

# Global food leader, winning entrepreneurship project partner for township retail model

In an effort to make it even more simple and convenient to buy and sell the much-loved South African brands of Halls, Cadbury Éclairs and Chappies, Kraft Foods has partnered with the Awethu Project to launch its new 3-in-1 display unit to the market.



(L - R): Christopher Pienaar (Entrepreneur) and Yusuf Randera-Rees (founder of the Awethu Project).

The partnership came about after Kraft Foods President of Middle East & Africa, Lawrence MacDougall, heard an interview with Awethu founder, Yusuf Randera-Rees, on Talk Radio 702. Dedicated to identifying and nurturing potential entrepreneurial talent among South Africa's previously disadvantaged, the company's mission is to unlock the wealth of untapped entrepreneurial talent in South Africa.

"I was struck by his passion to assist entrepreneurs break down the barriers to becoming successful business people," says MacDougall. "Enterprise development is high on our group's agenda and we jumped at the chance to get involved in this project."

Through Awethu Project's youth entrepreneurship programme, which aims to produce world-class entrepreneurs from under-resourced backgrounds in South Africa, the units will be sold to spaza shops, hawkers and general dealers in Alexandra, Johannesburg from November 2011.

The pre-packed units offer 257 pieces of confectionery, including the popular flavours of Halls Cherry (72 pieces), Chappies Watermelon (125 pieces) and Cadbury Éclairs (60 pieces) at a recommended selling price of R38.00.

Kraft Foods will be partnering with one of Awethu's first entrepreneurs, Christopher Pienaar (32), who started selling bread door-to-door in Alexandra last year. "It is significant that one of our first Awethu entrepreneurs is now partnering with Kraft Foods, not as a recipient of charity, but as a provider of services that are of value to one of the world's leading food brands," says Randera-Rees.

Offering trademark taste and value, the new 3-in-1 unit will be a hit with retailers and consumers alike. "Sugar confectionery is a sizeable category worldwide, particularly relevant in developing markets with the affordable formats it is sold in," explains Meredith Kelly, Kraft Foods category leader: candy. "We are excited to offer entrepreneurs a product that has growth potential and attractive profit margins."



Christopher Pienaar from Awethu Project making his first sale.

## Global leader in entrepreneurship



The Kraft Foods SA Candy Team and the Awethu Project Team members.

The Awethu Project has developed a globally acclaimed model for building businesses and creating sustainable jobs in under-resourced South African communities. It trains and assists entrepreneurs to start and grow businesses, selecting the most talented to be part of its high-impact incubator.

Due to its innovative approach to economic development, it was recently recognised as 'One of the world's most visionary social innovations of 2011', by Echoing Green, a leading benchmark of social entrepreneurship organisations based in New York. It was one of 15

winners selected after a rigorous analysis of 2854 organisations from over 100 countries.

"Our intention is to replicate our model across Africa, creating a generation of excellent entrepreneurs from under-resourced backgrounds who can lead their continent to prosperity," says Randera-Rees. For more information, go to

[www.awethuproject.co.za](http://www.awethuproject.co.za).

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