

A creative business venture to promote youth development in townships

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requirements for the degree of Master of Business Administration**

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DECLARATION

I, Tebogo Lorna Ngidi, declare that this social entrepreneurship project is my own work except as indicated in the references and acknowledgements. It is submitted in partial fulfilment of the requirements for the degree of Master of Business Administration in the Graduate School of Business Administration, University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree or examination in this or any other university.



(Tebogo Lorna Ngidi)

Signed at River club

On the 31st day of March 2022

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All the research participants who agreed to voluntarily give up some of their time to generously share their knowledge with me and play a part in the completion of this research project.

– *Kea leboga* (Thank you)

Supplementary Information

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Executive Summary

From the apartheid era up until the current state, unemployment has been a challenge in South Africa, especially amongst the young people in underprivileged townships (Hodge, 2009). To try and redress this, profit and non-profit sectors have undertaken a mixture of commercialised and social tasks to respond to changes that occur within the economic and social contexts (Social Enterprise Alliance , 2021). Such tasks include start-up businesses, interactive technologies and constantly evolving demographics that try to reach different aspects of life (Social Enterprise Alliance , 2021). It is through such convergences that social entrepreneurship were established.

This social entrepreneurship project investigates whether a more creative business venture can assist with regards to promoting youth development in townships. According to Venter and Urban (2015), government support on its own is not enough to meet societal demands. This is more especially with regards to wicked problems that tend to be more complex to tackle due to its interlocked nature with other issues. Even though social entrepreneurship operates in diverse realms within the community, for the context of this research paper, this project investigates the introduction of newer and more creative business ventures within the Southwest Townships (SOWETO), a township that accommodates close to half of the Gauteng population. The report draws on the findings from reviewed literature and interviews with various stakeholders; entrepreneurs (both new and established), community support institutions and the local government.

Keywords: Business ventures, Youth, unemployment, social entrepreneurship, Township, SOWETO, wealth creation, value creation

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Chapter 1

Rationale for project

1.1.1 Purpose of the project

Township economy refers to enterprises that are based in the townships. These ventures are operated mostly by township entrepreneurs with the aim of meeting basic needs (Parker, 2005). These entrepreneurial business ventures are diverse and provide a range of goods and services that range from spaza shops, street vending to stokvels and childcare services. Despite these ventures being diverse in their nature, there is a recognition that there is much need for more newer and more creative ventures (Gauteng township economy revitalisation strategy 2014-2019), with the focus being directed towards township youths.

This report therefore draws on the findings from literature review that was conducted, together with interviews done with different stakeholders. It then proposes a model for a creative online business venture that will promote youth development within townships.

1.1.2 Context of the project

This research project was based within the townships of SOWETO (South West Township). Within the South African context, a township refers to undeveloped urban areas that were first introduced in the 19th century, that were reserved for blacks, Indians and coloured races (Manyaka, 2010), demographics that were referred to as non-blacks during the apartheid era. According to Manyaka (2010), townships tend to lack good infrastructure and basic needs, and are mainly informal settlements that have very little to no amenities.



FIGURE 1 ADOPTED FROM (WHAT MAKES SOWETO SO SPECIAL?, 2015)

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Within Johannesburg, one of the commonly known townships located in the outskirts of Johannesburg, is known as South West Townships (SOWETO) which accommodates close to half of the Gauteng population. The South African State of Small Business Development (2001) states that the main differentiating factor between townships and urban areas tends to lean more on socio economic parameters. A lot of townships in South Africa are deprived of access to basic infrastructure and lag behind on economic growth (South African Youth unemployment summit, 2012). These townships normally have high unemployment rates and the standard of living is lower than that of urban/city dwellers (Unemployment rate, 2021).

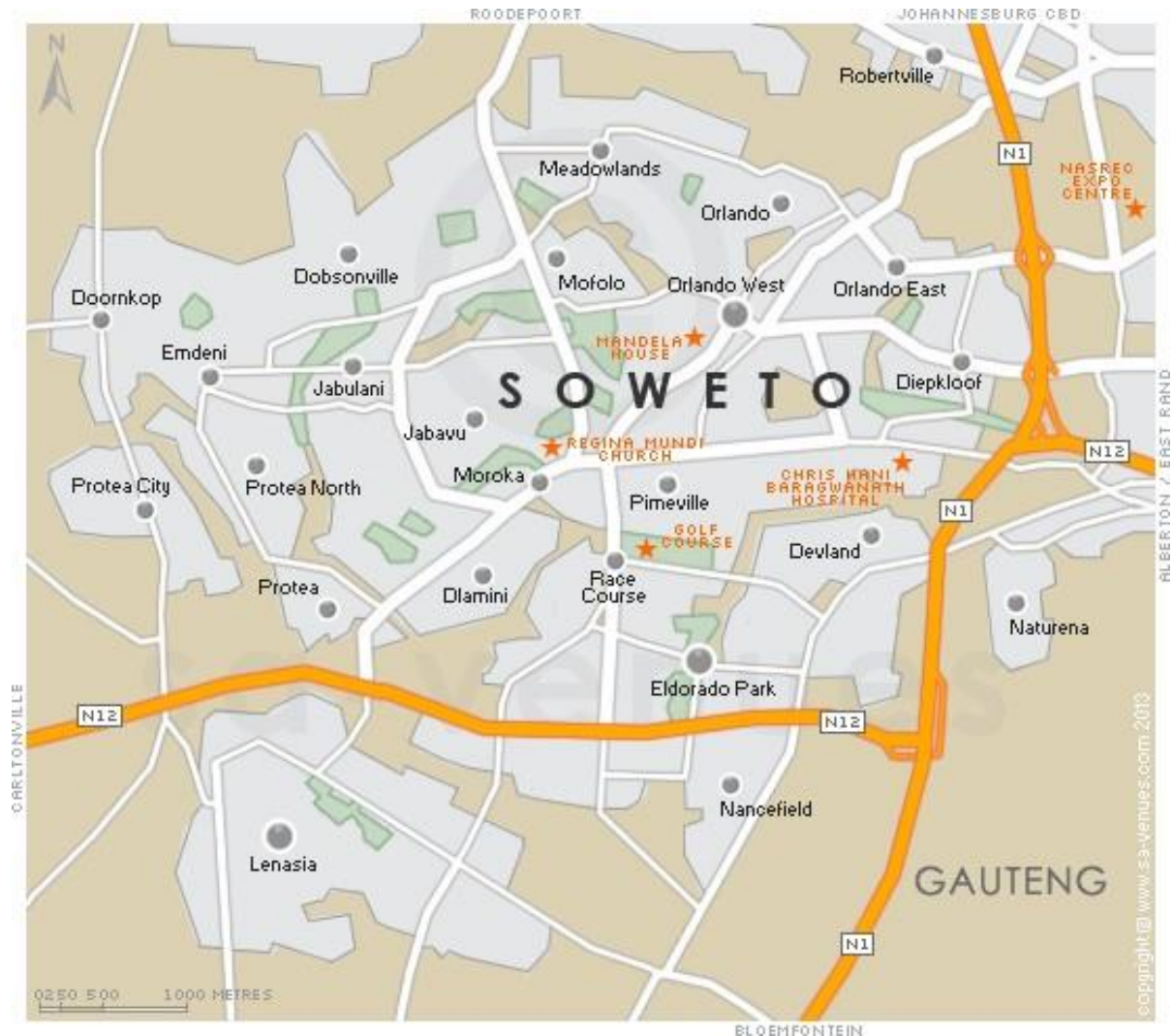


FIGURE 2 MAP OF SOWETO, GAUTENG ADOPTED FROM (SOWETO MAP, 2021)

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Meeting economic and social needs of townships are one of the defining features of venture creation. According to Manyaka (2010) ventures within townships tend to have different legal forms, with most of them having high levels of informality. These tend to be micro enterprises with low skill base and very little capital, and the majority of them are created from sheer necessity as a response to the problems of unemployment and poverty (Gauteng township economy revitalisation strategy 2014-2019, 2014). Most of these operate from small scale and tend to suffer from diseconomies of scale (Manyaka, 2010).

1.1.3 Research problem

Social entrepreneurship, from a methodological point of view, is known to mainly focus on more rationalist perspectives that are normally categorized by the use of a qualitative design approach (Martin & Osberg, 2007). As one of South Africa's most severe challenges, youth unemployment has been worsened by COVID 19 (Graham, De Lannoy, & Patel, 2021), and the emergence of new business venture developments play a pivotal role in contributing towards social value creation.

For this social entrepreneurship project, the focus is on the below **problem statement**:

Township youth have substantial social assets, including knowledge of their community. They are positioned to develop creative and innovative solutions to social problems that they face, with the main challenge being lack of support, capital, and knowledge.

1.1.4 Research Objectives

Townships in South Africa have always been viewed as a hive for entrepreneurial activity, with oversaturation of some sectors affecting chances of success. These sectors lack entrepreneurial creativity and are typically sectors that have low barriers to entry and low capital requirements. For these youth ventures to have more of a distinct role with regards to value creation and ensuring a vibrant and socially inclusive community, there needs to be strategies and developments in place that will not only respond to the common challenges as stated by this project, but one that will work towards removing barriers and developing more sustainable ventures.

This social entrepreneurship project will hence take an in depth look and evaluation of new strategies and more creative ventures that can be implemented as a way of promoting youth development. The main objectives that this project will focus on includes the following:

Objective 1:

- Establish problems youth ventures face with regards to their entrepreneurial journey

Objective 2 :

- Establish whether sufficient business ventures exist within SOWETO that focus on employing and promoting youths through either community or government initiatives

Objective 3:

- Determine the role that transferable skills and capabilities play towards the success of new ventures

Objective 4 :

- Establish creative and innovative strategies can be implemented for the promotion of new youth business ventures

1.1.5 Research Questions

The implementation of new ventures can be used as a potential method to reduce unemployment in societies such as the Townships of SOWETO. To have a more in-depth understanding of this, the focus of this research project will be on the below research questions:

Research question 1:

- In what way can the development of new ventures be used as a successful tool for the reduction of youth unemployment within townships?

Research question 2:

- In what way can entrepreneurial skills and capabilities be better implemented to ensure the success of new venture developments in townships?

Research question 3:

- How can the development of new ventures be implemented to improve social upliftment and wealth creation within townships?

