

GROWING YOUR CREATIVE BUSINESS



CAPE
CRAFT+
DESIGN
INSTITUTE

non-profit company

The Cape Craft and Design Institute npc (CCDI) was set up to support the needs of creative business people like yourself. Over the years we have developed a range of activities that will help you improve your business. Whether you need a short course on how to cost your product or service, time in our Product Support Space developing your latest idea, or support to access markets, we have a range of services to help you grow.

SUPPORTING CREATIVES

As a creative individual you make a living producing and selling a product or service you are passionate about. If you are running your own business you know first hand how challenging it can be. You need to develop your branding and customer relationships, grow and manage the quality and range of your offering, as well as manage staff, invoicing, cash flow and day-to-day administrative tasks.

The CCDI is a not-for-profit company and has been supporting creatives since 2001. If you are making a living selling creative products and services, we are here to assist. We work with a wide range of individuals, whether you are a sole business owner, employ others, or are an employee yourself. We work with craft producers, designers and other creatives.

OUR SUPPORT PROGRAMMES

As a creative individual you come to us with a unique set of challenges. Our approach is person-centered and aims to meet the individual needs of creative business people who are motivated to make money from their products and services.

Unlike many other enterprise development programmes there is no set starting point in your journey with us – we assist you to determine your current needs and select the kind of support to best meet them. The support we offer is shaped around your unique needs, and hinges on individual consultations.

We have three core programmes: product, market and business support.

PRODUCT SUPPORT



Book an appointment to come and work in our Product Support Space. This is our prototyping and sampling space where you can refine your existing products, explore new ideas, develop product prototypes and make samples. You will be paired with a Product Support Advisor in an 'assisted DIY' process where they will help you use the software and equipment, and guide you in your innovation process.

BUSINESS SUPPORT



Our training and development programmes have been designed to meet the specific needs of creative enterprises. We have a wide range of business and creativity workshops running all the time. Business skills workshops focus on your business vision, systems and structure, business and marketing plans, record keeping and personal development. Creativity workshops support your creative processes and develop your problem solving abilities. Our individual business coaching and mentoring service provides customised support, helping you deal with your specific business challenges.

MARKET SUPPORT



Marketing and selling your product or service is critical to building a sustainable business. We assist in opening a range of relevant channels, from local craft markets to national and international trade and consumer events, as well as supporting B2B matchmaking. We help prepare you to make the most of these opportunities.



A SUCCESSFUL CREATIVE BUSINESS

Running a business is about so much more than just making and selling a product or service. The wheel above shows that this is just one of the eight elements that a business needs to thrive. As a creative individual you are the driving force behind your business and each element. In each segment rate yourself and your business from one to ten, with ten meaning you are strong in this area, and one meaning this area needs more attention. Each area is equally important and all are interrelated. Assessing your strengths and limitations in each of these areas is a first step in taking charge of your business growth and identifying your support you needs.

ACCESSING OUR SERVICES

Register as a member of the CCDI and complete our annual business survey. Registration is free. You can do this online at www.ccdi.org.za or at our offices: 2nd floor, Harrington House, 37 Barrack Street, Cape Town.

HOW MUCH DOES IT COST?

We are a not-for-profit company and the activities and support we offer are subsidised to ensure everyone can have access. There is a small registration fee for our workshops which contributes to facilitation, materials and catering costs. Bursaries are available.

ACCESS SUPPORT NOW

- 1** As soon as you have registered with the CCDI you will automatically receive **communication** about our activities. You can sign up for these activities straight away
- 2** You can attend a **Business Support workshop** focusing on business or creativity. Enquire at reception to receive information on upcoming workshops, or check the training insert in the CCDI newsletter or on our website
- 3** You can book an appointment to have your product **professionally photographed**
- 4** You can book a one-on-one **Product Support consultation** if you need assistance refining an existing product, developing prototypes, or making samples. Also enquire about our monthly Product Support introductory workshop
- 5** You can book a **Market Support consultation** to discuss market access opportunities
- 6** You can sign up for a **CCDI Support Consultation**. Here you meet with a team of CCDI staff members from product, market and business support to discuss your needs, and identify your next steps
- 7** Join the quarterly **tour of the organisation** to learn more about what we do
- 8** Attend our **monthly Craft and Design Sector meeting**. Come and listen to business and marketing experts, entrepreneurs, designers and craft producers share their experience. Meetings happen on the first Wednesday of the month, 1 – 3pm at our Barrack Street office
- 9** If you are operating outside the Cape Metro in other regions of the Western Cape, contact our **Rural Outreach Co-ordinator** to find out what is happening in your area or to set up a meeting to see how the CCDI can assist you

CONTACT 021 461 1488 FOR ENQUIRIES OR VISIT WWW.CCDI.ORG.ZA

The CCDI aims to help you build on your strengths, and gives you support in areas where you need it. We assist you to grow into a confident and successful business owner, continually developing your business, your income and your impact in the marketplace.

With thanks to our funders and supporters, without whom our work would not be possible:



CAPE CRAFT AND DESIGN INSTITUTE

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