

your business

Inspiration | Advice | Opportunities

December/January 2019 DIGITAL EDITION
Volume 23 No.6 | www.bizmag.co.za
FREE COPY

HOW TO

Turn your leads into customers



Baked just right

David Botha of
Corner Bakery
on bakeries and
their future

5 Lessons from top African 'treps

DIGITAL MEDIA TRENDS

you *need* to
capitalise on

STRATEGIC MOVES to BOOST PROFITABILITY in 2019

FRANCHISE FOCUS

THINKING
OF BUYING A
FRANCHISE?

QUESTIONS TO ASK

LAUNCH TIPS
FOR A GREAT
START

EXPERT ADVICE

LOOKING TO
THE FUTURE

KEY FRANCHISE
TRENDS

EXCITING
FRANCHISE
OPPORTUNITIES

FIND YOUR FIT

WIN

Digital marketing course
valued at R12 000!

5 Copies of
*How we made it
in Africa*

in this issue

December 2018/January 2019

Regulars

6 Events Diary

Save the date for these business events coming up...

8 BizNews

CLEMENT MOKOENENE, winner of the South African heats of Chivas Venture 2018, tells us why all 'treps should be entering competitions...

Strategy and Leadership

10 Lessons from top Africa entrepreneurs

Running your own company is an intense rollercoaster ride, where the highs are high, and the lows debilitatingly low. We feature some top lessons learnt on how to grow a startup into a flourishing enterprise.

14 Strategic moves to boost profitability in the year ahead

Getting to and staying in the green is a big ask for any business in a tough economy. Luckily there are some simple levers that all business owners can engage in order to engineer better profitability.

Money Matters

50 Make VAT work for you

We have such a fear of the tax man that we would rather err on the side of self-prejudice than to claim what is rightfully ours from the VAT system.

52 A healthy money mindset

Small business owners are notoriously bad at managing their money - it's a kind of "hit and miss" and usually it is more of a miss than a hit!

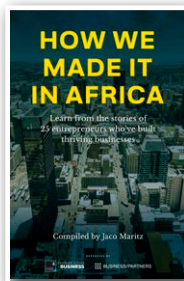
UP FOR GRABS!

WIN a digital marketing course valued at R12 000!

Turn to p7.



Find us on:
facebook®



E-BOOKS! p10



14

Strategic moves to BOOST profitability in 2019



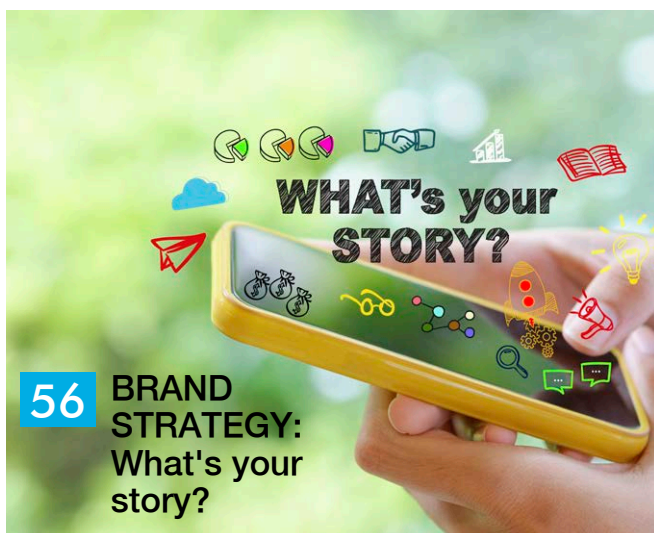
52

A Healthy Money Mindset



66

Tech set to rock 2019



Entrepreneurship

44 It's never too late to start a business

Entrepreneurship at any age is key to minimising unemployment in SA.

46 Start your entrepreneurial journey off on the right foot

Entrepreneurs that want a head start should review their business models and tax strategies.

48 Handing over the baton

Tips for effective succession planning.

Sales and Marketing

54 5 Digital marketing trends to tap into

It can be challenging keeping up with changes in digital marketing. In fact it's a full-time job. These are a few trends to keep an eye on in 2019.

56 Brand strategy: What's your story?

Brands that define clarity on their purpose, financially outperform others without.

58 Where's my money at?

The blurred line between lead generation and conversion...

60 Grow through networking

Just how important is networking, and how can one maximize on events like so many others have successfully done?

62 Sales during tough times

Why do some premium brands still sell very well even during challenging times?