Research question 4:

- What developmental services can assist youths in townships?

1.1.6 Definition of key term

For this project, key concepts and definitions are as below

- ❖ **Social entrepreneurship** – Sustainable ventures that work towards merging business ideologies with a passion for creating social value (Martin & Osberg, 2007).
- ❖ **Business venture** –A new business that is formed out of a need for a service or a product that is lacking within the market and has the potential to create value, with the expectation of financial gain coming secondary (Business Venture Definition: Everything You Need to Know, 2021).
- ❖ **Unemployment** – Persons of working age who under the standard criteria would be considered out of the labour force because they report willingness to work and carry out activities to seek employment but are currently unable to find work (OECD, 2003).
- ❖ **Poverty** –A condition through which individuals lack satisfactory material resources such as shelter, food, clothing, and housing, and are unable to access basic services like education, health, sanitation, and water (ILO, 2004).
- ❖ **Township** – Undeveloped urban areas that was first introduced in the 19th century that were reserved for non-whites (blacks, coloureds, and Indians) (Manyaka, 2010).

1.1.7 Assumptions

For this project, the following assumptions were made

- Participants of the study had some knowledge on business ventures or had sound understanding of social entrepreneurship as a field.
- Even through the covid pandemic, the sample number of respondents was adequate for the required data that was considered an acceptable number to represent the population of Soweto Townships.
- Even though most of the communication study was done mainly through Teams and Zoom, the few respondents who expressed that they do not have stable connectivity and preferred to rather do face to face, the assumption is that they were comfortable enough to do physical interviews, with all Covid 19 health protocols being observed.
- Respondents of the study voluntarily participated and provided honest and open feedback without the expectation of any monetary or equivalent rewards.

Chapter 2

Review of Literature

2.1.1 Introduction

In this chapter, literature review will be done to explore the role of social entrepreneurship and different theories and frameworks that exist with regards to the development of new youth business ventures and strategies within the township.

2.2 Definition of the topic: A creative business venture to promote youth development in townships

In recent years, there has been a steady growing literature that tackles the concepts of social entrepreneurship (Lettice & Parekh, 2010). The literature available does not provide a uniform and consensus view on the implications of these concepts, even though there is indication that there has been attempt to address wicked problems and issues. Solving these challenges may require designing more innovative and creative solutions and mobilisation of resources.

2.2.1 Resource Based Theory of Entrepreneurship (RBT)

Throughout different stages in history, people have come up with new ways that attempted to solve social issues that existed in those times and redressing social problems via entrepreneurship is still a relatively new concept (Venter & Urban, 2015). According to Venter and Urban (2015), social entrepreneurs aim to identify opportunities, develop innovative responses and leverage resources as a way of achieving their objectives. Within the field of entrepreneurship, there are several management theories, but for the purpose of this research project, the discussion will be on the resource based theory. Researchers within this resource based theory have built on its insights to understand the determinants of entrepreneurial venture creations (Kellermanns et al., 2014).

According to Alvarez & Busenitz (2001), the resource based theory of entrepreneurship argues that access to resources by the entrepreneur that emphasizes the significance of social, human and financial resources (Aldrich & Cliff, 2003). According to Davisson & Honig (2003) having access to these resources improves one's ability to identify and act on an opportunity presented to them.

2.2.1.1 Social resources (capital and networking)

Eckhardt (2003) argues even if an individual acquires the ability to identify an entrepreneurial opportunity, a major hinderance might be the lack of social capital or networks to develop an opportunity into a viable venture. According to Sexton et al., (1986) one's strong ties to resource providers adds as an advantage and enhances the probability of opportunity exploitation through the facilitation of acquisition of resources. It is also crucial for emerging entrepreneurs to have access to experienced entrepreneurs within their social networks to acquire entrepreneurial knowledge and competency exposure. (Aldrich & Cliff, 2003).

2.2.1.2 Human capital

Anderson and Miller (2003), state that knowledge that has been acquired from both experience and education are a representation of a resource that is diversly spread across different individuals and is central to perceiving the differences in opportunity discovery and exploitation. According to Davidsson & Honig (2003), these human capital elements are crucial for emerging entrepreneurs and they assist in the increase of opportunity recognition.

2.2.1.3 Financial capital

According to Blanchflower et al. (2001), the creation of new ventures is more possible when individuals have access to financial capital. This theory suggests that individuals that have access to capital are better able to acquire resources that will effectively allow them to utilise entrepreneurial opportunities. Aldrich & Cliff (2003) dispute this theory on the bases that most entrepreneurs establish new ventures with limited capital, and that financial is thus not considerably related to one's ability to become an emerging entrepreneur. Entrepreneur's ability to access capital is a crucial forecaster for new

venture growth but it does not necessarily apply with regards to the creation of a new venture (Hurst & Lusardi, 2004).

2.2.2 Township entrepreneurship

Entrepreneurship plays an important part with regards to a country's economic growth and development. According to Parker (2005), governments of most countries try to specify entrepreneurial attitudes and activities displayed by their working population. This also applies to South Africa as it is seen as a transitioning country that is considered to have an expanding economy in on hand and yet high underemployment on the other hand (StatsSA, 2021).

According to The Trade and Industry Report (2008), South African township entrepreneurships date back to the era of apartheid where black people were banned from owning businesses or engaging in any business related activities. In those days, townships were formed for the black people with the difference between townships and cities border lining more on socio economic parameters (Ntsika, 2001). According to Ngwenyama & Morawczynski (2009), a lot of townships in South Africa exist below substance levels and it is hard for them to come out of poverty due to lack of basic infrastructure, which then results in them lagging behind with regards to gaining economic growth and development.

2.2.3 Rate of Youth Unemployment

With the emergence of the COVID 19 pandemic, the wave of unemployment has worsened and its visibility is noted in everyday lives of labourers who only live off of the little that is being availed to them (StatsSA, 2021). A major challenge in the rising levels of unemployment in South Africa is within the youth, with a consequence reflected in the socio economic backlog and the continuous expectations of improved quality life and job opportunity expectations (StatsSA, 2021).

The South West Townships (SOWETO) have not been immune to these high unemployment rates. Banerjee et.al. (2008) state that the township also witnessed the rise in unemployment that is explained to be due to the failure of informal sectors to

offer alternative means of employment. Banerjee et.al. (2008) argue that SOWETO experiences an excessive deal of unemployment and this is not only subject to educated young adults. Over and above, the uncertainty of the future of youths with the introduction of a new economic direction has taken an effect on the unemployment rate with organisations and businesses being shut down (Hodge, 2009), and this can be said to have also been accelerated by the Covid 19 pandemic.

Research question 1: In what way can the development of new business ventures be used as a successful tool for the reduction of youth unemployment within townships?

2.2.4 Youth entrepreneurial skills and capabilities

As one of the developing markets, South Africa aspires to improve its economy and use entrepreneurship as a way of creating employment (Brière, Tremblay, & Daou, 2014). Crucial to this aspiration, is the inclusivity of policies that focus on the development of young people and try and close the gap that exists between advantaged and disadvantaged demographics within townships (Presidency, 2009).

Despite effort to try and uplift the youth and invest in entrepreneurship, Herrington, and Kew (2015) believe that low entrepreneurship activity and high unemployment is a huge challenge for South Africa as compared to other Sub-Saharan countries. This low entrepreneurial activity encompasses a low percentage rate of both potential and start-up entrepreneurs and one of the reasons for the low rate is the lack of necessary entrepreneurial skills that are considered crucial in entrepreneurial development (Adendorff, Emuze, & Vilakazi, 2013). Another important element in acquiring the necessary skills is the aspect of education and training in the development of young people. As essential as it is, there are still challenges that continue to affect the youth from becoming successful entrepreneurs such as low quality of education, inequalities in educational institutes lack resources in township schools (Ngcaweni & Moleke, 2007)

According to studies done by Herrington and Kew (2015) educational institutes should provide students with hands on experience and exposure of entrepreneurship as a viable career path and ensure strengthened focus on skills and competencies such as problem solving and strategizing, which are considered baseline skills for being successful in venturing into a new business. Individuals who normally have higher education are usually the ones who are more likely to aspire to venture into entrepreneurship (Amorós & Bosma, 2014) and according to Herrington and Kew (2015), an operative education system is crucial when it comes to young people with entrepreneurial intents and start-up entrepreneurs. With that being said, if the required entrepreneurial skills are identified and the required training is conducted, then the practicality and interest in youth entrepreneurship can be increased, even within a weak educational system (Herrington & Kew, 2015).

Research question 2: *In what way can entrepreneurial skills and capabilities be better implemented to ensure the success of new venture developments in townships?*

2.2.5 Wealth creation

According to Shapero (1992), wealth is an important element that encompasses human, financial and social capital, inclusive to both private and public wealth. Enderle (2010) proposed a model that explains that acquiring wealth creation is justifiable as it includes an entire process that originates from contents to aspects. Enderle (2010) continues to state that the main driving force behind wealth creation encompasses self-interest, finding joy and entrepreneurial spirit with the aim of providing a service to others.

