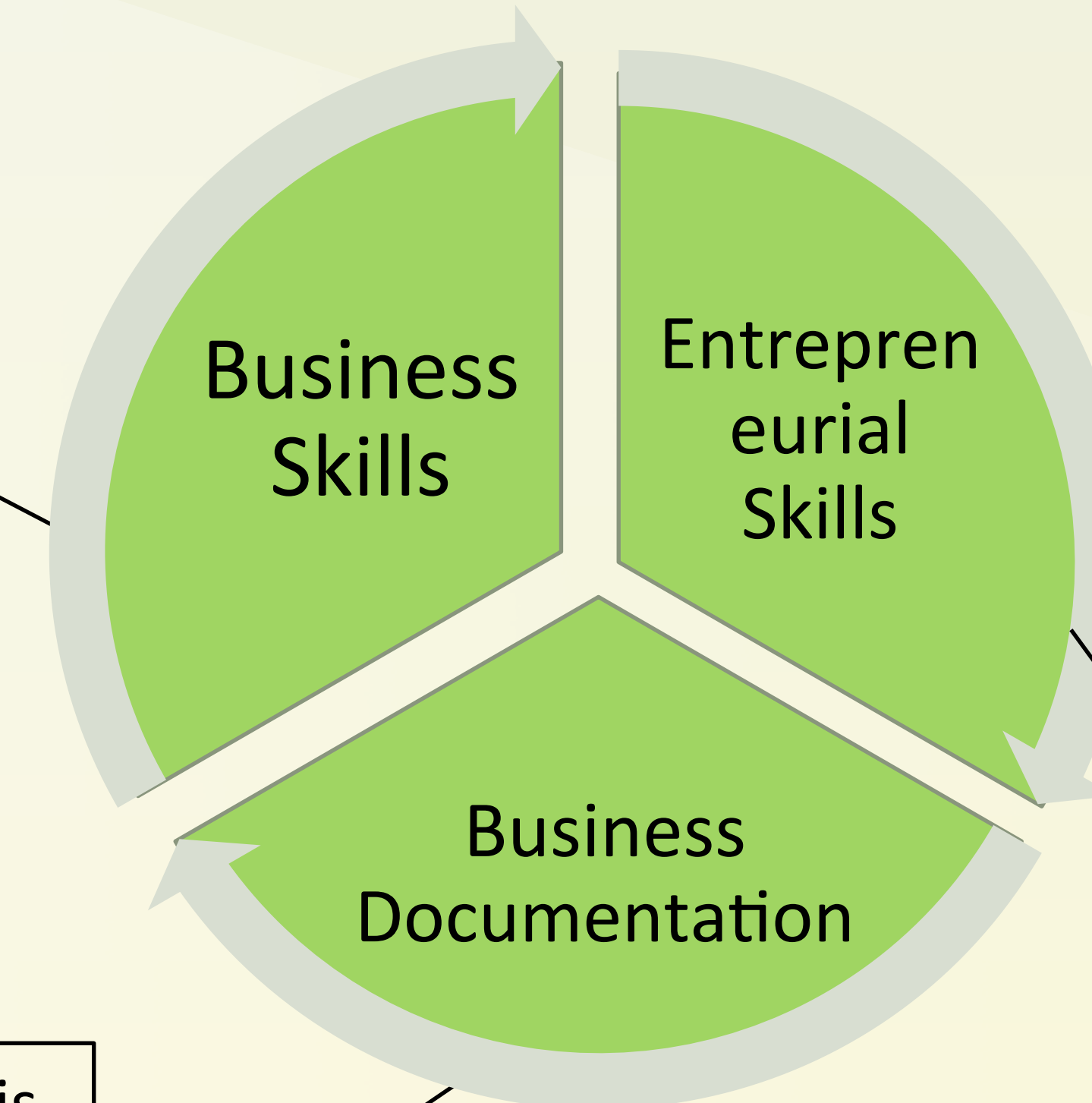


Map of Cape Town, indicating practicum sites within Cape Town

## MOST IMPACTFUL PART OF EESA

- Systems and structures to increase business efficiency, bookkeeping, marketing, pricing etc.

- Consultants' analysis and documentation of the business
- For clients' reference and use.



- Including creativity, confidence, risk taking, multi-tasking

## EESA'S CONTRIBUTION TO ENTREPRENEURSHIP

- Provides holistic training
  - Tailored support for entrepreneurs
  - Facilitates the transition from survival to sustained enterprises
  - Contributes to greater societal benefits
- Incorporates motivation, entrepreneurial training and business training into
  - Provides hands on, on-the-ground support to entrepreneurs based on their unique context
  - EESA plays a role in transforming survival enterprises into more sustained businesses through their analysis and training
  - By supporting businesses, the larger community is supported. Most entrepreneurs spoke about their desire to assist vulnerable groups or reach other disadvantaged people in various ways

## IMPLICATIONS/RECOMMENDATIONS

### SUPPORT FOR ENTREPRENEURS

#### CONSULTING ADVICE

Support in SA is rarely tailored to the specific business. Analysis is key to providing valuable support to entrepreneurs

#### ENTREPRENEURIAL TRAINING

Training must incorporate business skills, entrepreneurial skills and motivation into its modules. Must be holistic in nature and focus on the entrepreneur, not just the enterprise

#### SURVIVAL ENTREPRENEURS

- Should not be overlooked but should be invested in

### ENABLING ENVIRONMENT

#### EDUCATION

Quality of education must be improved; while entrepreneurial skills and mindsets should be taught and fostered in the classroom.

#### INFRASTRUCTURE

Infrastructure is crucial for fostering entrepreneurship. Government must invest in transport, internet, electricity and

## PRACTICUM OBJECTIVES

Business weaknesses are identified and solutions are implemented in emerging business.

EESA and partners better understand the utility and impact of their services

## METHODS

SEE Model, observation/PO, mapping, interviews, scenario planning, prioritization, workshops/training.

Interviews with current and former clients, implementation of tracking system