64 Think local, ACT GLOBAL

Kashief Schroeder shares some advice on how to grow a business beyond borders.

68 Brand Culture defines your company's future.

The world's greatest companies have seen the value in creating a unique corporate culture.

Technology

66 Emerging tech trends set to rock 2019

FOCUS on FRANCHISING

16 ON THE COVER: Corner Bakery

David Botha of CORNER BAKERY shares his insights into bakeries and their future...

20 How to evaluate a franchise opportunity

Ask these questions first!

23 Featured Opportunity: Only Realty

ONLY REALTY offers a great opportunity for driven franchise partners.

24 Getting ready to launch your franchised outlet?

Tips to get off to the best possible start.



26

Trends
in franchising

34 The Magic of multi-unit franchising

A definite trend of multi-unit franchises has emerged, with benefits for both franchisor and franchisees.

36 Showcase: A'Africa Pest Prevention

A'AFRICA PEST PREVENTION has turned an essential service into a buzzing franchise opportunity.

38 Improving franchisee communication

10 Ways franchisors can improve the quality of their communication initiatives with their franchisees.

42 Featured Opportunity: Cyber-Minds

With CYBER-MINDS® Training Institutes, you are off to a great start to run your own training business.

43 Featured Opportunity: Signarama

SIGNARAMA, the world's largest, full-service signage network, is looking to grow its network.



16

Cover story:
Corner Bakery

26 Looking to the future

Key trends in the dynamic franchise space...

29 Featured Opportunity: Col'Cacchio

Product innovation is key in the restaurant game and is one of the reasons COL'CACCHIO is able to thrive in an increasingly competitive marketplace...

30 Showcase: DEFENDoor

DEFENDOOR, with over 20 years' experience in supplying premium security solutions to the market, invites you to join their franchise family.

32 Showcase: King Pie

KING PIE celebrates 25 years as Mzansi's favourite pie brand!

FRANCHISE QUESTIONS

20

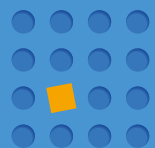
How to evaluate
a franchise
opportunity



IT'S GROW TIME.

Time to grow your business. Boost our economy. Build our nation. Now is the time for entrepreneurs, and our country has never needed entrepreneurs more. If you're ready to scale up, we exist to support you in everything entrepreneur. From tailor-made business and commercial property finance of up to R50 million for small and medium enterprises (SMEs), to technical assistance and mentorship. We're the home of everything you need to grow your business to its potential.

Visit the home of the entrepreneur at businesspartners.co.za/growtime



BUSINESS/PARTNERS
Home of the entrepreneur

Acknowledging the innovation, grit and determination to build a better South Africa.

Ending off its 10th year, The National Small Business Chamber (NSBC), in association with World Famous Events, announced South Africa's 'Top 20' for the 2018 South African Small Business Awards.

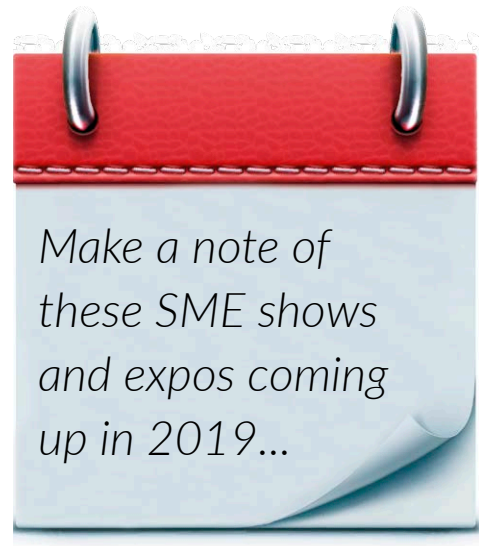
These prestigious awards gathered a diverse range of entries all with one thing in common: a driving entrepreneurial force.

"We were astounded at the diversity of entrants again this year, but equally encouraged as it shows the depth and breadth of South Africa's entrepreneurial spirit. Growing small and medium businesses is vital to the local economy and its ever-growing rate of unemployment. This type of innovation and entrepreneurial spirit will undoubtedly cultivate a much healthier business landscape for all involved," says Mike Anderson, Founder and CEO of the NSBC.



