

# Vuk'uzenzele

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## Job creation is the icing on top of entrepreneurship



■ Pastry chef Gugu Mazibuko is making his mark in the cake industry while also creating jobs and boosting the South African economy.

Dale Hes

Pastry chef Gugu Mazibuko (25) is building a reputation as a cake decorating king in Pietermaritzburg, KwaZulu-Natal (KZN), where he runs his own confectionery business.

Mazibuko grew up in Ulundi in northern KZN. His mother was a good baker and this inspired the young Mazibuko to pursue a career in food.

“I knew that I wanted to be in food, but I didn’t know which path I wanted to take. I went to several different colleges before I eventually discovered that working with pastries was what I wanted to do,” says Mazibuko.

Mazibuko studied to be a pastry chef through the International Hotel School, and then discovered a love for cake decorating.

“I didn’t know if cake decorat-

ing could actually be a full-time career for me but, funnily enough, I gained inspiration from the TV show *Cake Boss*, where this guy had become very successful with his cake decorating. This gave me some motivation to start my own business.”

Mazibuko started advertising his services on social media, and then word began to spread about his business.

Gugu the Baker, as he is known in Pietermaritzburg, now creates a variety of beautifully decorated cakes for special occasions, such as weddings, birthdays and anniversaries, and also makes other small pastries for clients.

“I love the creativity of decorating cakes. Every client comes in with a different style and decoration that they are looking for,

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