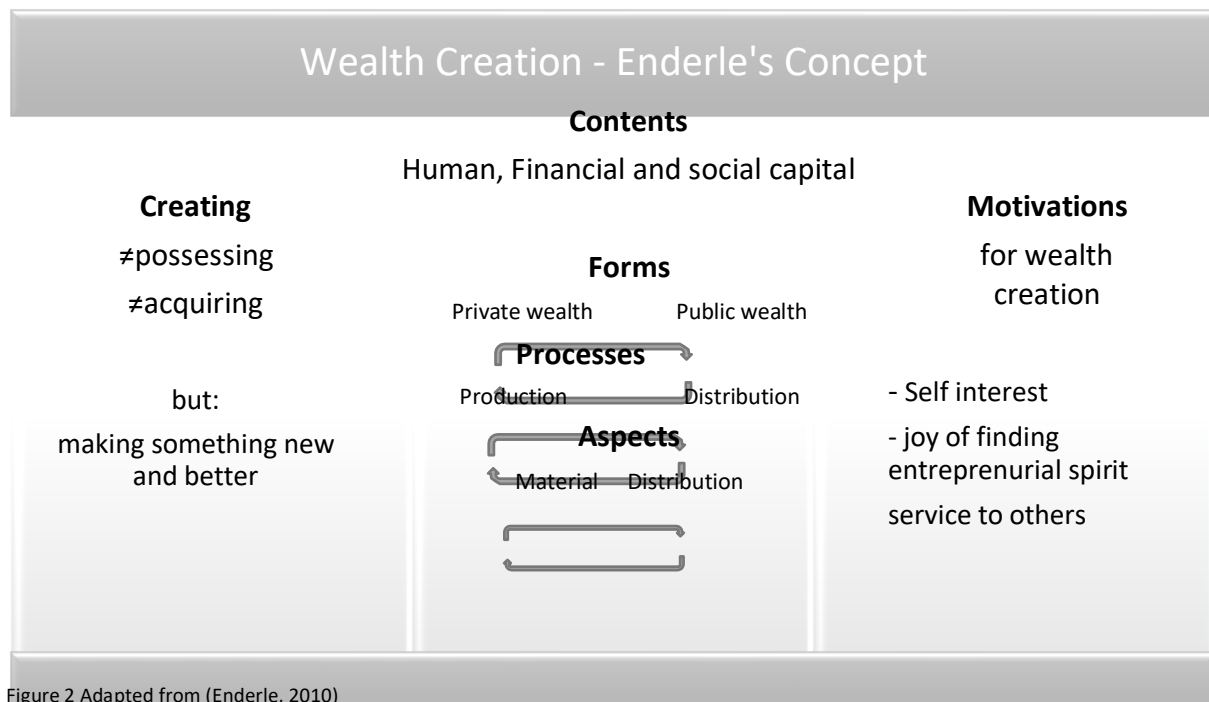


Figure 2 Adapted from (Enderle, 2010)

According to Enderle (2010), social entrepreneurs are continuously perusing to aid the community and sustain social value through learning and continuously finding innovative ways to make a change. Social entrepreneurs can therefore be seen as change agents who create social value and wealth (Enderle, 2010). From Enderle's Wealth concept, emphasis is on the need for achievement to economic development through social entrepreneurship and the belief is that the achievement level will translate into economic growth via sustainable economic activities (Enderle, 2010).

Through sustainable economic activities, social enterprises within townships are able to draw the youth into mainstream economy as not only part of the workforce, but as wealth owners (SADevelopmentMonitor, 2009). Township enterprises, can also participate in sustainable economic activities through initiatives that address specific community needs and ensure that wealth flows back into the community. According to The South African Development Monitor (SADevelopmentMonitor, 2009), in order to achieve real economic impact from township entrepreneurs, the principles need to be based on cooperation and solidarity that will benefit from supply links and grander economies of scale (SADevelopmentMonitor, 2009).

Research question 3: *How can the development of new ventures be implemented to improve social upliftment and wealth creation within townships?*

2.2.6 Access to youth entrepreneurship upliftment and development assistance

Upliftment and development services are crucial to the success of new entrepreneurs and according to Schoof (2006), access to business support aids such as coaching, mentorships and incubators can enhance the chances of sustaining new business ventures beyond just the start-up phase.

According to Engel et.al. (2016), mentorship serves as a crucial entrepreneurial service that concentrates on the creation and identification of opportunities through a relationship that enables an established entrepreneurs to transfer their knowledge to developing young entrepreneurs. As stated by Van der Sijde and Weijmans (2013), mentorships are a crucial resource for young entrepreneurs starting out, and this is taking into consideration the challenges that entrepreneurs in general face. As such, young entrepreneurs are constantly seeking mentors in order to better their chances of success and as a way of developing their skills (Van der Sijde & Weijmans, 2013). St-Jean and Mitrano-Meda (2016) states that whilst mentorships are crucial in aiding entrepreneurial development and proficiencies, there are not enough studies in the effectiveness of it attracting mentee opportunities.

Sullivan (2000) states that acquiring effective skills is well aided through an effective mentoring relationship where mentees are encouraged to engage in insightful learning where 'just in time' support is obtainable. He goes on to add that mentorship is more costs effective as opposed to upfront prearranged training for young and new entrepreneurs (Sullivan, 2000).

Research question 4: *What developmental services can assist youths in townships to venture and succeed into entrepreneurship?*

2.2.7 Conclusion on literature review

As one of the ways to reduce youth unemployment within townships, promotion of new creative business ventures can prove to be an essential tool to be considered towards township development and upliftment of the youths that reside there. Based on the literature review done by the social entrepreneurship project, it is still not clear what the precise barriers are with regards to the creation of these business ventures, but what can be established is that there is no adequate assistance from neither government nor community initiatives to ensure the success of youth ventures. Literature review alone is not conclusive, hence the need to explore this project further.

Chapter 3

Research methodology

3.1.1 Introduction

This chapter specifies the type of research methodology that was used by the project to answer the research questions that were stated in the previous chapters (chapter 1 and chapter 2).

3.1.2 Research approach

This research project aimed to identify, suggest and establish more creative business ventures in order to promote youth development in townships. This was considered to be a way through which unemployment in the township can be reduced and wealth, together with value can be created in the township; with special focus being within SOWETO. As such, this research project is based on experience and individual perceptions. The research project's focus was to pursue crucial behaviours guided by individualized perceptions, and relied on the peculiar experiences, narratives and insights expressed by each participant. On the basis of this, the research approach selected for the purpose of this project was a qualitative in nature.

Qualitative data utilizes interpretive methods to decide, describe, translate, and ultimately reach a conclusion on a certain phenomenon (Schindler, 2019). According to Dana and Dumez (2015), qualitative methodology consists of confrontation between the predicted outcomes with the observed and managed phenomenon being researched. The qualitative research has admitted the researchers to discern the research participants' personal experience, whilst figuring out implications being shaped within and through different cultures and outlooks (Corbin, 2008). Using qualitative research methods like direct and participant observation and prescribing and describing recorded information are commonly used for the collection of data in qualitative research (Cohen, Manion, & Morrison, 2011) and during the collection of data, the researcher can interact with each individual participant on a direct and in real time basis. This occurs during the data collection process done through the interviews

conducted and consequently, the data collected is bound to be detailed and more subjective in nature. Using a qualitative approach therefore allowed for individualised, rich, and in-depth information data to transfer, that allowed for the research questions discussed in chapter one and two to be sufficiently answered. According to Maxwell (2012), qualitative research, also known as the interactive approach, is a more flexible approach as the instrument that can be constructed and reconstructed, allowing for participant to have the freedom to establish how to interpret and respond to questions (Flick, 2011). This then results in communication to flow easier and simplifying the interview process.

3.1.3 Population and Sample

The population and sample used for this research project is covered in this section

3.1.3.1 Population

For this research project, the population consisted of a variety of stakeholders within the townships of SOWETO that play different roles with regards to the development of new youth ventures. The population include a representation from the local government and community support groups and include representation of new youths and established entrepreneurs. This population was used to represent the townships of SOWETO. According to Morse (2000), estimating and determining population of study required to reach saturation level, certain factors such as scope, nature of study and quality of information required need to be taken into careful consideration.

To ascertain the findings, data triangulation was used through the combination of the information and data from the different stakeholders used, hence allowing for a more comprehensive picture of the results to be acquired. According to Guion (2002), data triangulation entails the use of different sources of information through the categorisation of different stakeholders for the research being conducted. It is important to ensure that there is a comparable number of participants from each stakeholder group in the research.

3.1.3.2 Sampling frame

For any project, a sampling frame is one of the crucial aspects as the researcher has to take careful consideration of cases that they will use for the project in order to obtain quality and usable data. Where some participants were able to express themselves a lot better than others, there are also instances where others required a bit more time in order to properly articulate their point across and share in-depth information with the researcher.

This project used a purposive nonprobability sample that was then further broken down into judgement sampling. According to Schindler (2019), judgement sampling occurs when the researcher selects sample to confirm certain information or knowledge on a particular phenomenon. Respondents for this research project were not selected randomly, but the selection was based on their knowledge and subjects in relation to the research questions of this project. A total of sixteen (16) participants were sampled out to be interviewed. These consisted of three (3) individuals within the local government, three (3) representatives within community support institutions, five (5) new youth entrepreneurs looking to break into the market and five (5) established entrepreneurs that reside within the community of Soweto and have in depth knowledge about the field of entrepreneurship. However, the interview ended with fourteen (14) participants as one (1) local government member and one (1) established entrepreneur opted to not participate in the scheduled interviews.

The sample for this research project was purposefully selected such that they needed to meet the following criteria

- The sample comprises of new youths and established entrepreneurs who resided within the SOWETO townships
- The sample representant entrepreneurs who were persons where between the ages of 18-35 years
- All three (3) community members identified where based in areas within SOWETO
- All fourteen (14) participants were identified on the bases of the knowledge they experienced, acquired or skilled on regarding township unemployment and youth ventures based in townships.

For the purpose of this research project, the below sampling frame was used and the rationale provided for the choice of participants.

Number of respondents	Group	Rationale
5	New youth entrepreneurs	Establish the barriers and challenges they face as new entrepreneurs.
4	Established entrepreneurs	Intake on suggestions of strategies and initiatives that needs development and improvement on the basis of their experiences.
3	Community support representatives	Organisations that form part of support infrastructure for township enterprises and ventures.
2	Local government	They play an important role in supporting township economy and creating an environment at the grassroots in which new and developing township ventures can flourish.
<i>Total number of respondent: 14</i>		

3.1.3.3 Encouraging respondent's participation

According to Schindler (2019), participants in research studies tend to be weary, resulting in researchers facing difficulties with regards to gaining their cooperation and compliance. For their participation, respondents want to feel safe with the knowledge of being part of something meaningful and feeling secure enough to give their time and expertise (Schindler, 2019). On the other hand, there are some individuals who find joy in participating in research, and these are people who normally give their time and volunteer for research panels or join forums of like-minded people (Schindler, 2019). Engaging these type of individuals was not a struggle, the problem with some of them was keeping them engaged and ensuring that they follow through with regards to the interviews scheduled.

For the purpose of this project, in order for the researcher to ensure respondents participation, the below was taken into consideration:

- Appealing to respondents good nature, particularly with regards to community representatives of SOWETO as the research will also be of value to them.
- When requesting for respondent participation, the researcher had to use a positive and action based language and clearly explain how their participation would be of assistance.
- For participants who find joy in participating in the research but get disengaged halfway, the researcher had to make the questions short and time conscious.

