



LET THEM EAT LOTS OF CAKE



"Don't even think of going into business without having SEESA on your side."

These are the words of entrepreneurs Santonet and Paul Jordaan who, seven years ago, started Santo's Kitchen, their bakery in Barkly West (near Kimberley). Today they produce 3500 cakes and confections per week, assisted by twenty employees.

"The reason we are so adamant about SEESA is because their attorneys support the employer in all Labour matters," Paul explains. "In our case this includes a SEESA attorney being present each time an official from the Department of Labour has come to check up on our business."

As a professional legal consultancy SEESA specialises in Labour law to protect and support the business owner, irrespective of how large or small.

Santo's Kitchen started small and grew fast. "I had no idea how much cake people eat!" Santo smiles. "We started out supplying one supermarket in Barkly West in 2001. Today we supply sixteen Shoprite/Checkers supermarkets in the Northern Cape, North West Province and the Free State."

From birthday cakes to Swiss rolls, they bake them all in the bakery at the back of their home.

She explains the reason their cakes taste so good isn't because they have a selection of secret recipes, but because they constantly supervise what comes out of their kitchens.

"We also never compromise on quality, despite the rocketing prices of ingredients. From March this year 25 kilograms of margarine increased from R189 to R410, while cake flour increased from R38 for a 10-kilogram bag in November last year to R74 today.



"On top of this there's the price of diesel. We deliver all our cakes, which means thousands of kilometres for our two delivery vans. The cost of running them per month has increased from R15 000 to R35 000 since last year."

Santo's Kitchen had no option but to increase their prices but even with the increase, the demand for their cakes has not been affected. "We believe you cannot go wrong in business if you offer quality and service," comments Paul.

To supplement their income, a year ago the Jordaaans opened their 3-star-graded 'Rooftop B&B', which they built on the same premises as their home and bakery.

"As a micro-entrepreneur you have to constantly think of ways of increasing your bottom line," says Paul. "Of course, as you grow, so too does your staff and that's when it's essential to manage with a firm but fair hand."

About two years ago half the staff of Santo's Kitchen walked out over a dispute regarding the repayment of loans they had taken from the Jordaaans.

"That's when we joined SEESA and they stopped all loans. They also sorted out all our contracts, our salary structures and our codes of good business practice."

Today the Jordaaans believe their business is firmly on its feet, but that it remains a constant challenge.



"Having your own business is scary because with the current political situation in our country, you feel like you are on your own and that you are not going to get help from anyone," explains Paul.

"I have lots of belief in our country but the government needs to encourage employers and entrepreneurs so that we too feel that we have its support. At the moment it is only the employee who feels this because the Labour law is on their side.

"The Labour law is also far too complex for the individual business owner to try and apply it alone," Paul adds. "Without SEESA we would have felt very anxious about receiving a visit from the Department of Labour.

"With SEESA we feel confident and reassured that we are running our business according to the law. Because of this, our door is always open to the officials from the Department of Labour. They are welcome anytime."

LABOUR EXPERTISE FOR EMPLOYERS NOW IN NAMIBIA

SEESA, the largest Labour consultancy group in South Africa, launched its Namibian operations in March 2008.

SEESA Labour Namibia has shown phenomenal growth, with 400 Namibian business owners already signed up as clients.

SEESA's decision to enter the Namibian market is based on in-depth market research, which revealed that employers in Namibia urgently require a comprehensive and specialised Labour consulting service.

SEESA confidently extends 10 years of Labour law experience in Southern Africa to employers and businesses in Namibia.

SEESA's success is attributed to its product excellence, guarantee, affordability and on-site service. SEESA travels to your premises irrespective of the distance and at no extra cost.

SEESA Labour Namibia, a Namibian registered company, has offices in Windhoek, Swakopmund, Keetmanshoop and Tsumeb.

WHY CHOOSE SEESA

- SEESA offers its clients professional, round the clock legal support and representation in all Labour matters.
- SEESA's clients range from businesses with 1 employee to businesses with over 2 000 employees.
- SEESA clients are from a diverse range of businesses, including retail, security, manufacturing, farming, service industry and professional practices.



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