Full list of winners are as follows:

- National Small Business Champion: Lloyd Madurai from Hot 91.9 FM
- National Entrepreneur Champion: Paul Kent from Sureswipe
- National Rising Star Champion: Nolitha Nkosi-Tshabalala from Nolitha TS
- National Woman in Business Champion: Dr Sibongiseni Thotsejane from Flavalite Innovations
- National Community Award: Hot 91.9 FM
- National Innovation Award: Xero South Africa
- National Tourism Award: 3@Marion Guesthouse
- Never Surrender Award: Anda Henderson Mthulu from MSI Exclusive Shoe Shine & Services



The Business Show 20 & 21 February 2019

World Famous Events in association with the NSBC brings you The Business Show: South Africa 2019 – Africa's largest business expo, conference and networking event for anyone serious about starting or growing a bigger and more successful business.

Venue: Gallagher Convention Centre, Jhb
Website: www.thebizshow.co.za

KZN Franchise Expo 8 & 9 March 2019

Hosted by Ithala and organised by the Franchise Association South Africa (FASA). The KZN Franchise Expo brings together the franchise industry and offers visitors a variety of franchise business opportunities for sale.

Venue: Durban ICC Convention Centre.
Website: www.ife.co.za

SAITEX 2019 23 – 25 June 2019

One of Africa's largest international product sourcing expos for the entire continent's retail and trade industry

Venue: Gallagher Convention Centre, Jhb
Website: www.saitexafrica.com

WIN

WIN A DIGITAL MARKETING COURSE VALUED AT R12 000 with the Digital School of Marketing and Your Business Magazine.

The *Digital School of Marketing (DSM)* is South Africa's preferred provider of accredited digital marketing education. DSM is unique as the marketing courses are accredited by the Media, Information and Communication Technologies (MICT SETA) Sector Education and Training Authority and DSM is a member of the IAB South Africa as well as an endorsed member of the CPD Certification Service in the United Kingdom.

DSM offers an extensive array of digital marketing courses, at the most competitive prices. All courses have easy and flexible payment options, making learning highly sought-after digital marketing skills within everyone's reach. All courses are comprehensively designed and perfectly suited to the demands of the digital marketing industry. The Digital School of Marketing currently has seven certification courses that students can complete to upskill themselves in the digital marketing space. These include:

- The National Certificate of Advertising and Digital Marketing
- Social Media Marketing Course
- SEO (Search Engine Optimisation) and Web Analytics Course
- Digital Copy Writing and Content Marketing Course
- Paid Marketing and Web Analytics Course
- Digital Marketing Course
- Brand Management Course



We have had great feedback from our students. Here's what one had to say:

“As a small business owner, I decided to enrol with DSM to get a handle on how to manage my digital presence. I am EXTREMELY impressed with the depth and scope of knowledge that these courses have to offer and I can't wait to put my new-found knowledge into practice.”

GIVE-AWAY

Win a digital marketing course!

Digital School of Marketing is so passionate about education and upskilling South Africans in digital marketing, they're giving away a Digital Marketing Course valued at R12 000 to one lucky Your Business Magazine reader:

TO ENTER:

SMS YBM1 + DSM + YOUR NAME + EMAIL ADDRESS to 45508
(each SMS costs R1.50)

OR E-MAIL

Your name and contact number to competitions@bizmag.co.za with DSM give-away in the subject line.

Competition closes on 31 January 2019.

T's & Cs: The winner agrees to provide their details and a testimonial once the course is completed to be used on the DSM and bizmag websites. The winner/learner needs to be 17 or older to register for the course. [Click here for full terms and conditions.](#)



Contact Details

Tel: 0861 428 710

E-mail: info@digitalschoolofmarketing.co.za

Social Media

[digital_school_of_marketing](#)

[digitalschoolofmarketing](#)

[@DigitalSchool1](#)

Visit: www.digitalschoolofmarketing.co.za



Why you need to get competitive

CLEMENT MOKOENENE, the 2018 winner of the South African heats of Chivas Venture 2018, a global competition that gives away \$1-million in no-strings funding every year to the hottest social start-ups from around the world, tells us why all 'treds should be entering competitions...

Mokoene is the creator of the Vehicle Harvest Energy System (VEHS), which generates electricity at a much lower, affordable cost than coal-fired power stations.

Q How did VEHS start out?

The VEHS came about after I watched an A380 airbus land and I started looking at ways to harvest this energy and make it useable.

Q What challenges did you face?

The biggest challenge was on the theoretical side as this was a completely new idea. As a result, I had to build the system up in stages in order to validate and prove each of our hypotheses.

Q Why did you enter this particular competition?