3.1.4 Data collection methods

To better understand new venture developments and strategies, the characteristics of both the context and the environment must be analysed (Dana & Dumez, 2015). For the basis of this project, a qualitative approach was selected within an interpretivist paradigm, with the use of in-depth interviews conducted with different stakeholders. This technique is normally used to explore different understandings of respondents on a particular subject matter (Schindler, 2019), and gain insights into their personalized and unique viewpoints, experiences and perceptions. The researcher developed a comprehensive profile through a series of in-depth in depth interviews with the aim of answering the four research questions that were addressed in chapter one and chapter 2. In-depth interviews are described as a qualitative research technique that comprises of individual interviews with only a small number of participants to explore their views on a certain phenomenon (Boyce & Neale, 2006).

A major advantage of using face to face interviews is the ability to observe social cues such as voice, body language and tone from the interviewee that can give the researcher extra information that can then be used as part of the verbal answer to questions asked (Opdenakker, 2006). For the purpose of this research project, being able to observe social cues was an important element as the researcher was able to observe important attitudes and behaviours from the different participants that were engaged. The in depth interviews provided detailed information through open ended questions. The questions asked were worded such that they did not limit respondents

to just yes or no answers, and gave them the freedom to word the answers however they felt.

An invitation to participate was formulated and sent out to the different participants, that also included a brief background on what the project is about. This ensured that ambiguity was avoided and enabled participants to express their views without any prejudice. Participants who agreed to take part in the interviews did so voluntarily, with appointments being scheduled with the use of Teams and Google calendar.

Refer to Appendix 1: Participant interview invitation letter

The structure of the interview was such that respondents had the knowledge of what the interview was about and allowed for them to talk freely on the subject. Each participant was interviewed separately in a more casual and conversational setting and the interview was guided by a in depth interview guide. The researcher prepared four separate interview guides that addressed the different stakeholders and addressed different aspects of the research questions.

Although face to face interviews tend to give provision for open ended answers, a downside can be that there is no significant time delays between question and answer (Opdenakker, 2006). This proved a bit challenging for the researcher as they had to adopt a double attention methodology. According to Opdenakker (2006), a double attention methodology means that the interviewer has to perform the task of listening to responses in order to understand the participant's point whilst at the same time bearing in mind that they need to ensure that all questions are liable to get responses within a fixed time. To remedy this, the researcher ensured that she was fully present and engaged throughout the interview and made it a point that she was able to skilfully phrase her questions, and deeply listened and understood the responses given. To ensure that no crucial information was missed, the researcher, with granted permission from the interview, recorded the interviews done on Teams and used an application called Otter that transcribed the voiced recordings. These recordings assisted in ensuring that the information and data collected was reliable.

3.1.5 Instrument for data collection

For the purpose of this social entrepreneurship project, the instrument for collecting data was a qualitative, in depth interview schedules, guided by an interview guide. Interviews offered an option of open ended questions where the respondents were able to respond freely and without any restrictions. This form of instrument allowed the respondents to use their own words and not have limitations on the responses that they provide . An effort was be made to try and limit the time frame of each interview to a maximum of at an hour.

3.1.5.1 Interview schedule

For this project, an interview schedule was designed and handed out to the different groups of respondents that were identified. This schedule focused on the themes that were noted as part of the research questions noted on Chapter 1 and further discussed in Chapter 2 through literature review – youth unemployment, youth entrepreneurial skills and capabilities, wealth creation and access to youth entrepreneurship upliftment and development assistance. The interview used broad questions to open up the discussion but ensured that it kept the discussion within the scope of the research project.

The intention was to encourage the respondents to feel comfortable enough to provide information from their own point of view. Some of the questions in the schedule were designed to generate ideas around the themes and allow for the participants who have more experience or knowledge on new venture creation to propose possible solutions or recommendations to the issues that are posed in the questions. The interview was formulated such that it concluded with a section for general or additional comments that was intended to enable participants to add any information that they felt was relevant to the project, comments that the interview questions may have failed to include.

The interview schedule followed the structure of the Sample Key Stakeholder Interview Guide proposed by Boyce and Neale (2006).

Refer to Appendix 2: Schedule for interview schedule

3.1.6 Data Analysis

Thematic analysis was used for this research project. According to Schindler (2019), thematic analysis is a form of qualitative data analysis method that involves the interpretation of a data set like in depth interviews and then identifying outlines in meanings across the dataset. This research project hence used thematic analysis to analyse, review and code data from interviews done with participants. The data was sorted in order to establish patterns then grouped into emerging sub themes.

3.1.7 Limitations

This project was mainly based on the perceptions of different stakeholders within the field of business ventures and the community members. A limitation that deduced from this was the lack of differentiation of perception. Due to the small and non-randomised sample size that was collected from the in-depth interviews, the analysis obtained cannot be generalized as the respondents were only based around the townships of Soweto and not Johannesburg townships as a whole.

3.1.8 Validity and reliability

For any research study, validity and reliability are crucial elements that establish whether the findings of the study are true and certain. By addressing similar issues, Guba (1981)'s strategies correspond to the four (4) criteria that qualitative researchers should adopt to ensure the validity and reliability of their study. These include

1. Credibility (internal validity)
2. Transferability (external validity)
3. Dependability (reliability)
4. Confirmability (objectivity)

3.1.8.1 Credibility

Credibility is a key component of internal validity that seeks to ensure that the study measures exactly what it intends to measure (Shenton, 2004). According to Lincoln

and Guba (1985), ensuring credibility is one of the crucial elements with regards to establishing the trustworthiness of the study. To improve the credibility of this study, the tool that was used was triangulation.

According to Shenton (2004), data triangulation involves the use a wide range of participants. It involves triangulating with the use of data sources. With this method of triangulation, individual experiences and perspectives can be substantiated against others and a bigger picture can be formulated based on the contributions of a range of participants (Lincoln & Guba, 1985). For this research project, in depth interviews were conducted in order to gain insight of what entrepreneurs (both young/new and established ones), community support representatives and local government's perception were with regards to strategies and development of new ventures within the township.

For this research project, the below reflect how triangulation was used:

1. Step 1:

Identification of different stakeholders. These included new youth entrepreneurs, established entrepreneurs, community support representatives and local government

2. Step 2:

Commencement and conducting of in-depth interviews. This will assist in gaining insights on the different stakeholders' perceptions within the context of the research project.

3. Step 3:

Triangulation. This involved grouping of data and information acquired from the different stakeholders that was similar and reflected unforming across all participants from the different stakeholders.

3.1.8.2 Transferability

Transferability, also known as external validity, relates to the extent in which the research findings from one study can be applied in other situations (Shenton, 2004). With the use of a positivist design, external validity tends to be presented through the

results being applied to a wider population. This research project made use of a qualitative interpretivist paradigm and the findings were from a specific purposeful sampling. For this reason, it is impossible for the research to demonstrate that the findings and the conclusion can be applicable to other populations and settings. A recommendation made by Shenton (2004) is the use of similar projects that would employ the same methods even if conducted in different environment to assess the extent to which the findings may be authentic of individuals in other settings.

3.1.8.3 Dependability

With regards to reliability, Shenton (2004) suggests engaging techniques that indicate that even if the project is to be repeated under the same conditions, similar conclusions would still be made. For this project, in order to ensure the reliability more directly, the research process has been stated in detail. This was done so that should the same research be conducted and repeated in the future, the future research can acquire similar or the same results. For this research project, to addressing the dependability of the project, there is detailed inclusion that is related to the research of the project, the paradigm and the approach. There is also a detailed account of how the data was collected, and the specific population and sample of the research. All the data and information was then recorded in detail, with accounts of the interviews that were done with each participant.

3.1.8.4 Confirmability

According to Shenton (2004) the concept of confirmability is the qualitative researcher's comparable concern to objectivity, and is concerned with insuring that the data presented are an authentic reflection of the experiences and perceptions of the participants as opposed to biased interpretation of the researcher. To ensure confirmability, the researcher used triangulation (refer to section 3.1.5.1 and section 3.1.10.1) to guarantee that the research findings were solely the result of the participants' experiences and perceptions and not the researchers own preferences. From the interviews that were conducted, each recording was transcribed, cleaned up, and again sent to each participant so they can cross reference and verify that the data was indeed their own and not researcher's views. Using triangulation for confirmability ensures that there is no researcher bias.

3.1.9 Ethical considerations

According to Haggerty (2004), attention given to ethical conduct has broadened and increased in response to society's expectation of accountability. It is crucial to ensure that approval is acquired prior to commencement of collecting data from participants. This is because research ethics committee cannot and should not grant any form of approval once the process of collecting data has started (Haggerty, 2004). For the purpose of this project, ethical clearance was requested and granted prior to conducting any interviews from the Wits Business School Postgraduate Ethics Committee, constituted under the University Human Research Ethics Committee (Non-Medical) prior to proceeding with this project.

Refer to Appendix 3; WBS Ethics Clearance Certificate

Informed consent is another crucial aspect of ethical research and according to (Haggerty, 2004), informed consent entails ensuring that participants are well aware of what it is exactly that is being asked of them and how the information that they give is going to be used. It also entails the consequences of them partaking in the interviews could be. For the purpose of this project, potential participants were individually approached and the study was explained to them in detail so as to ensure that there is understanding and transparency. For any and all questions that they had with regards to the project, they were awarded enough time to ask and clear any concerns.

A participant invitation letter, accompanied by a consent form was electronically sent to each individual participant for them to sign. Prior to the commencement of the interviews, participants were reminded of the confidentiality and transparency of the interviews. No personal information will be revealed in the data collection, analysis or reporting on the findings and all information they share with me during the interviews will be securely kept in a password protected laptop, once again ensuring that their personal information remained confidential. According to (Haggerty, 2004), the confidentiality, assurance and anonymity goes beyond the protection of participants names, but also includes insuring that self-identifying information is avoided.

Participants were made aware that their participation is completely voluntary. There was no form of compensation attached to participating in the project and those who chose to withdraw or not participate at all, bore no risks attached to that.

Refer to Appendix 4: Consent form

3.1.10 Consistency matrix

Refer to Appendix 5: Consistency Matrix.

Chapter 4

Presentation of findings

4.1.1 Introduction

Chapter 4 of this social entrepreneurship project presents the results from the interviews that were conducted. The chapter is structured mainly in tabulation form with a representation of outcomes that present accompanying extracts from the respondents from the fourteen (14) in depth interviews conducted.

