



Youth Entrepreneurship Programmes in South African Cities: Impacts on Business Growth and Employment Creation

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Published: 14 November 2008 | **Received:** 17 August 2008 | **Accepted:** 18 October 2008

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DOI: [10.5281/zenodo.18877867](https://doi.org/10.5281/zenodo.18877867)

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Abstract

Youth entrepreneurship programmes in South African cities aim to support young people's business ventures and employment creation. Qualitative case studies were conducted in three major South African cities to evaluate programme effectiveness through interviews with participants and evaluators. Entrepreneurial businesses that participated in youth entrepreneurship programmes saw a 40% increase in revenue compared to those not involved, highlighting the positive business growth outcomes. Youth entrepreneurship programmes significantly contribute to both business expansion and job creation within urban South African settings. Policy makers should prioritise ongoing support for these programmes to maximise their economic benefits.

Keywords: *Africanization, Entrepreneurship Theories, Developmental Models, Empirical Research, Policy Evaluation, Qualitative Analysis, Socioeconomic Impact Analysis*

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