BUSINESS ESWATINI

STRATEGIC PLAN





2018-2021

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ACRONYMS

AFCFTA African Continental Free Trade Area

AGOA African Growth and Opportunity Act

BCC British Chambers of Commerce

BE Business Eswatini

CEO Chief Executive Officer

CRM Customer Relationship Management

EU- EPAs European Union - Economic Partnership Agreement

EU European Union

FESBC Federation of Swaziland Business Community

FSE&CC Federation of Swaziland Employers & Chamber of Commerce

FTA Free Trade Area

HODs Heads of Departments

HR Human Resources

ICT Information Communication Technology

ILO International Labour Organisation

IOE International Organization of Employers

IR/SP Industrial Relations and Social Policy

KPAs Key Performing Areas

KPIs Key Performance Indicators

KYM Know – Your – Member

MOU Memorandum of Understanding

PESTEL Political Economical Social Technological Environmental Legal

PPPs Public Private Partnerships

SADC Southern African Developing Countries

SEDCO Swaziland Entrepreneurship Development Company

SEPARC Swaziland Economic Policy Analysis and Research Centre

SIPA Swaziland Investment Promotion Authority

SPPRA Swaziland Public Procurement Regulatory Agency

SWOT Strengths Weaknesses Opportunities Threats

TUCOSWA Trade Union Congress of Swaziland

TVET Technical Vocational Education and Training

US United States

FOREWORD BY THE PRESIDENT

On behalf of the Board of Directors of Business Eswatini, I would like to express our gratitude and

sincere thanks to the International Labour Organisation (ILO) for their support, financial and capacity,

in the development of the 2018-2021 Business Eswatini Strategic Plan.

The Strategic plan comes at a time when Eswatini is facing several challenges which include fiscal

deficiencies amongst others. For Business Eswatini, this calls for improved advocacy and

representation of the private sector in order to stimulate and sustain economic activity.

This Strategic Plan, having been informed by a Perception Survey of business and other stakeholders,

has been made to prioritise the needs of Business Eswatini membership and the business community

at large as a matter of urgency.

The Business Agenda 2018-2019 which also informed the Strategic Plan, highlights some of the key

pillars that business views as critical to resuscitate the economy. The Strategic Plan also seeks re-

direct the activities of Business Eswatini Secretariat to devote more time and energy on advocacy

issues.

It is also critical to invite members to use Business Eswatini to advocate for improved processes in

their respective industries to influence the ease of doing business. A lack of engagement by members,

as it has been noted, leads to compromised effectiveness of the organisation.

I wish to thank all members and all other stakeholders who contributed towards the Strategic Plan.

Andrew le Roux - Business Eswatini President

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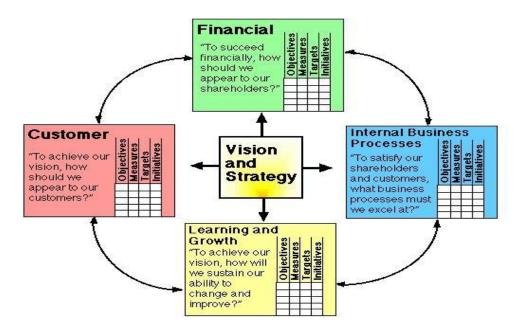
1.0 **EXECUTIVE SUMMARY**

The organization has been guided by a strategic plan which ended in 2017 hence the need to formulate a new one. This strategy should inform the annual operation plans of the federation for the next 3 years from 2018- 2021. The strategic plan has been developed through a highly participative and consultative process. The major stakeholders of Business Eswatini including, but not, limited to Government, organized business, organized labour, Employees, Management, Board Development Partners, Membership and many others have been involved in the process of developing this strategic plan.

The strategic planning exercise was preceded by a perception survey to measure the level of satisfaction and general perception of the Federation by Members and key stakeholders. The perception survey report was presented during the strategy session to inform the environmental scanning exercise for strategy development. Members were reached through a structured questionnaire while the other stakeholders were engaged on a one on one basis through strategic representation.