4.1.2 Interview invite return rate

Of the sixteen (16) interview invitations that were sent out, only fourteen (14) of the participants followed through with the interviews. One participant indicated that they did not have stable internet connection for them to do a virtual interview and was not comfortable enough to meet face to face due to the high Covid 19 infection rates and hence cancelled the interview. The other participant, pulled out during the interview as he expressed that he was not comfortable with the line of interview questioning and will not be continuing with it. The interview was immediately terminated as all participation had to be on a voluntary basis. The response and participation rate of the project was hence 87,5%.

4.1.3 Participant's context and background

The below is a presentation of the participants profile and background. It presents their genders, educational level and well as where within SOWETO each participant is based at. To better a better reflection, the participants are also categorised into different stakeholder groups.

Table 1 The Research Participants Profile

Participant	Stakeholder	Educational level	Geographic location
Participant 1 (P1)	Established Entrepreneur	University	Meadowlands
Participant 2 (P2)	Established Entrepreneur	University	Jabulani
Participant 3 (P3)	New entrepreneur	Grade 11	Diepkloof
Participant 4 (P4)	New entrepreneur	Matric	Jabulani
Participant 5 (P5)	Community support	University	Diepkloof
Participant 6 (P6)	Established Entrepreneur	Matric	Meadowlands
Participant 7 (P7)	New entrepreneur	University	Jabulani
Participant 8 (P8)	Established Entrepreneur	Matric	Meadowlands
Participant 9 (P9)	Community support	N/A	Zola
Participant 10 (P10)	Community support	University	Meadowlands
Participant 11 (P11)	New entrepreneur	Matric	Meadowlands
Participant 12 (P12)	Local government	N/A	Zola
Participant 13 (P13)	New entrepreneur	Matric	Meadowlands
Participant 14 (P14)	Local government	N/A	Diepkloof

4.1.4 Presentation of findings

The following sections present the key ideas that emerged for each of the research questions that this social entrepreneurship project aims to achieve

4.1.4.1 Township and youth unemployment

This section of the data analysis focuses on participants views and responses with regards to unemployment within the township and how other significant parties have

played a role in the escalation and declining of it. In this particular segment, subthemes that emerged from it included support, opportunity and initiatives.

These findings were demonstrated by the extracts on the below table

Table 2 Township and youth unemployment Thematic Analysis – Coded Interview Extracts

Theme 1: Township and youth unemployment		
Participant	Interview extract	sub theme
Participant 10 (P10) Community support representative Question 2	<i>" So, what we can do is try as much as we can to support young people that are opening businesses within the community. So, for us, what we do is that we provide advertising services. That way we go into social media, we go to people that we know we go to companies that we know, to tell them that there are certain young people within the community that are engaged in a particular business....."</i>	Support
Participant 10 (P10) Community support representative Question 2	<i>"..... So, we try and support young people within Meadowlands through going to different companies, and we mainly approach private organizations and introduce them to the talented individuals that we have interacted with....."</i>	Support
Participant 2 (P2) New entrepreneur Question 3	<i>"..... As much as we all like to rely on the government, I also feel like there is so much that young people can also do themselves because with the high poverty rates that we see every day in Kasi, sometimes one needs to stand on their own two feet and make more of an effort And there's a lot of us who also have good ideas on how to go about making our businesses successful "</i>	initiative
Participant 2 (P2) Established entrepreneur Question 1	<i>".... In our community, what I would feel has been a major contributing factor to unemployment is COVID which has played a significant role, but I feel like one of the other reasons is the fact that within the township that we're based in, they really aren't a lot of job opportunities. And there isn't a lot of knowledge on what you can do or where you can find employment....."</i>	Opportunity

Participant 5 (P5) Community support representative Question 1	<i>“....The unemployment rate has gone significantly high, but it's because jobs are not there and the jobs that are there are those which a lot of young people tell us aren't the ones that they want.... the jobs that do exist they'll tell you that the don't have the experience or they want a particular skill, or they want somebody who is skilled in a specific industry. So, you find that a lot of young people can't find jobs, due to those reasons. Hence a lot of them even try do their own, but that also isn't easy to break into....”</i>	Opportunity
Participant 10 (P10) Community support representative Question 3	<i>“ Personally, I feel like it's a bit difficult for the community to curb unemployment on its own. The most that we can do is to try and assist in the creation of employment itself. You'll find that some of the community members in the township do have a small business where they will hire locals, or they will run a small program where they trying to educate and upskill young people”</i>	Support
Participant 10 (P10) Community support representative Question 1	<i>“..... Young people drop out of school when they're done with matric, and they don't even go to tertiary. And that can be for a lot of reasons. Some just don't want to go to school. Some just don't have funds; others must deal with home responsibility that then hinders them from pursuing further studies or gaining further knowledge. Hence, then, each year you find that more and more young people are on the streets and unemployed and they don't know what to do, where to go or basically where to look.....”</i>	Opportunity

4.1.4.2 Youth entrepreneurial skills and capabilities

With regards to this section, the interview questions focused on participants' views and responses regarding youth entrepreneurial skills and capabilities, and the role they play towards youth venture creation success. In this particular segment, subthemes that emerged from it include social cohesion, education and knowledge

Findings from interviews related to township youth entrepreneurial skills and capabilities are demonstrated by the extracts on the below table

Table 3 Youth Entrepreneurial Skills and Capabilities Thematic Analysis - Coded Interview Extracts

Theme 2: Entrepreneurial skills and capabilities		
Participant	Interview extract	sub theme
Participant 7 (P7) New entrepreneur Question 1	<i>“ I don't think anyone would succeed if they don't have the knowledge. For any business despite having the passion and love for it, one still needs to acquire more information about it for them to make it a success, especially a viable business that is going to grow and become big...”</i>	Knowledge
Participant 11 (P11) New entrepreneur Question 1	<i>“... You must be educated in the field and have the skillset for that business. Otherwise, where you going to get the knowledge, where you going to get ideas and motivation.....”</i>	Education
Participant 2 (P2) Established entrepreneur Question 2	<i>“It's already difficult enough to be starting out on a new venture and to convince people to take a bet on unproven and untested ideas, but it's even worse when you don't have the entrepreneurial knowledge, the capital raising knowledge or the organizational knowledge to put things together in a framework that is digestible for funders in order to approach them credibly with something that makes sense and the capability to carry out the business...”</i>	Social cohesion

Participant 9 (P9) Community support representative Question 4	<i>“.....young businesses need a lot of mentorships. And what that means is there's got to be enough training on product and product design, distribution, financial management, capital raising and technology. The use of those five is key to a business.....”</i>	Knowledge
Participant 14 (P14) Local government Question 1	<i>“. one other program that we involves young people within the community. It tries to strengthen service delivery and promoting social cohesion..... it assists young people in acquiring skills necessary to live a more sustainable lifestyle ”</i>	Social cohesion

4.1.4.3 Wealth creation

Within this section, the interview questions that were asked participants focused on their regarding wealth creation, with themes emerging being in relation to funding, value creation and access to capital

Table 4 Wealth Creation Thematic Analysis - Coded Interview Extracts

Theme 3: Wealth creation		
Participant	Interview extract	sub theme
Participant 8 (P8) Established entrepreneur Question 2	<i>“..... The biggest hindrance for any new venture is how you can monetize or create value for yourself and those around you by being the one who solves that particular problem... If you're not coming from a place of wealth, it means you have to straddle between what you're trying to create, as a business proposition, with having the ability to fund it ”</i>	Value creation
Participant 14 (P14) Local government Question 5	<i>“ having primary income is important to have even when one is starting their own business, and this can be done through venture or initial investors... wealth can also be generated through different Youth Funding platforms that helps promote the development of local businesses.... ”</i>	Funding

Participant 14 (P14) Local government Question 4	<i>“.....most of the business models we are working on are intended to make a difference within the community..... but it won't just be because one wants to make money but because we see people are suffering and in need of an intervention..... my nature as an entrepreneur is a bit of a social impact in whatever it is I do or solve a problem...”</i>	Value creation
Participant 2 Established entrepreneur General comment	<i>“One shouldn't put all their money into one project when starting a business. And I think there's this there's that element of balancing out your opportunities. So when you start a business, you don't have to go fully in it, there must be a stream of income coming from somewhere so that you are able to sustain yourself ”</i>	Access to capital
Participant 9 (P9) Community support representative Question 3	<i>“ I know in my area; they do say that they will only hire young people from around the hood and not outsiders. That way they try and improve the economic standing within our township...”</i>	Value creation
Participant 1 (P1) Established entrepreneur General comment	<i>“.....a lot of entrepreneurs need to understand that if you if you want to solve the youth problem, it's more about making those entrepreneurs fund ready, and giving them the knowledge of how to utilize that funding in a way that will great a revenue and the ability to repay any debt that may be outstanding.... it's not a fair thing for people to expect funding but then they don't know how they're going to maximize profits or ways through which they bring the money back without getting themselves into more debt, all in the name of pursuing own venture.....”</i>	Funding
Participant 5 (P5) Community support representative Question 3	<i>“.....That way as much as we cannot assist with funding now, we do try and get young entrepreneurs that we work with signed or connected and get them partners that they can work with for them to raise money or as a way for them to grow their businesses to a success that they might intended it to be ”</i>	Access to capital

4.1.4.4 Access to youth entrepreneurship upliftment and development assistance

This section focused on what the participants viewpoint with regards to development assistance available for youth entrepreneurs and upliftment programmes they have been exposed to in their entrepreneurial journeys. The sub themes that emerged from this section are empowerment and entrepreneurial development

Extracts from the interviews that were conducted with regards to youth entrepreneurship upliftment and development assistance

Table 5 Access to Youth Entrepreneurship Upliftment and Development Assistance Thematic Analysis - Coded Interview Extracts

Theme 3: Upliftment and development assistance		
Participant	Interview extract	sub theme
Participant 12 (P12) Local government Question 1	<i>" there are a lot of initiatives that try and promote young people, and you'll find that even in some organizations, they will tell you that they want somebody who will tell you it's a program for young unemployed youths so they try to have the frameworks where young people can start their own businesses... they also assist with learnerships and apprenticeships that actually try to uplift young people that are currently unemployed "</i>	Empowerment
Participant 10 Community support Question 2	<i>".... program of action that involves this one is with regards to education, whereby within our organization, have certain programs that then provides assists with getting bursaries for young people "</i>	Entrepreneurial development
Participant 1 (P1) Established entrepreneur Question 2	<i>"... young businesses need a lot of mentorships. And what that means is there's got to be enough training on product and product design, distribution, financial management, capital raising technology....."</i>	Empowerment
Participant 1 (P1) Established entrepreneur Question 4	<i>".....The first one does your skills development where we would normally take on an intern, pay that person a stipend and pay for them to upskill themselves, whether it's an entrepreneur course or a skills development course"</i>	Entrepreneurial development

Participant 9 (P9) Community support representative Question 4	<i>"Young people need assistance and more training on how to be business investment ready. There are incubators for that. There are accelerators for that There is need for government to come in and assist further. "</i>	Entrepreneurial development
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Chapter 5

Interpretation, analysis and discussion of findings

5.1.1 Introduction

This chapter focuses on the interpretation, discussion and analysis of the findings that were presented in the previous chapter (Chapter 4). Within this chapter, the results of each theme is structured in a way that presents the findings and this is then followed by interpretation and analysis of the results in the context of literature review.

