

“  
**SMMES ARE VITAL DRIVERS FOR ECONOMIC GROWTH, SUSTAINABLE JOB CREATION, AND INCREASING THE TAX BASE. THEY ARE THE BACKBONE OF MANY ECONOMIES AND WILL PLAY A CRUCIAL ROLE IN ACHIEVING THE SUSTAINABLE DEVELOPMENT GOALS (SDGS)**



Core Services	Aims	Principles
Business Finance/Development	SMME Corporate Development	Ethical Practices Diversity/Transformation.



Website: [www.southernstarinvestments.co.za](http://www.southernstarinvestments.co.za)

### BUSINESS AIM AND GOALS

- To help improve entrepreneurial development and participation especially for the previously marginalized groups, incl. women, the youth and the disabled.
- To help grow the South African business landscape through small and microenterprises.
- To help reduce unemployment through business ownership.
- To help in the development and sustainability of South Africa’s economy by bringing more informal businesses into the formal sector.



### SOUTHERN STAR INVESTMENT HOLDINGS

Phone: (+27) 71 842 9086  
 Email: [support@southernstarinvestments.co.za](mailto:support@southernstarinvestments.co.za)

- To help improve entrepreneurial skills sharing and conscientize businesses on ethical norms, transformation and democratization of the economy.
- To help small business identify opportunities and develop strategies to integrate and grow in the Green Energy environment.

## ABOUT US

---



Good and sustainable businesses are built on strong foundations. These are underpinned by values, principles and systems. We help businesses understand their product; identify and master their client markets and finally build and implement delivery systems that are sustainable, cost effective and are guided by best practice norms, ethics and standards.

## BUSINESS DEVELOPMENT

Business development is the pursuit of strategic opportunities for a particular business or organization. It entails tasks and processes to develop and implement growth opportunities within and between organizations.

Business development can be summarized as the ideas, initiatives, and activities that help make a business better. This includes increasing revenues, growth in terms of business expansion, increasing profitability by building strategic partnerships and making strategic business decisions.

Successful business development impacts every department within a company, including sales, marketing, manufacturing, human resources, accounting, finance, product development, and vendor management.



We simplify these complex tasks through streamlining the basics of the micro and small enterprises to focus on improving networks, renegotiate existing and forming new partnerships and reevaluating funding and finance models...all with the purpose of cost saving, growth and expansion.

The end-product is a tailor-made business strategy that is easy to understand, practical in implementation and yields maximum profit while retaining and improving client/customer.

## CORPORATE TRAINING AND EMPOWERMENT



We provide sector specific corporate training to up-skill individuals within the business; harness the power of the collective while maintaining individual creativity and free thinking. The aim is to avoid unnecessary and wasteful duplication and outsourcing of tasks...all in order to minimize expenditure

while maximizing efficiency and getting the best value for money out of existing personnel. We have established a sector-specific toolkit-based model that allows standardization of information delivery and monitoring and evaluation.

While the fundamental principles of the toolkits are similar and applicable to any and every business, we have gone further to add sector and industry specifics in the body of the curriculum that forms the basis of these toolkits. Sectors-specific toolkits

currently covered are in the retail, hospitality, health and medical, professional services industry as well as education and training sectors.



## CURRENT PROJECTS AND PARTNERSHIPS



Level 1 BEE 100% Youth and 40% woman owned vehicle repair company. This promising startup (Established December 2023) is based in New Germany, Pinetown and Southern Star Investment Holdings is proud to have partnered with the company's directors who, while new in the formal entrepreneurial space, have experience in the respective fields of used car repairs, car refurbishments and sales. The energy, commitment and hard work has been complimented and matched by our own assistance and support in providing administrative startup package, corporate administration and development of marketing and branding tools and strategies.



*Essy Kiddies Hair Salon*

100% woman and youth owned Gauteng based Hair salon specializing in children's hair. Southern Star Investment Holdings is once again proud to be associated with another venture of this caliber. This recently established (January 2024) hair and beauty salon shows great potential with the owner having experience and plenty of existing clientele, it has hit the ground running and with capital injection and other corporate support tools from Southern Star Investment Holdings already making a huge and lasting impact.



## UPCOMING PROJECTS AND PARTNERSHIPS



Bedfordview, Gauteng based Hair Salon launching in April 2024.

## THE TEAM



**Nkosinathi Luthuli**  
Founder - Director



e-mail: [support@southernstarinvestments.co.za](mailto:support@southernstarinvestments.co.za)  
web: [www.southernstarinvestments.co.za](http://www.southernstarinvestments.co.za)  
cell:/WhatsApp: +27 71 842 9086