

# Easy Security

Smart Kunene is a Property Point alumnus. Some might even call him a veteran of the Property Point business incubator and accelerator programme.

Whatever label you choose to bestow upon him, the one thing Kunene is proud of is that he was among the first small businesses to be incubated by Property Point when it started the programme over a decade ago. Today, he is a success story and a better businessman because of it.

Kunene is the owner of Easy Security, a company formed when people could still see into each other's yards instead of being blocked by high walls. Back then, Kunene peddled gates and motors in Thokoza on the East Rand; occasionally offering guarding services.

He enjoyed being a "businessman" but was frustrated by his company's lack of growth. After all, being a "businessman" meant he should be flashy rich, right?

As Kunene would find out, running a business means more than raking in the Rands. It means hard work, dedication, lots of tiresome but necessary paperwork, a willingness to take risks and evolve, and a host of other things.

"The programme was very influential in changing my mindset about business," he recalls.

"Through working with mentors, I realised that I was not really a businessman because I had no idea how a business was run. The programme helped me understand what a business is and how to grow it. I learned about things I never knew of; like finance, mentorship, operations, Human Resources, and that there are various departments in a business that interact."

Critical to his entrepreneurial journey was learning the value of listening and being patient, as well as implementing the lessons learnt.

Kunene is grateful for the programme's teachings, which he still implements today. He credits the mentorship for helping him sustain the business, have a competitive advantage, understand the weaknesses of his competitors and capitalise on opportunities.

Right now, Kunene is focused on building Easy Security to become one of the South Africa's top 50 players in the security industry in the next five years.

"Business evolves and you need to keep changing with the industry, that's why we are moving towards the use of technology now. I've learned to spot and capitalise of these opportunities through the Property Point programme. It has really sustained me through time," he concedes.