I believe in doing business for good and as a result there was a good fit between what we aim to do and what Chivas does. The benefits of participating in programme like the Chivas Venture were also too big to ignore.

Q How did you prepare for the competition?

I worked very hard on my online application and ensured that I answered every question extensively. I also upgraded the alpha prototype that we had already built and conducted a number of new validation tests. For the pitching part, I spent over a month preparing my pitch and business plan.

Q What impact has the competition had on your business?

The impact has been huge. We have received massive exposure and some really strong marketing material. In addition, I've learnt an incredible amount about perfecting a pitch and how to sell a business – all from the very best in the world at the Skoll Business School, Oxford University. In addition, the tools that we received for growing our businesses have had an immense impact on moving our business forward. And, the networks developed through the many platforms that Chivas Venture presents, from interactions with business people in South Africa to being part of The Next Web in Amsterdam, have generated real value in the business.

Q What advice would you offer fellow entrepreneurs looking to enter SME competitions?

Find the competitions that are a good fit with your business strategy and ideals, and put a lot of effort into completing those applications. I would definitely recommend the Chivas Venture if you have a business with either a social or environmental impact.

Q What's next for VEHS?

We are working are busy with preparations for the pilot. From the results of the pilot, we will gather enough data to guide the commercialisation of the system.



ENJOY A TRADITIONAL SHIATSU MASSAGE IN THE COMFORT OF YOUR HOME!

INADA DREAMWAVE is the ultimate indulgence!

The DreamWave is the ultimate massage chair and quite deservedly the flagship of the INADA range. In addition to emulating **traditional Shiatsu massage movements**, its unique features include:

- The **Optical Sensor Automatic Shiatsu Locator System**, which delivers a highly effective massage specifically tailored to your unique pressure and massage points,
- The **DreamWave function**, which uses a figure-8 motion to balance the body for complete relaxation.

HEALTHY BODY – HEALTHY MIND

INADA is the leading manufacturer of massage chairs measured in awards and recognition earned. With some 50 years of innovation, INADA massage chairs consistently deliver years of relaxation that no other massage chair can provide.

INADA massage chairs not only offer you the best value for your money, but also complete peace of mind with regard to service and support.

Key features:

- 16 compatible programmes
- Stretch exercise programme
- Full body stretch
- Full body massage
- Lower body focus
- 3D massage push-out (to 4.5cm)
- Back and seat heater function
- Extended leg rest
- Remote control for added convenience.

Visit our showroom in **Cape Town** and **Johannesburg** or purchase online at www.inada-massagechair.co.za

CPT: 083 938 2291 | **JHB:** 082 411 9123
www.inada-massagechair.co.za



INADA

World's Best Massage Chair™

5 Lessons from top AFRICAN ENTREPRENEURS

Running your own company is an intense rollercoaster ride, where the highs are high, and the lows debilitatingly low. A new book, *How we made it in Africa*, compiled by Jaco Maritz and published in association with Business Partners Limited and the UCT Graduate School of Business, tells the stories of 25 entrepreneurs who've built thriving businesses. Here are some lessons from the business people featured on how to grow a startup into a flourishing enterprise.

1 Know why you are doing what you're doing

When starting out, most entrepreneurs typically have a rough idea of where they want to take their businesses. But as they are confronted with real-world realities, vision and mission statements quickly become little more than PR tools and words on the company website.

However, for Ken Njoroge, co-CEO of pan-African digital payments business Cellulant, the original vision remains front and centre of everything the company does, even more than 15 years after starting the business. In fact, Njoroge and his co-founder, Bolaji Akinboro, decided on a goal before they were even 100% certain through which type of business they would achieve it.

Their vision is to build a \$1-billion company. They didn't pick this goal because they were particularly interested in driving Maseratis. No. It symbolised something bigger. It was to demonstrate that it is possible to build a world-class company in Africa without political connections or paying bribes.

Njoroge says it is crucial that entrepreneurs take the time to formulate the why of their business, as it will drive all their decisions, from who to employ to what processes to put in place.

2 Focus on growing the business, not on day-to-day operational tasks

Tumi Phake, founder of South African health club operator Zenzele Fitness, says building a company with the potential to scale is a conscious decision an entrepreneur should take right at the start. He contrasts this with a "sole proprietor approach", such as a restaurateur who is happy to have one restaurant where they spend all their time and know most patrons by name.

To build a large company, entrepreneurs need to spend their time thinking about expanding the business, not on day-to-day operational issues.