In coming up with the strategic thrusts/ focus areas, two strategic planning tools were used being, the balance score card as well as the PESTEL (Political, Economic, Social, Technological Environmental and Legal). The balance scorecard has four themes as indicated in the diagram below.

1.1 THE BALANCE SCORE CARD



1.2 <u>The PESTEL (Political, Economic, Social, Technological, Environmental and Legal Environment)</u>

Based on the perception survey as well as the other models used during the strategy sessions, the following highlights were made.

- 1.2.1 There is a great need to focus on the core mandate of Business Eswatini, being advocacy and lobbying. It was observed that the secretariat is spending more time with non-core services as opposed to the founding objectives of Business Eswatini. This shift is not sustainable for the future and not desirable to the Membership
- 1.2.2 There was a gap in terms of member engagement and communication. It was felt that the secretariat could as well be doing things on behalf of members but this is not well communicated to members hence the reduction on the level of satisfaction within the membership.
- 1.2.3 It was also noted that Business Eswatini needs to develop strong accountability between the secretariat and members who represent Business Eswatini in various strategic Boards to ensure that there is informed representation on key issues facing BE, as well a structured mechanism on feedback and progress.

- 1.2.4 It also came up that there is a very urgent need to develop and re-invigorate stakeholder engagement frameworks with key strategic partners in putting forward the advocacy agenda of Business Eswatini.
- 1.2.5 There is a need to focus on **sustainability models** to improve revenue generation, collection coupled with cost containment.
- 1.2.6 The **internal processes** of the secretariat needs **strengthening** in terms of capacity and responsiveness including human capital and general infrastructure.
- 1.2.7 There is need to align services with member needs and core mandate as well as development of robust **monitoring and evaluation frameworks**.

Based on the outcomes identified above, there are five strategic focus areas identified as key for the 3 years 2018-2021;

- a. To prioritize advocacy and lobbying as a key founding objective of Business Eswatini to align with the Business Agenda.
- b. To develop an effective communications strategy with membership.
- c. To strengthen stakeholder engagement with members and key strategic partners.
- d. To realign Business Eswatini business models including services and subscriptions to better position the entity for sustainable and effective delivery.
- e. To rebrand the organization in line with the name change of the country.

A new vision and mission, together with new values were identified. It was emphasized that these strategic statements should be translated into robust internal processes and deliverable actions of business Eswatini.

A comprehensive SWOT analysis was carried out using the chosen modes. The SWOT analysis as well as strategic thrusts were used to inform action plans with indicators for adoption by the Board.

It is important to note that the strategic plan actions have not been costed and as such, it is expected that in each budget circle, strategic action points should be costed and included in the budget.

2.0 INTRODUCTION AND BACKGROUND

Business Eswatini (BE) is the mouth- piece for organized business and employers in Eswatini. Business Eswatini, formerly known as Federation of Swaziland Employers and Chamber of Commerce (FSE&CC) came out of an amalgamation of the Swaziland Chamber of Commerce & Industry (formed in 1916) to the Federation of Swaziland Employers (formed in 1964) in July 2003. It is the leading private sector business organization acting as a bridge for cooperation between business and government on efforts to help remove barriers to trade, mobilize investment, foster a good environment for business, and promote good practice in corporate governance and corporate citizenship.

It represents more than 600 businesses including Eswatini's top 200 companies, employing the vast majority of workers outside of Government. Membership is voluntary and open to businesses/employers of any size or industry.

The organization is able to deliver its mandate through the Secretariat working in conjunction with the Business Eswatini Board of Directors and members within specific and ad hoc committees whose mandate is to pursue the interests of the larger membership. Below are the strategic drivers of Business Eswatini and consequent structures.

