Publication: Tygerburger - Kraaifontein
Title: From zero to hero
AVE: 20378.96
Page: 8
Publish Date: 07 February 2024
Author: Unspecified

Cape-based Vuyokazi Majali went on a journey out of poverty to self-employment.

From zero to hero

Vuyokazi Majali was down and out, unemployed with little self-confidence and a lot of anger. Today she is successfully self-employed in the informal sector, making a living and taking care of her family, thanks to what she learnt through Taking Care of Business (TCB)'s Resell Programme in Thornton.

Majali, who now has two stalls, one shop and two rental properties, is only one of the more than 1 000 women a year who have the opportunity to change their lives radically.

The 45-year-old mother and grandmother from Kraaifontein says: "I learnt that when you're at the bottom you can only go up. Life was difficult. My parents are pensioners, and my children and grandchildren all depend on me. I was working at an insurance company, but lost my job.

"Being older, I struggled to find work again. I was unemployed for two years. I was staying alone in Cape Town and my kids were staying in Johannesburg because I couldn't provide for them. I couldn't even provide for myself.

"I learnt exactly how many slices of bread were in a half loaf of bread as I was living off a few slices for breakfast, lunch and supper. I had a little bit of sunlight soap, which I used as soap and as toothpaste. Then, eventually, I went two days without bathing. When I didn't have toiletries I knew it was getting worse. I felt so terrible. You cannot live without toiletries."

OPPORTUNITY

Then an opportunity arose and Majali grabbed it. "I got R5 for airtime; I logged onto Facebook and saw it; an ad for TCB's Resell Programme Open Day. I had no food, no money, no way to get to the Paarl Open Day.

"Luckily at the train station someone gave me money to travel, and I made it. Even the security guard at the TCB Office Park helped me with some money to go back home afterwards."

The Resell Programme teaches women to buy clothing at a reduced rate and sell it in their communities. TCB's stock comes from large retail stores that donate their end-of-range or customer returns, instead of sending it to landfill.

"There is a lot of competition, but I am confident in my business."

- Vuyokazi Majali

"After just two months I could see the difference in my life," Majali said. "I was able to afford food and new clothes, and give money to my children. I started gaining respect in the community. My attitude towards life has changed positively, my self-esteem has been boosted and restored, and my potential has been unleashed. My children and community trust me again.

DISCIPLINE AND CONSISTENCY

"At TCB we learn discipline and consistency, which leads to our businesses growing. Most importantly we have a positive attitude and teamwork skills. We learn to adapt to all customer situations and become financially independent. I know how to save, keep my books and always budget before I spend; I never do credit anymore.

"Now I have two stalls, one on a busy street in Wallacedene as well as a shop at my house. There is a lot of competition, but I am confident in my business. I make sure I stand out and take pride in my display and packaging. Thanks to the retail partners of TCB, who donate the clothing and homeware, I have good products to sell and can remain competitive in the market.

"Every month I buy R500 worth of sanitary pads, toiletries, toothpaste and roll-ons for girls. I make packages and give them away at my stalls to girls who need them. I know how terrible it is not to have toiletries.

"I've healed a lot. I've gained a lot and I've changed positively in my attitude to business and life in general. I am very grateful for being part of TCB. When you are at TCB you've got gold in your hands. My goal is to invest in property to leave a legacy for my children."

Full Page Image

www.novusgroup.co.za | Tel: 011 568 3337 | clientservice@novusgroup.co.za | Copyright Novus Group (Pty) Ltd.