

More than R1 million in prizes up for grabs in Shoprite's small business competition

Shoprite is once again stepping up to enable entrepreneurs to grow their businesses with the [2021 Shoprite Hustle competition](#).

The annual competition boosts small business development and will celebrate established and promising small business owners who stand to win a share of more than R1 million in prizes. The 20 winners will each receive R50 000 in cash, a laptop, digital and social media support and access to [Startup Circles'](#) Ignition programme.

Shoprite recognises the critical role the [more than 2 million SMME's \(Small Medium and Micro Enterprises\) in South Africa](#), many of which are in the informal sector, play in growing the country's economic future.

Established small business owners, aged 18 or over and a citizen or permanent resident of South Africa, are eligible to apply. Entries must be submitted [online](#) by 19 September 2021, and winners will be announced between 27 September and 31 October 2021. [Terms and conditions](#) apply.

Past Shoprite Hustle winners include small businesses from various sectors including fashion, agriculture, education, beauty, green energy and tourism.

END