5.1.2 Township unemployment

Interviews conducted suggest that a lot of young people within Soweto are greatly concerned with the level of unemployment within their community, and a lot of times that tends to be equated with the current state. According to the literature that was conducted, the emergence of the covid 19 pandemic has worsened the wave of unemployment and the visibility of that is noted on everyday lives of those in areas who live off of the little that gets available to them (StatsSA, 2021). This merges with what one of the participants also noted, “.... *In our community, what I would feel has been a major contributing factor to unemployment is COVID which has played a significant role, but I feel like one of the other reasons is the fact that within the township that we're based in, they really aren't a lot of job opportunities. And there isn't a lot of knowledge on what you can do or where you can find employment.....*” Participant 2, established entrepreneur.

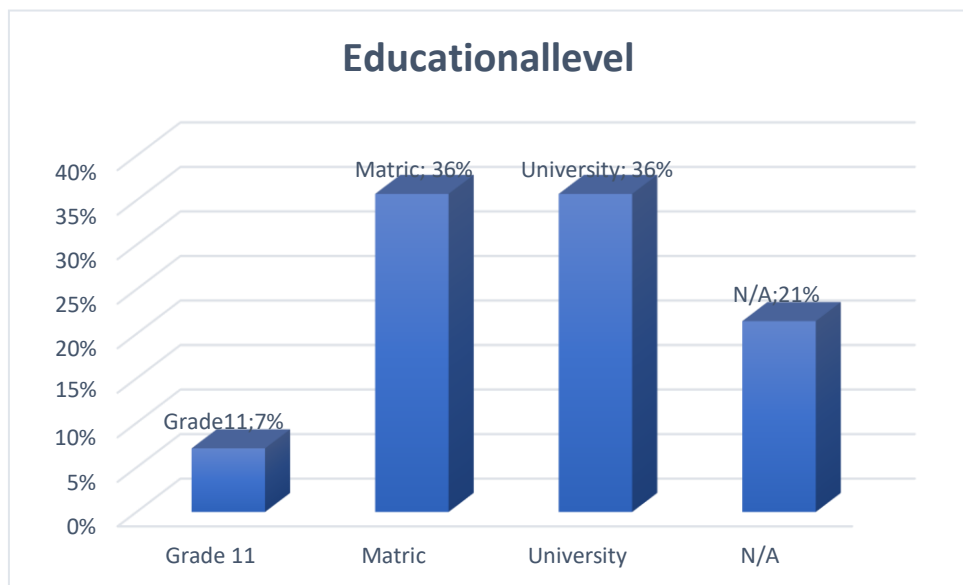
From the researcher's observation when conducting the interviews, most of the entrepreneurs seemed to have very high hopes of bettering their lives, but seem to be struggling with a lot of obstacles that set them back. From the interviews, youths within the community seem to have creative ideas about their envisioned futures but more often times their main attention is directed towards their immediate situation. Some of them are ambitious enough to embark on entrepreneurial ventures and desire to put their goals for personal success and community upliftment above everything

else. Although there are a few here and there who have connections, there are still those that feel that they are more willing to maintain the status quo as opposed to striving towards a more abstract goal. Banerjee et.al. (2008) also argues that SOWETO experiences an excessive deal of unemployment, and the uncertainty of the future of youths taking an effect on the unemployment rate with organisations and businesses being shut down (Hodge, 2009), and being accelerated by the Covid 19 pandemic.

The ubiquitous nature of township unemployment amongst the youth stifles any sense of urgency, and the optimism and creativity of youths tends to be overshadowed by a sense of melancholy. One of the community support representative also felt that although they offer as much assistance as was to their capability, they felt that the people they were assisting were not playing their part with urgency. They stated that *“....The unemployment rate has gone significantly high, but it's because jobs are not there and the jobs that are there are those which a lot of young people tell us aren't the ones that they want....”* Participant 5, Community support representative. From what was gathered in the interviews, there is a sense of defeat that inhibits the community and limits young people from pushing further and striving for more. According to South Africa's Statistical Release Report (StatsSA, 2021), in the first quarter of 2020, the number of youths who felt discouraged from seeking employment due to external forces was 1,9 million. In essence, despite some assertions that there are 'no jobs' within the township, in a lot of cases youths tend to find these jobs unattractive in comparison to what their aspirations are.

5.1.3 Youth entrepreneurial skills and capabilities

A common feature that emerged within the interviews was the notion that skills and capabilities was a crucial aspect required for every youth's entrepreneurial journey and the lack of it means that chances of success are very slim. Most of the of youth entrepreneurs that were interviewed expressed that despite them being very driven, highly motivated and pushing to get their ventures off the ground, not having high level education or any form of training proved to be a huge problem for them.



From the interviews conducted, as was stated in the previous chapter (Chapter 4), and as noted on the chart above, participants interviewed indicated 11,7% of them only had an education level of up to grade 11, 36% of them had matric the other 36% also studied up to university level. The 21% that had indicated that their educational level was not applicable where the government representatives that expressed that they felt it was of no important with regards to the information they were providing to the researcher.

From the literature that was done in chapter 2, amongst the youths, graduate unemployment rate was 33,1% compared to the 24,6% of the last quarter of 2019, indicating a clear increase of 8,5% (StatsSA, 2021). In spite of these the high levels that were noted at the time, the graduate unemployment rate was still relatively lower in comparison to other levels of education. This is proven by the data provided by this project that clearly indicates that despite some of the participants having had acquired education level up to university, there were still entrepreneurs who had gone up to only grade 11, and some moving forward and acquiring their matric qualification. According to the interviews done, one participant expressed that “..... *Young people drop out of school when they're done with matric, and they don't even go to tertiary. Some just don't want to go to school. Some just don't have funds; others must deal with home responsibility that then hinders them from pursuing further studies or gaining further knowledge*” Participant 10, Community support representative. According to StatsSA (2021), the more educated and the more quality education you

have, the likely the chances of succeeding both in the corporate and entrepreneurial world.

As essential as it is, there are still challenges that continue to affect the youth from becoming successful entrepreneurs such as low quality of education, inequalities in educational institutes lack resources in township schools (Ngcaweni & Moleke, 2007) Some of the participants expressed that knowledge, and education play a crucial role towards attaining success and without these, one will not go very far in life. One of the participant stated that “... *You must be educated in the field and have the skillset for that business. Otherwise, where you going to get the knowledge.....*” Participant 11, New entrepreneur. This is particularly important for those striving to embark on the road towards new venture creation and social entrepreneurship. One must have the know-how, the skills, and the capabilities for the progression of their venture. According to participant 2, “*It's already difficult enough to be starting out on a new venture and to convince people to take a bet on unproven and untested ideas, but it's even worse when you don't have the entrepreneurial knowledge, the capital raising knowledge or the organizational knowledge...*” Participant 2, Established entrepreneur.

To play a part towards the alleviation of township poverty, education is a major requirement. To add to this, one of the new entrepreneurs that was interviewed stated that “ *I don't think anyone would succeed if they don't have the knowledge. For any business despite having the passion and love for it, one still needs to acquire more information about it for them to make it a success, ...*” Participant 7, new entrepreneur. According to studies done by Herrington and Kew (2015) there should be hands on experience provided within the educational system that will expose entrepreneurship as a viable career path and ensure strengthened focus on skills and competencies such as problem solving and strategizing, which are considered baseline skills for being successful in venturing into a new business. To substantiate this, Amoros and Bosma (2014) add on by stating that individuals who normally have higher education are usually the ones who are more likely to aspire to venture into entrepreneurship. According to Herrington and Kew (2015), an operative education system is crucial when it comes to young people with entrepreneurial intents and start-up entrepreneurs

These interviews shed light on how the township educational level and prejudice tend to highly influence choices and decisions of youths.

5.1.4 Wealth creation

From the interviews conducted, almost all of the participants viewed funding as the biggest obstacle towards entrepreneurship and venture creation. As was voiced out, *“..... The biggest hindrance for any new venture is how you can monetize or create value for yourself and those around you by being the one who solves that particular problem..... If you're not coming from a place of wealth, it means you have to straddle between what you're trying to create, as a business proposition, with having the ability to fund it, and take care of yourselves and have an income to live off of.....* Participant 8, established entrepreneur. Most of the youth social entrepreneurs that reside within the township stated that already their economic background puts them at a disadvantage so acquiring funding has proven to be difficult.

According to Enderle (2010), social entrepreneurs continuously persevere to aid the to not only create wealth for themselves, but to sustain social value through learning and continuously finding innovative ways to make a change. They are therefore seen as change agents who create both value and wealth (Enderle, 2010). According to one participant who was interviewed, they stated that *“.....most of the business models we are working on are intended to make a difference within the community..... but it won't just be because one wants to make money but because we see people are suffering and in need of an intervention my nature as an entrepreneur is a bit of a social impact in whatever it is I do or solve a problem.....”* Participant 14, local government. This was supported by another participant who voiced out that *I know in my area; they do say that they will only hire young people from around the hood and not outsiders. That way they try and improve the economic standing within our township...* Participant 9, Community support representative. As much as embarking on social entrepreneurship is mainly for value creation within the township, some of the participants that were interviewed were of the view that venture creation could open up a lot of opportunities for the unemployed youth which will in turn lead to

wealth creation as opposed to just being a means of enriching themselves. Both established and new entrepreneurs voiced out that the creation of new ventures will be an advantage to the community as a whole as through the provision of employment, it gets the youth off the stress hence reducing the high crime rate and increases the employment rate, eventually curbing the high poverty rate that is currently predominant within SOWETO.