He illustrates his point by telling of a would-be entrepreneur who pitched an idea for a spa business at an entrepreneurship event. "There are spas all over the place. What will make yours unique?" Phake asked her. "Because I give the best massages, like no one in the world," she replied.

He asked what would happen when she has five spas? Will she run from the one to the other to massage clients? She replied: "Oh, no, I will train my staff, but I still want to be the best."

"What I tried to say to her was that she, as the business owner, has to give the worst massages of everyone working there. You have to train your people to be the best because they have to do the job for you. As the owner, you have to think about growing the business and not massage people the whole day. If you do, it is all you will ever do and the company will never grow," he explains.

3 All stakeholders should have skin in the game

All stakeholders in a business transaction must be aligned and have skin in the game if it is to succeed. Nigerian



entrepreneur and investor Chijioke Dozie, founder of digital financial services firm OneFi, learnt this after investing in a distressed company where the owner didn't have the same incentive as his investors to see the business succeed – either way, he was to make money from the deal.

"We made the mistake of going into a few such transactions because they were new and exciting, and we had a sort of deal lust. In every single one of those situations we lost money," Dozie explains.

4 Don't launch new products before the current ones are well-established

Entrepreneurs shouldn't introduce new products or services until their current offerings are well established. Fortunately, Rwanda's Jean de Dieu Kagabo learnt this early on. His company, Soft Group, started out by manufacturing toilet paper. However, with his toilet-paper business still in its baby shoes, Kagabo wanted to diversify, and began producing detergents. This was a mistake. The detergents sold well but Kagabo

didn't fully appreciate how expensive the imported raw materials would be. It forced him to dip into the money intended for the toilet paper side of the business, which meant his original product suffered.

With 20/20 hindsight, he says that when developing a business plan for a particular product, entrepreneurs need to have a clear idea of the size of the market they are targeting. And if that opportunity is large enough, they should stick with that one product until it can stand on its own feet before branching out. "Focus on one thing until it can sustain itself. Luckily I discovered this at a young age, so I stopped with the detergents, and focused on the toilet paper."

5 No amount of advertising can sell a bad product

Nana Akua Birmeh is the founder of one of Ghana's most successful architecture firms, ArchXenus. However, her company faced a unique challenge: Architecture firms, like law firms and private attorneys, are not allowed to advertise or market their

WIN!

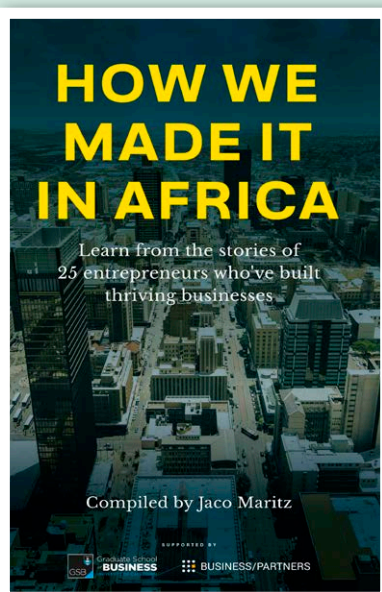
5 Copies of *How we made it in Africa* are up for grabs!

To stand a chance of winning the ebook, simply e-mail competitions@bizmag.co.za with **EBOOK GIVE-WAY** in the subject line.

services in Ghana. Her response was to let her buildings do the advertising for them.

"Isn't a building a far bigger billboard than any other? I want people to drive by a building or visit a place and be compelled to ask, 'Who designed this?' If someone wants to, they will fish you out wherever you are," she says. For Birmeh, that is the best path to success for entrepreneurs, regardless of the sector they're in or whether they're allowed to advertise or not.

"To attract new clients, the fundamental thing is the product. You can hire the best ad agency in the world, but if what you offer is no good, the result of the advertising effort will be nil. Let your work speak for itself," she explains.



How we made it in Africa tells the stories of 25 entrepreneurs who've built thriving business. Learn from the experiences of Africa's most dynamic entrepreneurs, while gaining insight into the continent's business opportunities.

Discover why Ken Njoroge is building a billion-dollar pan-African digital payments company (it is not because he wants to drive a Ferrari). Find out how Jean de Dieu Kagabo grew a Rwanda-based industrial group from a simple product: toilet paper. And be inspired by the extraordinary tale of Hassan Bashir who created a booming insurance company from nothing but grit and persistence. Each entrepreneur's story is told in an honest and sober manner, not shying away from the mistakes made and the considerable professional and personal hurdles they had to overcome.