The broader vision of Business Eswatini is to be an inclusive, unifying and representative business umbrella body that fosters a conducive, vibrant and sustainable economic environment for Eswatini. The organization's mission is to effectively engage in and influence policy decisions affecting the business community; provide efficient, relevant, professional and quality services to business for sustainable growth and development and lastly; to seek to ensure that the Government of Swaziland (GoS) and other stakeholders understand and appreciate the role and the contribution of business in promoting economic growth in Eswatini. The work of Business Eswatini revolves around advocacy and lobbying for the interests of members, representation of members in various statutory and non-statutory bodies and the provision of services.

THE VISION, MISSION AND CORE VALUES STATEMENT

VISION

To be the Voice of Business in Eswatini.

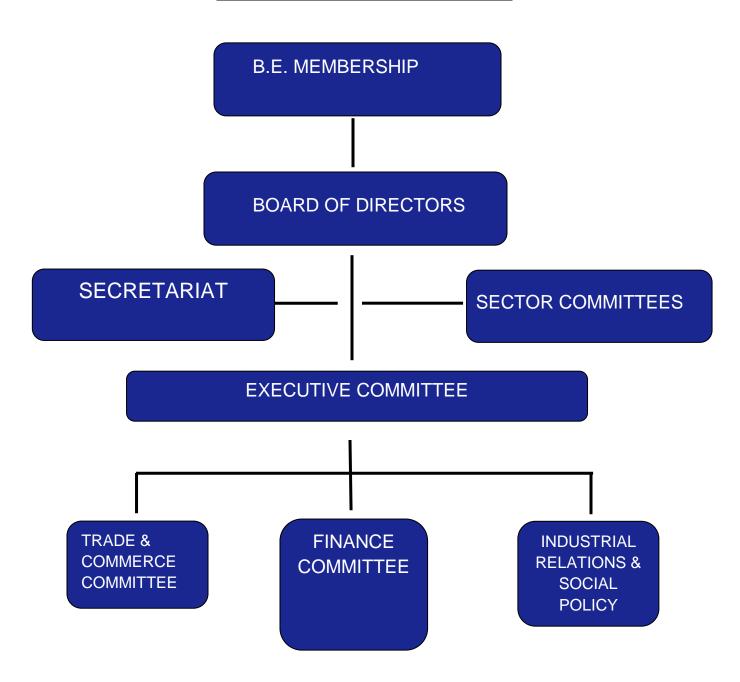
MISSION

To promote a conducive business environment through advocacy, stakeholder engagement, representation and delivery of useful services to members.

