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## INTRODUCTION

The “North West Growth Acceleration Programme” (NW-GAP) is a new type of SME support and development programme that aims to make a significant short, medium and long-term impact on the growth acceleration of a significant provincial cohort of high growth potential SMEs.

Running for the third year now, the programme identifies and nurtures high performing small businesses as a contributory solution to unemployment, while at the same time supporting value-adding and manufacture-focused enterprises by promoting their managerial skills, access to markets, and general productive capacity. It also searches for and supports resilient black owned businesses that could not make it into the market.

By promoting business excellence and professionalism, the programme seeks to identify 60 high growth small businesses, of which 40 will be shortlisted as high performing businesses in the province at the end of the programme.

## OVERVIEW

The North-West Growth Accelerator Programme is based on the Business Builder System which provides the capability of accurately establishing the current and future financial and strategic state of a business while at the same time linking the resulting gap analysis to a full development plan that typically runs over a 12-month period. A business gets scored out of a 100 and benchmarked against industry peers.

The programme (2019 cohort) is planned to be launched in May 2019 and ended with Benchmarking in November 2019. The programme structure includes a 1-day group session each month in the businesses’ relevant district municipality supplemented with some 1-on-1 time with a business mentor as well as monthly calls to assist with activities and tracking.

The programme incorporates the ability to analyze current business performance and develop a holistic development plan focused on increasing its value and performance. The analysis process provides an accurate forecast of what impact specific growth initiatives will have on the future valuation of the business.

The detailed analysis evaluates the business targeting the following specific areas:

1. The overall business and how its positioned compared to competitors,
2. Existing customers and market share
3. Forecasting future revenue and the predictability of continued profitability,
4. Financial management and accounting practices
5. Owner involvement and overall management approach
6. Business Risk Profile and single points of failure

It is important to note that the programme does not offer nor guarantee finance to businesses upon achievement of activities but merely offers the above mentioned business support.

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