Published by Maritz Africa, the company behind the award-winning pan-African business publication. (www.howwemadeitinafrica.com). Buy the e-book on book.howwemadeitinafrica.com or Amazon.

SPECIAL OFFER: Get 35% discount to purchase the ebook.

Go to book.howwemadeitinafrica.com and on check-out enter discount voucher code: YB-HWMIIA

Normal selling price: \$13.95

TRADING - the marriage of knowledge, interest and understanding

Make 2019 your year to commit

Never before has trading been so lucrative and so exciting – 2018 has been an incredible year of ups and downs and 2019 promises to be even more interesting, says Daniel Kibel, CEO of top rated online trading company **CM Trading**.

“While trading can be complicated and daunting, it can also be exciting,” says Kibel. “If you compare trading with a relationship (which can also be complicated and daunting), things can become a lot clearer. I know it sounds strange but with a relationship and with trading there are three key steps, as I see it:



Daniel Kibel,
CEO, CM Trading

STEP 1: Falling in love. In a relationship you meet someone, get to know them, become familiar with them, their flaws as well as the things that you love about them – one of the most important steps in the relationship – you don't invest yourself if you don't understand the information you receive. It is the same with trading, you need to get to know your market, the shares or the commodities that you are looking at trading in. If you don't understand it, don't invest in it. Having said that, if you learn more about the market you're interested in and completely immerse yourself in the ups and downs, your relationship with trading will be a successful one.

STEP 2: Getting engaged. Once you are happy with the information you have learned, it is important to start to commit, in a relationship, the next step would be getting engaged. In trading it is being committed to a particular commodity, market or share - it is so much easier to trade in something that you know and are committed to.

STEP 3: Getting married!

You never know what goes on inside a marriage until you are in the midst of it. Take the plunge! Once you know what you are doing, where you are going and where you can see yourself in 10, 20, 30 years time, then trading is for you. Make no mistake that - like a marriage - the markets are volatile, but with high risk there comes high potential profit and trading really is a mix of different entities. Whether it is the economy, the political situation, corruption, fake news... it could be anything, but taking that first step is the most important and I believe the key to a successful relationship, whether it be **online trading** or finding your wife or husband!

“I know that the analogy is unusual but if you think about it, it is quite accurate. I am so excited about the opportunities and trends I foresee for 2019 – market changes, political changes, social changes all play a part in the trading arena,” concludes Kibel.

About CM Trading

An FSCA-regulated company, CM Trading offers the best trading experience both locally and internationally and is a source of information and a conduit to successful trading on any and all trading platforms including: Forex Trading, CFD Trading, Stocks, Cryptocurrencies, Indices Trading, Commodities Trading and Currency Trading.

For more information on CM Trading please visit their website www.cmtrading.com, call +27 10 500 80 26 or email info@cmtrading.com. Follow them on Twitter [@CMTrading_FX](https://twitter.com/CMTrading_FX) and Facebook [@CapitalMarketsTrading](https://facebook.com/CapitalMarketsTrading).



Looking for a great BUSINESS OPPORTUNITY?

Look no further, 3@1 Business Centres are expanding across Southern Africa. We are looking for exceptional people to become successful 3@1 Business Centre franchisees.

Initial set-up from R595K plus VAT
depending on size of store



Colour & Mono Print to Go
Kodak Photo Printing
Laminating & Binding

World Wide Courier
Canvas/Banner Printing
Graphic Design



Full Turn-key opening



Help with location & lease



Comprehensive In-store training

Visit www.3at1.co.za or email enquiries@3at1.co.za or contact Belinda Dunn on 0861 359 834

Wholly owned South African company operating for 20 years. • Franchise opportunities available throughout South Africa
• Opportunities in Namibia, Botswana, Zambia, Angola, Uganda, Zimbabwe, Malawi, Nigeria, Mozambique, Kenya, Lesotho, Mauritius, Swaziland, U.K.
• Landlords / Agents - we require sites of roughly 50m² • Owner-operators preferred. • *Prices exclude landlord deposits and working capital.

Secure your future with a Surefire Franchise Opportunity

We assist potential franchisors with establishing their concepts.