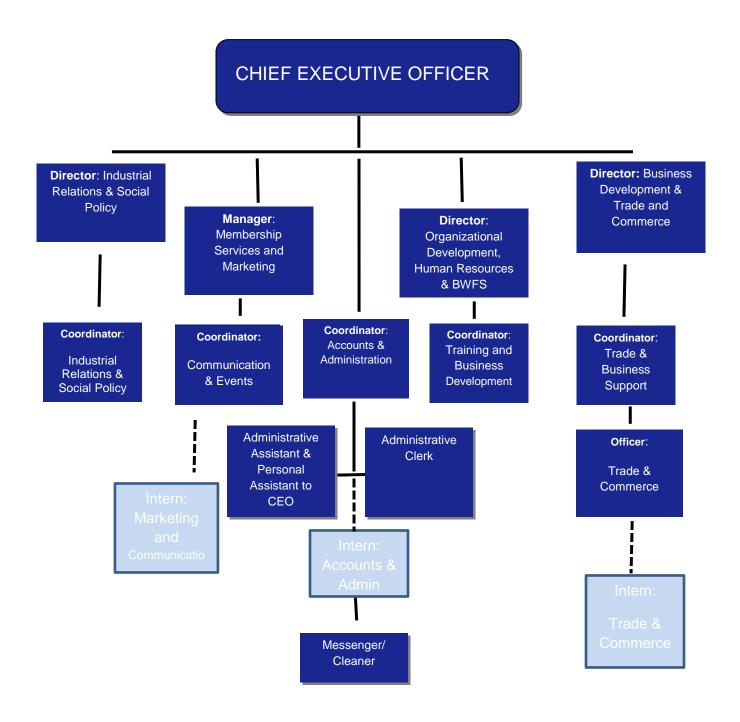
CORE VALUES

- Accountability
- Inclusivity
- Effectiveness
- Quality
- Agility

B.E. GOVERNANCE STRUCTURE



THE SECRETARIAT



3.0 THE ESWATINI ECONOMY

The Kingdom of Eswatini is a small, landlocked, open economy, with close trade and financial ties with South Africa. Around 70% of the country's 1.3 million people are based in rural areas. 63% of the population lives below the national poverty line and 42% below the international poverty line. Unemployment stands at 23% of active population in 2017. Income inequality remains one of the highest in the world, reflecting high unemployment and unequal distribution of wealth (UNDP Human development report 2016). A lower middle-income country, it registered a GDP of US\$4,118 billion in 2015 (current prices).

The economy comprises agriculture (10% GDP), industry (37%) and services including Government (52%). Manufacturing of Coca-Cola concentrate and sugar-related processing, other agriculture and agro-processing (vegetables, fruits, meat, etc.), forestry and mining are the mainstays of the economy. Tourism has a potential to develop. Eswatini's economy has a relatively small domestic market size. In previous periods, Swaziland has relied on exports as an engine of growth. The country accounts for 0.01% of the world imports and exports, exports still have to be diversified as sugar commodity remain the dominant export products.

In the 1980's, Swaziland registered rapid average economic growth that far surpassed those of other members of SACU, SADC and COMESA countries. However, economic growth started deteriorating in the 1990s with the situation significantly worsening since 2011. Real GDP growth rate remains stays muted at around 1% in 2016 to the first quarter 2018 and growth is not expected to return rapidly in relation to fiscal challenges and declining investment flows to the country.

The low-growth levels are blamed on 2015/2016 exceptional drought, a weaker mining sector, and a difficult external environment, especially as South Africa's economic performance and monetary policy impacts directly on the local economy. South African market accounts for an estimated 90% of Eswatini's imports and consumes about 60% Swazi exports. The national budget is highly reliant on the Southern African Customs Union (SACU) revenues (43% of Government receipts in 2017/2018 budget). The country has been experiencing growing fiscal deficits leading to growing public debt (25% of GDP in 2016/2017)

There is a need to do more to attract private sector investment into the country at a particularly low level. The government is also aware of this need to attract both foreign and domestic investments to raise economic growth and employment and has presented recent initiatives to facilitate such investment, such as the Private Sector Development Strategy (PSDS), the Investor Road Map (IRM)

and the Economic Recovery Strategy (ERS). Unfortunately, the actual implementation of these strategies is slow, with limited impact on the ground. Thus, the Eswatini Investor roadmap from 2005, relaunched in 2012, recommended various regulatory reforms to improve the country's competitiveness; but several key reforms remain to be completed and the momentum to improve the business/investment environment need to be regained (in the World Bank Doing Ease of Doing Business report 2018, the country's ranking has deteriorated standing at 112 out of 159 countries). The legal and regulatory environment is unpredictable as the executive and parliamentary processes to draft and amend legislation are lengthy and slow.

4.0 <u>2014-2017 STRATEGIC REVIEW</u>

The 2018-2021 Strategic Plan comes in to shape the direction of Business Eswatini and re-align according to the changes that have occurred in the business environment, with the 2014-2017 Strategic Plan having come to an end.

The 2014-2017 Strategic Plan has assisted to crystallize the mandate of the organization and translate it into plans of action which were carried out by the secretariat in the period under review. Some of the achievements made, though without challenges, include the improvement of the relations with stakeholders (especially Government) and the improvement of the organization's visibility which remains a work in progress.

Positive engagement of all stakeholders remains a critical ingredient for the organization to work harmoniously and in line with the mandate given by members. Again, this remains an area of focus even in the 2018-2021 strategic plan.