Where there is social exclusion, then economic exclusion can be expected and being able to expand one's network and interact with other entrepreneurs is viewed by participants as one of the best ways to create immeasurable opportunity. The participants interviewed expressed that there was indeed an opportunity that still needs to be explored towards new venture creation. It is unfortunate that most participants, especially new entrepreneurs, felt that government has not been much help with regards to funding and there were too many red tapes to cross to even be considered as a viable funding candidate. From the interviews conducted, it was expressed that *".....a lot of entrepreneurs need to understand that if you if you want to solve the youth problem, it's more about making those entrepreneurs fund ready, and giving them the knowledge of how to utilize that funding in a way that will great a revenue and the ability to repay any debt that may be outstanding.... it's not a fair thing for people to expect funding but then they don't know how they're going to maximize profits or ways through which they bring the money back without getting themselves into more debt, all in the name of pursuing own venture....."* Participant 1, Established entrepreneur.

From the literature conducted in chapter , sustainable economic activities can be used as a way of enabling social enterprises within townships to draw the youth into mainstream economy as but as wealth owners (SADevelopmentMonitor, 2009). Township enterprises and business ventures can participate in sustainable economic activities through initiatives that address specific community needs and ensure that wealth flows back into the community.

5.1.5 Access to youth entrepreneurship upliftment and development assistance

From the combination of observations, interviews as well as literature view conducted in Chapter 2, almost all of the participants, upliftment and development assistance plays as a crucial role towards youth venture success. According to Schoof (2006), access to business support aids such as coaching, mentorships and incubators can greatly enhance the chances of sustaining new business ventures beyond just the start-up phase. Van der Sijde and Weijmans (2013), supports this notion by stating that mentorships are a crucial resource for young entrepreneurs starting out, and this is taking into consideration the challenges that they generally face.

Young entrepreneurs are constantly seeking mentors in order to better their chances of success and as a way of developing their skills (Van der Sijde & Weijmans, 2013). From the interviews conducted, participant interviewed expressed that "... young businesses need a lot of mentorships....." Participant 1, Established entrepreneur. Most of the participants felt that they had not acquired enough assistance and mainly rely on their own initiatives for the progression of their ventures. Inaccessibility to development programmes and initiatives can be seen an obstacle towards youth venture success and according to Engel et.al. (2016), mentorship serves as a crucial entrepreneurial service that enables an established entrepreneurs to transfer their knowledge to developing young entrepreneurs.

Despite new entrepreneurs expressing that they have not been getting assistance on their entrepreneurial journey, this is contradicted by information received from some participants during the interview. According to a participant who worked for the local government, they expressed that *"..... there are a lot of initiatives that try and promote young people, and you'll find that even in some organizations, they will tell you that they want somebody who will tell you it's a program for young unemployed youths...."* Participant 12, Local government. When asked what contribution they have made towards youth upliftment within the township, a community support representative indicated that there are various initiatives that they work on within SOWETO, and stated that *".... program of action that involves this one is with regards to education, whereby within our organization, have certain programs that then provides assists with getting bursaries for young people....."* Participant 10 Community support. An indication from these extracts shows that despite social

problems and other hinderances are youth entrepreneurs face, there is some assistance being availed to them. This was the supported by a quote from a representative of the community support rep who also stated that " *Young people need assistance and more training on how to be business investment ready. There are incubators for that..... There is need for government to come in and assist further. " Participant 9 Community support representative.*

5.2 Conclusion on interpretation, analysis and discussion of findings

This chapter was not only a presentation of the findings noted in chapter four (4), but also focused on the analysis and discussion of the research findings of this project report. It was based within the context of the literature review outlined in chapter two (2), on the basis of the research questions noted in chapter one(1). From the information above, it is clear that a conclusion cannot independently made from findings and interviews, but in order to obtain a clear picture, both interview findings and literature review have to be scrutinized in combination, accompanied by observations noted during the interviews.

Chapter 6

Recommendations

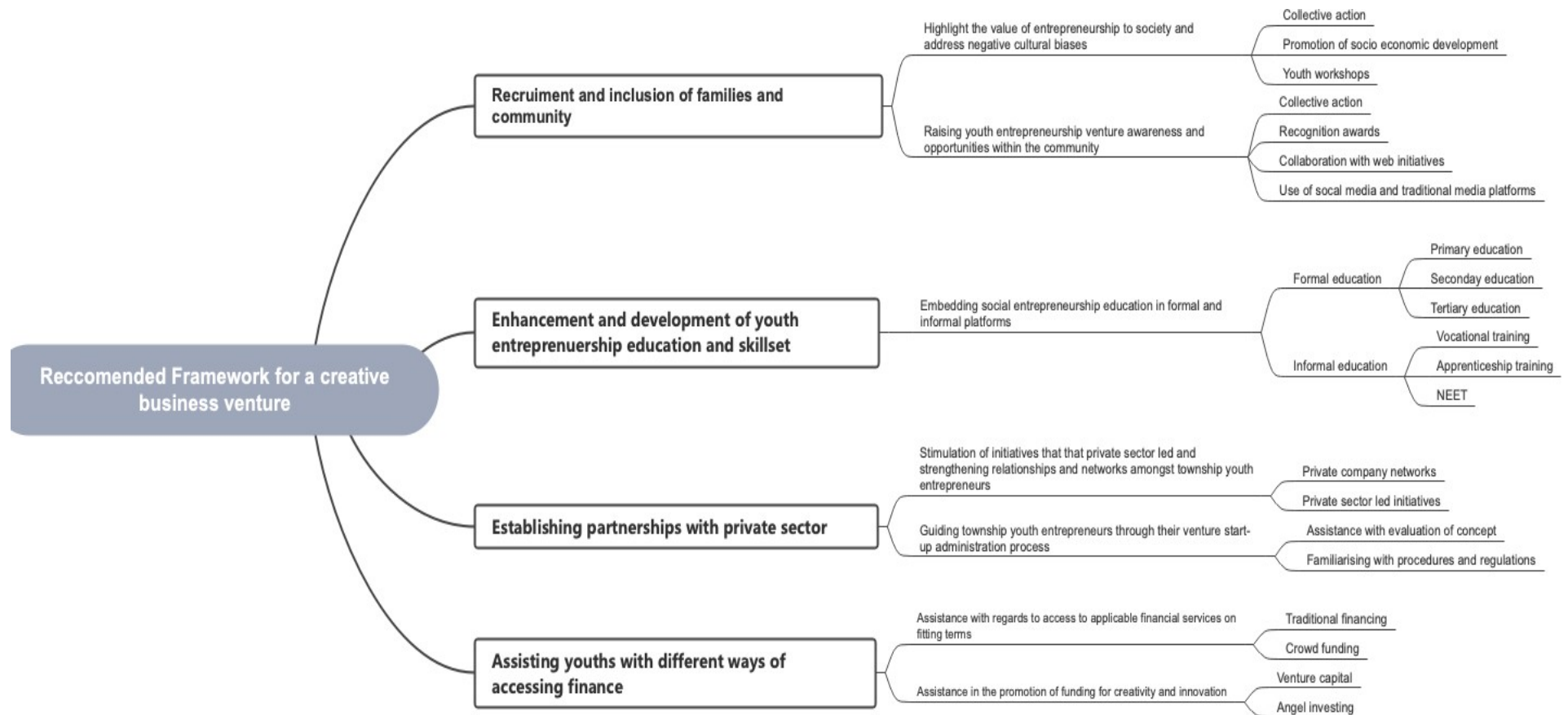
6.1.1 Introduction

From the discussions on the previous chapters as well as the interviews conducted for this social entrepreneurship project, this chapter presents an approach that will assist in the creation of a sustainable framework for the promotion of youth development within the Southwest Townships (SOWETO). To assess the viability of the following proposed business venture derived from the literature review and the findings discussed in the previous chapters, financial statements to estimate costs of venture creation have been prepared.

6.1.2 Proposed online application model

The model proposed is a creation of an online app that will be specifically focused on assisting new and starting out entrepreneurs. The app is intended to incorporate different aspects within different spectrums. It will be built such that one can access it to network with like-minded entrepreneurs, to search for mentorship and coaching opportunities, to gain knowledge and insights into the entrepreneurial world and for funding and capital opportunities. The app will partner up with private organisations, community support initiatives and established entrepreneurs.

Table 6: Blueprint for the proposed online application model



6.1.2.1 Social inclusion

A lot of programmes tend to focus a lot on entrepreneurs and its ecosystem, and often times little value is placed on social inclusion. This proposed online application model will be a tool through which social inclusion can be attained. With the use of any form of electronic device that has connectivity and access to internet, one is able to gain insights of what opportunities exist within the community, be updated on any youth upliftment workshops that may be occurring or on a broader aspect, what opportunities are available.

Information attained from the online application model can be connect to connect new entrepreneurs with experienced entrepreneurs for knowledge share and give young entrepreneurs an opportunity to learn more from the more established ones, whilst also building their own capacity and creating a bigger network for support and guidance. This online application model can also be used as a platform to bring together youths at early start phases, and communicate and share ideas on how their ventures can be nurtured and grown.

6.1.2.2 Enhancement and development of youth entrepreneurship education and skillset

To adequately acquire the necessary skills and competency for youths to pursue social entrepreneurship, effective entrepreneurship is key to laying the groundwork to develop township entrepreneurial culture. This works towards promoting concerted efforts towards the integration of entrepreneurship education within the township. The recommended online application model will be used to equip aspiring social entrepreneurs with the required skillset and knowledge for them to be successful in the field. This project proposes for capacity for young people to acquire entrepreneurial skills to be strengthened within the educational level and in both formal and informal platforms.

6.1.2.3 Establishing partnerships with the private sector

Within the townships and in the field of entrepreneurship, private companies, together with banking and financial expertise play a crucial role when it comes

to venture creation knowledge as they provide valuable entrepreneurial skills. The private sector plays an important role with regards to the provision of coaches and mentors that will assist youths with establishing their ventures and grasping challenges, growth prospects and the regulations that guide entrepreneurship.