**Quality care for the elderly
and disabled in the comfort
of their own homes**

Work from Home or Office • Proven business model • Low entry cost

Assisted Home Nursing (formerly Caregivers RSA) offers a 24/7 professional, personal and compassionate home-based caring for the elderly or disabled in the comfort of their own home. Our range of services enable the elderly to retain an optimum degree of independence and dignity, thus reducing unnecessary stress for the individual and their family. Most importantly, our caregivers provide a level of companionship that prevents our customers from feeling isolated and lonely.

We take care of routine tasks and simplify daily living for families in need

Area Franchises from R250K ex Vat

- Recruiting, training and retaining carers
- Ongoing support and systems

Join one of the fastest growing business sectors in the service industry

If you have management experience, a desire and aptitude for running a high quality home-care business, contact us today. Email: info@assistedhomenursing.co.za, or visit our web site, www.assistedhomenursing.co.za or SMS your email address with the letters AHN to 079 118 0766 | Visit www.assistedhomenursing.co.za



STRATEGIC MOVES to BOOST PROFITABILITY in the year ahead

Business is about much more than profitability. A successful company's impact stretches into meaningful job creation for many people, contributions to human welfare and large-scale social impact. But no business can run at a loss indefinitely.

The only way to realise the full vision of your company is to build and keep it profitable. Taking care of yourself first in order to also be able to take care of others. But getting to and staying in the green is a big ask for any business in a tough economy. Luckily there are some simple levers that all business owners can engage in order to engineer better profitability.

Profitability. All companies strive towards it. But it's notoriously hard to attain and maintain, especially in the early years.

We asked the founders of Outsourced CFO, both Chartered Accountants and entrepreneurs, how one can go about crafting a strategy for a profitable year ahead.

1 Increase Prices

"The first lever is to increase prices", says co-founder Dana Pretorius. "If you are running at a 10% net profit margin and with all other things constant, a one percent increase in prices will lead to a ten percent increase in your profit. That's good leverage! But how do you justify asking more for your product and service in the new year?"

■ Annual increases

Annual price increases across your client portfolio makes a big difference. Most existing clients will be accepting of an annual increase. Don't miss the chance to roll this out annually to avoid costs climbing faster than revenue.

■ Increase new acquisition prices

Work hard at building your brand and credibility. A stronger and more credible brand can charge much more for its products and services than a lesser known and untrusted one. New clients will expect and accept a higher price tag when coming on board with an established industry brand.

■ Show clients love and value

In the absence of love and value there is price. Sincerely connect with your clients. If you and your staff are truly

passionate about the work you do and deliver value each time, price becomes much less of a talking point. Ensure that your sales and onboarding teams show prospects love and value each and every time.

2 Increase volume

That sounds simple enough, right. Just sell more. But the mix of factors that enable entrepreneurs to do so remains complex. Co-founder Louw Barnardt's best tips for increasing how much you sell?

■ Referral business is the best new business

Your existing clients are your ultimate sales team. Firstly, make sure that they are very happy with what they are receiving from you. Once you have that right – ask for referrals! All business owners know a network of other similar business owners who can also benefit from your offering. Referrals from someone trusted close much easier than cold sales efforts.

■ Don't underestimate digital

In this day and age, you have a massive opportunity to create awareness and interest in your product by leveraging digital. Social media, pay per click advertising, video and other online tools can reach thousands of prospects long before your sales efforts can. Selling to a prospect is a lot easier if they have already heard about you and have been following your company.

■ Build an outbound sales strategy and systems

Don't just wait for the phone to ring. Identify platforms where you can find your perfect clients and reach out and connect. Starting a relationship and offering value first will ensure that you are not brushed off as another salesman. Be creative in your outbound efforts.

■ Keep delivering as you scale up

Getting new business in is one thing. Being able to scale your team, systems and operations to meet increasing demand is a whole other ball game. Apply proper scale-up methodology to your entire company to ensure that your people, systems and operations can grow as fast as your revenue.

3 Reduce cost

Co-founder Jacques le Grange shares his cost reduction thoughts: "The answer might not be to squeeze all suppliers and fire half your staff. Obviously don't be wasteful on expenditure. If you have applied steps one and two above, chances are that your income will be growing fast. Instead of cutting costs, try to focus on operational efficiency.

Identify breakdowns in your sales, onboarding, delivery and recovery processes. Then bring in the systems to smooth those over. Also keep investing in your people. Motivated, trained and cleverly incentivised staff are a massive driver for profitable growth.

Lastly, do take a fine comb to your new year's cost budget. A detailed budget will ensure that you decide in advance what you are willing to spend on various expense line items. This helps you to be disciplined when tempting purchase opportunities come knocking."