5.0 **SWOT ANALYSIS**

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Reduced communication costs	Underutilized Business Eswatini website	Availability of social media platforms that are effective communication modes	Slow and unreliable IT infrastructure
Improved relations with Government ministries	Government ministries continuously updated.		Flawed ICT Legislation in the country
Platforms to discuss advocacy issues Sector meetings Mandate meetings Numerous communications channels (newsflash, social media, website, CRM, print media	work plans aligned to CRM ector meetings andate meetings amerous mmunications annels (newsflash, cial media, website,		High uncompetitive communication costs compared to SADC region
Improved perception (the organisation has improved such that it is not where it used to be)	High staff turnover (absence of benchmarking exercise to unearth causes and remedies)	Water harvesting opportunities exist (dams, PPP's)	Government's manual communication system resulting in inefficient communication. e.g. lack of emails
Improved visibility from where we used to be			Climate change (for agriculture industries, inflation, economy)
Improved relations with TUCOSWA and FESBC	Poor attendance of sector meetings	Develop partnerships with new legislators	Corruption is predominant
Committed Board	Vague membership categorization leads to confusion among members.	Opportunity to leverage on MOUs with SIPA, SEDCO, SPPRA, SEPARC (especially on research & resource Centre)	Over regulation of industry impedes with ease of doing business
Loyal top members	Diverse activities result in lack of focus on the core mandate of advocacy and lobbying.	Identify and get funding from development partners	Lack of policy to drive government

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
A strong and dedicated Executive Committee	Inadequate review of the strategy	Engagement at a regional and International levels and through SADC Private Sector Forum and the IOE to improve benchmarking with other similar organizations. (Labour Law Guide)	Policy instability in the country
FSE&CC (BE) Brand is perceived positively	Lack of proper induction as a result of poor recruitment processes	Regional development issues (migration, portability of social security benefits, industrialization)	Conflicting and fragmented policy and regulatory initiatives
Good relations with ILO, EU, Taiwan and US embassies.	Lack of overall annual service (advocacy, consultancies, trainings, seminars and events) evaluation	Participation in the development of the new Decent Work Country Programme	Poor consultation by government on policy and legislative development
Constitution of Business Eswatini in place	Offering low demand services e.g. Work permits, structured programs on training calendar	Rebranding and revitalization of organisation would give improved impetus	Inefficient and expensive judiciary processes
Good relations with strategic partners - Accredited service providers (trainings)	Absence of database of external consultants	New export market opportunities -AGOA re-instatement -SADC-EU EPA -Taiwan Agreement -AFCFTA	Lack of policy coherence within government
Sufficient internal controls	Lack of overall annual service evaluation – developing meaningful indicators	Platforms to influence policy -IRMU -BCC	Lack of fiscal discipline within Government
Presence of Policies: (Finance & Travel), Production of Management Accounts	Lack of advocacy strategy and implementation plan	Public Private Partnership policy framework is in place	Lack of responsiveness and accountability
Ability to generate revenue through subs, seminars, trainings and events	Member responsiveness to engage on issues	Available tripartite structures	Government fiscal position is weak

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Well – positioned to mobilise additional resources in terms of our relationships with development partners	Under-utilisation of various communication channels	Reformation of social protection systems	Tax regime; restrictive to economic growth
	Absence of quality management systems-advocacy tools	Education and training sector reform -National Qualifications Framework (TVET)	Increasing indirect taxes
	inequitable prices service offering in advocacy (membership categorization)		Consequences of poorly drafted legislation/not creating a conducive business environment
	The organizational structure is not well aligned in terms of collective advocacy		Government crowding out private investment (lack of a privatization policy)
	Lack of a comprehensive Finance Policy: Risk; Procurement;		Stagnant economic growth
	High ratio of expenditure to guaranteed income		Uncoordinated economic empowerment Inefficiency as a result of government bureaucracy Bloated public sector
	Inadequate reserves		Poor Public service delivery
	Single major source of income (subs)		High Poverty levels
	Budgeting process not aligning to strategy		Scarcity of relevant skills for industry

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
			(e.g. tourism. Skill deficit data is required to inform advocacy agenda)
	Changing focus/priorities (monitoring and evaluation framework)		High unemployment rate
	Lack of adherence to Membership exit process		
	Insufficient capacity to prepare concept notes for resource mobilization (Tap into strategic service providers)		Absence of national social protection
			Ineffective public health system

