

Learning the business of BUSINESS

Every year over 80, Grade 10 – 12 Learners in CPT and DBN are given the opportunity to learn the “business of business” through the Junior Achievement, Mini Enterprise Programme sponsored by the Foschini Retail Group. Extending learner’s educational experience to include elements of economic literacy opens the way towards self-employment and business development.



The programme is an after-school activity and commences at 4pm and concludes at 7pm, one day a week for 11 weeks. The objective is to provide intensive business skills training to enable programme participants to establish 2 mini companies, which will be liquidated at the end of the programme. The value to the participants of the lessons learnt during this process cannot be overstated, as learners currently are not sufficiently prepared, for life in the business world.



The programme also has a direct influence on social stability in South Africa as communities’ benefit through the decrease in the number of youngsters exposed to mischief and criminal influence because of the high rate of poverty and unemployment.

Other positive economic and social spin-offs include boosting of the learners’ self-esteem, promotion of entrepreneurship in S.A and economic advancement of disadvantaged communities.



The Foschini Group’s involvement is not only monetary but extends to making their training facilities available. Staff are encouraged to volunteer as Advisors on the programme. Under the supervision of a Junior Achievement Co-ordinator, Advisors use their work experience to illustrate business examples given in lectures. Students’ benefit from their on the job experience and Advisors benefit from a personal development point of view.



Contributing to the empowerment of youth and their future is important and the partnership of the Foschini Retail Group and Junior Achievement, South Africa is making a small contribution to the beginning of great enterprises.

THE FOSCHINI GROUP

