

EduBus provides free training course for corner shop owners

There are more than 8000 small corner shops in the Western and Northern Cape alone, which are run by locals whose families rely on the income for their basic needs, such as food, water and shelter. PenBev has launched its EduBus education programme, which invites these local corner shop owners to a free training course to improve their business skills and, ultimately, help the community they operate in.



The EduBus is kitted out in the style of a classroom with desks and chairs as well as a flat-screen television for demonstrations, and is designed to travel to all areas where PenBev's customers do business. The classes are small, intimate and very interactive, with only 15 seats available, so that effective learning can take place.

Denise Green, corporate social investment manager of PenBev said: "We are thrilled to assist with educating our customers, who continue to support us, and the aim of this initiative is to ultimately benefit the whole community. We're directing this initiative at small business owners who need the training and who stock and sell our products. This initiative forms part of PenBev's 'me (people), we (community), world (environment)' strategy, which serves the communities in which we operate and who have supported us over many years."

Reaching higher sales targets and business expansion

Operating since December last year, the business training sessions last for two hours and are broken down into two sessions. The participants are given the opportunity to share learning as well as ask questions of concern. The first session focuses on how the shop owners can run their businesses more effectively to yield a larger profit and the second session demonstrates how PenBev can help them to enrich their business further through reaching higher sales targets and business expansion. Each attendee receives a training folder of the educational material for future reference.

"Small corner shop and café owners are important to the economic growth of South Africa, so it is vital that we empower and equip these owners with the necessary skills to help grow their business," concluded Green.

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