6.0 ACTIVITY PLANS (P.T.O.)

THRUST 1: PRIORITIZE ADVOCACY AND LOBBYING				
IDENTIFIED GAP	OBJECTIVES	ACTION	TIME FRAME	ACTION INDICATOR
Diverse activities result in	To reposition the	Restructure the	December, 2018	Change of job
lack of focus on the core	organization in line with	organization to re-align		description and
mandate of advocacy and	advocacy and lobbying as	departmental KPAs and		development of
lobbying.	the core mandate	KPIs to focus on advocacy		departmental action
		and lobbying and less on		plans that are
		services and events.		consistent with the
				business agenda.
		Conduct abile sodie to	D	Chille and the second
		Conduct skills audit to inform skills levels on	December 2018	Skills audit report
		advocacy.	1.1.0040	A I too'd I
		Capacity building relating	July 2019	Approved training plan
		to all advocacies and		implemented
		lobbying skills. E.g.		
		developing position		
		papers.		
		Develop an advocacy	August 2018	Advocacy Strategy and
		strategy and		implementation plan in
		implementation plan		place
		Develop an advocacy	August, 18	A monitoring and
		monitoring and evaluation		evaluation framework
		framework		in place
	Prioritize the	Develop an	December 2018	Business Agenda
	implementation of	implementation plan for		2017-19
	Business Agenda 2017-	the 2017-19 Business		implementation plan in
	2019	Agenda		place

THRUST 2	THRUST 2: RE-ALIGN COMMUNICATION STRATEGY					
IDENTIFIED GAP		OBJECTIVES	ACTION	TIME FRAME	ACTION INDICATOR	
Ineffective processes.	communication	To strengthen communication with members and other stakeholders	communications audit for	August 2018	Communications audit report in place	
			Review Communications Strategy	August 2018	Reviewed Communications Strategy in place	
			Capacity Building including communications officer replacement	Ongoing	Training Plan in place	
			Have sector meetings, member visits and calls	At least 2 meetings per sector per annum	Sector minutes, sector position papers, Member information	

THRUST 3: STAKEHOLDE				
IDENTIFIED GAP	OBJECTIVES	ACTION	TIME FRAME	ACTION INDICATOR
In-adequately engaged	To strengthen	Develop a stakeholder	June 2019	Stakeholder
stakeholders. E.g.	Stakeholders'	engagement framework		engagement
Members, Board & Government	engagement			framework in place
		Conduct a stakeholder analysis to inform the organization of their needs and expectations	June 2019	Stakeholder analysis report
		Implement stakeholder analysis report	On-going	Progress Reports
		Leverage on collaborative frameworks/MOUs with stakeholders	On-going	Progress Reports on implementation
Ineffective feedback on current advocacy issues	To strengthen feedback mechanism on current advocacy issues	Develop an effective feedback mechanism. E.g. meeting minutes, newsletters,	On-going	Feedback mechanisms in place
		To strengthen the Know- Your-Member Campaign (KYM)	On-going	Accurate Member information and needs

	Re-invigorate	strategic	On-going	Consistent	strategic
	visits and calls			visits	

THRUST 4: RE-ALIGN BUSINESS MODEL INCLUDING SERVICES AND SUBSCRIPTIONS- RE-ALLOCATION OF RESOURCES AND ORGANIZATIONAL STRUCTURE