The proposed online application business venture aims to partner with individuals from the private sector that will assist township youths to acquire the necessary business and technical skills. Through the online app, township youths can connect and establish mentorships with more established entrepreneurs within this field provides guidance and support on how to run a venture. Over and above, these private sectors led initiatives partnered with can assist township youth entrepreneurs to access the market, enabling them to gain knowledge and expertise that can help with future expansion.

6.1.2.4 Assisting youths with different ways of accessing finance

As was evident and pointed out by participants from the interviews conducted, access to finance and financial assistance is one of the key constraints for youth intrapreneurs, especially ones who are starting out within the townships. Investors and loan facilities tend to view youth as being risky investments as most of them do not have a credit history and rarely have the necessary collateral to be able to secure loans or acquire credit.

As an option, the proposed online app can be used as a substitute of traditional funding and can be implemented especially in the township for online crowd funding. Crowd funding will allow funding to be raised via technology such as social media. Although this mode of fund raising is still undeveloped within townships, should this recommended online app be able to break into this market, then it would prove to be quite a viable option for the assistance and upliftment of youth entrepreneurs that are struggling with financial assistance for their venture start-ups.

6.2 Financial statements

To estimate the viability of the proposed online app venture, the below financials has been drawn up

6.2.1 Forecast statement of comprehensive income

The comprehensive income statement highlights the assumption of no expected revenue in the first year of venture operation. Once the business has gained momentum, revenues are expected to pick up from the second year, followed by a steady growth that averages 38% year on year. Expenses are expected to increase 7% year on year in line with the long-term inflation outlook. Depreciation accounts for the depreciation of minor computer equipment over a 3-year period.

TOWNSHIP ONLINE VENTURE APP PROPOSAL FORECAST FINANCIAL STATEMENTS	2022/23	2023/24	2024/25	2025/26	2026/27
Statement of Comprehensive Income					
Revenue	R0	R2 475 000	R3 712 500	R5 011 875	R6 515 438
Cost for services provided	R0	R0	R0	R0	R0
Gross Profit	R0	R2 475 000	R3 712 500	R5 011 875	R6 515 438
Expenses					
Salaries and Benefits	R840 000	R898 800	R961 716	R1 029 036	R1 101 069
Rent and	R1 171 632	R1 253 646	R1 341 401	R1 435 300	R1 535 771
Overheads	R602 640				
Development	R47 997	R47 997	R47 997	R58 799	R58 799
Fees					
Depreciation & Amortization					
Interest	R0	R0	R0	R0	R0
Total Expenses	R2 662 269	R2 200 444	R2 351 115	R2 523 134	R2 695 638
Earnings Before Tax	-R2 662 269	R274 556	R1 361 385	R2 488 741	R3 819 800
Taxes	-R745 435	R76 876	R381 188	R696 847	R1 069 544
Net Earnings	-R1 916 834	R197 681	R980 197	R1 791 893	R2 750 256

6.2.2 Forecast Statement of Financial Position

The statement of financial position highlights that over the 5-year period, the venture is expected to be healthy with gradual increases in retained earnings paying off the initial investment by the founders by the fourth year. Due to the nature of the business and the decision to fully equity finance there are no leverage considerations as well as no accounts receivables foreseen.

TOWNSHIP ONLINE VENTURE APP FORECAST FINANCIAL STATEMENTS	2021/22	2022/23	2023/24	2024/25	2025/26
Statement of Financial Position					
Assets					
Cash	R384 531	R630 209	R1 658 404	R3 332 700	R6 141 754
Accounts Receivable	R0	R0	R0	R0	R0
Inventory	R0	R0	R0	R0	R0
Property & Equipment	R698 635	R650 637	R602 640	R720 238	R661 439
Total Assets	R1 083 166	R1 280 847	R2 261 044	R4 052 937	R6 803 193
Liabilities					
Accounts Payable	R0	R0	R0	R0	R0
Debt	R0	R0	R0	R0	R0
Total Liabilities	R0	R0	R0	R0	R0
Shareholder's Equity					
Equity Capital	R3 000 000	R3 000 000	R3 000 000	R3 000 000	R3 000 000
Retained Earnings	-R1 916 834	-R1 719 153	-R738 956	R1 052 937	R3 803 193
Shareholder's Equity	R1 083 166	R1 280 847	R2 261 044	R4 052 937	R6 803 193
Total Liabilities & Shareholder's Equity	R1 083 166	R1 280 847	R2 261 044	R4 052 937	R6 803 193

6.2.3 Forecast Statement of Cash Flow

The cashflow statement highlight a significant drain of available cash in the first 2 years due to the loss-making nature of the business as it invests in resources and marketing campaigns before revenue is initially realised. Cash flows following the first 2 years are expected to be healthy given the high profitability of the business. Investment cash flows are noted in year 1 and year 4 as computer equipment will be purchased in these years as well as the initial development of the app in year 1.

TOWNSHIP ONLINE VENTURE APP FORECAST FINANCIAL STATEMENTS	2021/22	2022/23	2023/24	2024/25	2025/26
Statement of Cash Flow					
Operating Cash Flow					
Net Earnings	-R1 916 834	R197 681	R980 197	R1 791 893	R2 750 256
Plus: Depreciation & Amortization	R47 997	R47 997	R47 997	R58 799	R58 799
Less: Changes in Working Capital	R0	R0	R0	R0	R0
Cash from Operations	-R1 868 837	R245 678	R1 028 195	R1 850 692	R2 809 054
Investing Cash Flow					
Investments in Equipment	R746 632	R0	R0	R176 396	R0
Cash from Investing	R746 632	R0	R0	R176 396	R0
Financing Cash Flow					
Issuance (repayment) of debt	R0	R0	R0	R0	R0
Issuance (repayment) of equity	R0	R0	R0	R0	R0
Cash from Financing	R0	R0	R0	R0	R0
Net Increase (decrease) in Cash	-R2 615 469	R245 678	R1 028 195	R1 674 296	R2 809 054
Opening Cash Balance	R3 000 000	R384 531	R630 209	R1 658 404	R3 332 700
Closing Cash Balance	R384 531	R630 209	R1 658 404	R3 332 700	R6 141 754

Conclusion

For the creation of the proposed online app business venture, careful considerations were observed in ensuring that the business venture addresses the concerns that came to light from the findings in chapter four. To ensure the upliftment of township youth entrepreneurs and the development of creative ventures, new and innovative models are required to facilitate transformation and for the reduction of unemployment rates within townships. This requires sufficient skillsets, partnerships between different stakeholders and social inclusion. In a world of technological advancement, an online based model for a social entrepreneurship project that promotes joint value creation and creation of community wealth is proposed.

Chapter 7

Project outcome and conclusion

7.1.1 Introduction

This chapter outlines the project outcomes for the proposed online application business venture. The proposed venture was guided by the literature review discussed in chapter two and the findings from interviews that were conducted with new youth entrepreneurs, established entrepreneurs, community support representatives and the local government.

7.1.2 Project outcomes

7.1.2.1 Outcome 1

The first research question focused determining ways through which entrepreneurial skills and capabilities could be implemented such that they ensure that youth ventures within townships could prosper.

In order to ensure successful youth creation ventures that can adequately be used as a tool for the reduction of youth unemployment, the first and foremost important aspect is to try and get the families and the community to show more support and encouragement for the creation of these ventures. Within certain communities such as townships, there tends to be a lot of societal attitudes towards venture creation and entrepreneurial fear, coupled with limited promotion of youth entrepreneur opportunities with little to no platforms to foster engagement. As was discussed in the literature review, these are some barriers that undermine efforts intended to create a culture of entrepreneurship.

The online app venture proposed by this social entrepreneurship project encourages the promotion of social entrepreneurship awareness and opportunities within the township. This can be done through collective action and collaboration with web based initiatives such as social media and traditional media.

7.1.2.2 Outcome 2

The second research question focused determining ways through which entrepreneurial skills and capabilities could be implemented such that they ensure that youth ventures within townships could prosper.

The integration of both formal and informal entrepreneurship education is a crucial measure in guaranteeing that youths can acquire relevant skills and competencies to allow them to become successful social entrepreneurs. For aspiring entrepreneurs within the township, education needs to occur from the ground level. This will not only improve chances of changes and economic upliftment, but it also reduces the high unemployment rates and chances of obtaining formal employment are higher. With better provision of education within the township, poverty also gets reduced.

Entrepreneurship needs for education to be focused on coaching an entrepreneurial mindset and that must be started at an early age, with the curriculum being adapted at different stages of the education system. Curriculum must be amended such that entrepreneurial education is implemented from the elementary level. Through the entrepreneurial education journey, the different education levels should shift from awareness acquired from the primary stage, through a formative phase at the secondary level and lastly to upcoming entrepreneurs developed at universities and vocational learning.

7.1.2.3 Outcome 3

Formation of partnerships with the private sector that will be more focused towards youth entrepreneurs who are starting out and ones who are already established for there to be skills transferred. With these partnerships, social assist such as technical skills and networks will provide youth entrepreneurs will the technical skills and gain first-hand experience on how to manage a business venture. Partnering with private companies for mentoring and coaching purposes will in turn assist township youth entrepreneurs to break into the economic sector

and access the market, enabling them to gain the knowledge and expertise they need.

7.1.2.4 Outcome 4

Township youth social entrepreneurs depend on their own capital from their own pockets or from their families and friends whilst others depend on personal savings and assets to be able to start their own ventures. The last outcome of this social entrepreneurship is to aid township youths who are trying to create their own ventures to help them access to funding from applicable financial services. This will in turn enhance their entrepreneurial ecosystem and provide them with services that are tailored to their entrepreneurial ventures.

7.1.3 Conclusion and future considerations

As was stated at the start of this research project, South African townships area hive for entrepreneurial activity, with the challenges of social problems such as lack of support, knowledge, and capital. The proposed online app business venture will be used as a platform that will not only respond to the common township challenges, but one that will use technology to reduce social barriers and assist in the development of the community.

The prediction made by this research project is that the proposed online app business venture will evolve over time as technology advances and better ways of implementing the model are established. For this proposed online app venture to be fruitful and assist township youths, it is crucial that there are partnerships established with other stakeholders such as community support organisations and private companies.

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