

Shoprite giving away R1.4m in prizes to small businesses with 2020 Hustle Competition

Shoprite is once again throwing its weight behind small businesses with the launch of the 2020 Hustle competition.

This year the popular competition will award 20 established small business owners with prizes valued at R1.4 million. Each winner will receive R50,000 in cash, and a short course from [Get Smarter](#) valued at R20,000.

Success in the competition, which was first launched in 2018, has served as a launch pad for previous winners including [one that has gone on to become a national supplier](#) to Shoprite and Checkers.

Shoprite recognises the critical role SMME's (Small, Medium and Micro Enterprises) play in growing South Africa's economy and creating much needed jobs, and with the Hustle competition it aims to celebrate and support small businesses with potential, to help them grow even further.

It may even result in access to Shoprite's consumer market, as is the case with [Toys with Roots](#). The three-year-old company entered the 2018 Hustle competition to gain exposure for its range of African dolls - and ended up being one of the inaugural winners.

Aside from the much-needed cash injection that boosted the young business, its Rainbow Kids dolls are now available at Shoprite and Checkers supermarkets around the country.

This year Shoprite is looking for 20 new entrepreneurs to celebrate. Entrants into the Hustle competition must be at least 18 years old and a citizen or permanent resident of South Africa. Their business must also be tax-registered with a valid VAT registration number, and have been in operation for at least six months.

Entries must be submitted [online](#) between 3 August - 4 September 2020, and winners will be announced from 14 September - 31 October 2020.

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