IDENTIFIED GAP	OBJECTIVES	ACTION	TIME FRAME	ACTION INDICATOR
Secretariat's focus on non-	Realigning service	Conduct a needs	December 2018	Member needs
core services at the expense	provision in line with new	assessment for the		catalogue developed
of founding objectives.	mandate, i.e. Focussing	organisation		
	on advocacy and lobbying			
		Identify key strategic	January 2019	Database of service
		partners to deliver	-	providers
		services		
		Develop monitoring and	January 2019	Framework in place
		evaluation framework of all	dandary 2010	Tramework in place
		services		
		services		
		Refine Service Level	March 2019	Signed Service Level
		Agreement		Agreements
Vague membership	To re-align and develop a	Review the membership	June 2019	Revised Membership
categorization and benefits	meaningful categorization	categorization and		Category
	framework	benefits		
Inadequate reserves	Increase revenue	Enforce constitution on	On-going	Decreased defaulting
	generation while reducing	non-payment of		members
	costs	subscriptions		
		Re-align expenditure to	On-going	Revised budgets
		focus more on the core		
		mandate		

		Leverage or development	On-going	Additional resources
		partners to enhance		for advocacy
		advocacy and lobbying on		
		strategic issues of interest.		
Insufficient capacity to	To put in place capacity	Identify a strategic partner	December 2018	Strategic partners
engage strategic	development framework	to offer proposal writing		identified
development partners for		services.		
resource mobilization				
Governance of the BE not in	To align BE Governance	Benchmark governance	December 2018	Benchmark Report
line with best practice	with best practices	(structure) of employer/		
		business member		
		organizations		
		Review the constitution to	September 2019	Amended Constitution
		allow for the change in the		
		organizational structure as		
		informed by the		
		benchmarking report.		
High staff turnover (absence	To improve staff retention	Benchmark retention	February 2019	Benchmarking Report
of benchmarking exercises)	TO improve stail retention		1 Goldaly 2019	Denominarking Keport
or benchinarking exercises)		strategies		

	Develop a recruitment and	May 2019	Recruitment and
	retention strategy as		Retention Strategy in
	informed by the		place and implemented
	benchmarking report		
	Review HR and related	November 2019	Revised Policies
	policies		
Improve staff capacity	Conduct a skills audit	December 2018	Skills Audit Report
	Develop a staff training	March 2019	Staff training plan
	plan		
	Resource mobilisation for	Ongoing	Training Budget
	capacity building		

THRUST 5: RE-BRANDING THE ORGANIZATION IN LINE WITH THE NAME CHANGE TO ESWATINI				
IDENTIFIED GAP	OBJECTIVES	ACTION	TIME FRAME	ACTION INDICATOR
People misconstrue	Strengthen	Change name to	July 2018	Name changed in
FSE&CC with FESBC.	organizational brand	Business Eswatini		Companies Registry
		Review Brand Manual	August 2018	New Brand Manual
	Resource mobilisation	To carry out Resource	June 2018	Rebranding exercise
	for rebranding campaign	mobilisation for		budgeted for
		rebranding campaign		
	Improve visibility of new	Promotion of new brand	September 2018	Stakeholders
	brand	through awareness		awareness of new
		campaigns		brand

7.0 MONITORING & EVALUATION

The organization strategic plan is a joint effort by membership of the Federation (BE) and as such, it is not a program in nature, but rather an effective tool by the organization. Monitoring and evaluation of this strategic document therefore becomes paramount and an important focal area towards the attainment of the strategic goals set and their impact.

The CEO of the organization will, on quarterly and annual basis, produce organizational performance reports for presentation to and adoption by the Board. Quarterly reports will be subject to review by the Board in the quarterly meeting while the annual reports will be instrumental as basis for annual review of the direction of the organization.

The Board shall meet, at minimum, on a quarterly basis to discuss issues of mutual interest, as well as considering the performance reports from the CEO. Such considerations shall be followed by recommendations for actions on issues arising from the implementation of the strategic plan.

The organization shall hold an annual strategic performance reviews meeting where the implementation of the strategic action plans shall be subjected to review in order to inform the coming year. Such a review will consider significant changes in the environment under which the organization is operating and take necessary steps to adjust the strategic plan towards achieving more for the organization, taking advantage of emerging opportunities in the environment. The annual reviews meetings will have output in the form of strategy review reports with action items flowing from such meetings and reports.

8.0 ANNEXURES

8.0.1 FSE&CC (BE) Perception Survey Report (linked herewith)