



Youth Participation and Entrepreneurship in South African Business Landscape

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Abstract

Youth entrepreneurship has become a critical component of South Africa's evolving business landscape, reflecting broader trends in African economies. A mixed-methods approach was employed, including structured interviews with entrepreneurs aged 18-35 and a comprehensive survey targeting young business owners across South Africa's major cities. Youth entrepreneurs reported significant barriers to accessing funding (72%) and mentorship opportunities (64%), highlighting the need for targeted support initiatives. The findings underscore the importance of tailored educational programmes and financial assistance schemes aimed at enhancing youth entrepreneurship in South Africa. Policy makers should prioritise the development of infrastructure that fosters a supportive environment for young entrepreneurs, including access to capital and mentorship resources.

Keywords: *Africanization, Entrepreneurship, Youth, Development, Contextual Analysis, Qualitative Inquiry, Stakeholder Engagement*

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