Final thoughts

Understanding how to increase your profitability comes from a command of your numbers. You can only start increasing profitability when you know what your current income, cost structure and bottom line is. Make sure that you know your numbers ahead of crafting your strategy.

In a difficult business environment, it's even more important that you spend the time to carefully craft your strategy for improved profitability. We see founder teams achieving exceptional growth and beautiful profit margins all the time – in spite of the surroundings. It can be done. It will just not happen on its own. Go out there and apply your profit strategy with intent and discipline to make this new year your most profitable year yet!



Dana Pretorius, Jacques le Grange and Louw Barnardt are the co-founders of CFO and cloud accounting services firm Outsourced CFO. Visit www.outsourcedcfo.co.za

Corner Bakery - the convenience bakery of choice

David Botha, Marketing and Sales Director for Retsol, the privately owned holding company for Corner Bakery and Equatorial Coffee, shares his insights into bakeries and their future...

Corner Bakery, located within Engen Quickshops across Southern Africa, is probably best known as the convenience bakery of choice for their delicious and wholesome pies and variety of mouth-watering meal options.

Corner Bakery offers one of the most differentiated pie product selections in the country, baked just right, locally relevant and priced competitively, from Big Shot Burger Pies, the famous Corner Bakery Foil Pies, Corner Bakery Fold-overs and the scrumptious Pie Bites – all forming part of the market leading pie category of products and at market leading prices.

As a market leader, Corner Bakery sells pies to millions of customers every month. Pies are the core of the sales mix but a range of pre-packed products, the Corner Melts (toasted sandwiches and paninis), a variety of other on-the-go hot food solutions make their product portfolio enticing to every consumer. All of which, with the advent of the latest technology, allow for simple to no on-site preparation – making it easy for franchisees to compete in the market.

The brand has seen a steady year-on-year growth allowing the landscape of South Africa's largest bakery franchise group to broaden and include the opportunity for standalone franchise stores. Franchises are owner operated and one owner can create a network of individual stores, with ease.

As the 6th largest food franchise in terms of turnover, Corner Bakery offers a solid investment opportunity having delivered double digit sales growth for the past eight years running, making it a lucrative investment choice.



David Botha,
Marketing and Sales Director for Retsol

Botha shares his invaluable insights into the bakery industry, and where this dynamic franchise is headed:

Q: How is an unrivalled product quality created?

"There are a good few integral components to creating a product with incomparable quality and that involves long-term supplier partnerships and strategic buying of the highest quality ingredients, central production facilities that operate to the strictest codes of food safety compliance and ensuring that every part of your product is the best it can be. Strategic partnerships also enable you to influence and be part of continuous product innovation.

Q: How do franchisees benefit from a robust franchise infrastructure?

"Franchisees are the heart of your franchise network

and their passion and love for your brand needs to be supported with a solid infrastructure for everyone to reap rewards. A franchise is only as good as the systems that support the day-to-day running of the network. This includes the production of consistently great products, product innovation, reliable delivery of products through a dependable distribution network, continuous marketing support, widespread consumer brand awareness and the in-store support of in-field operations specialists.”

Q: Does true value lie in relationships with franchisees?

“Absolutely, a great franchise is built up of franchisees that are just as passionate about your brand as you are. Franchisees are the face of your brand and the ambassadors of your product. There’s a synergy in working together towards common goals and targets. Customers feel that positive energy when they walk into your store.”

Q: Can you share some insight into the support a franchisee should receive to make his business a success?



“A franchisee should receive comprehensive support and it needs to be designed and delivered specifically to each owner and store. Leadership should be given through management training, staff training, collaborative store modelling and market segmentation analysis, marketing and sales support and in-field operations support.”

Q: Can you share what the future holds for bakeries?

“Global trends clearly indicate an increased consumer demand for quality baked goods, the use of technological advances in par-baked and pre-packed frozen bakery products is the way forward for bakeries of the future.

Production out of central bakery facilities ensures easier adherence to food safety regulations for each store, consistent quality, minimal to no wastage, lower operating costs and great profit margins. Producing goods centrally allows your store product variety to increase or change without the necessary

complexities like staff, training or electricity that would be unavoidable for on-site bakeries. This saves time, space and money whilst providing customers with a consistent product that is as good as being baked from scratch on-site.

Par-baked frozen products that are oven baked on site evoke the senses, there is nothing quite like the scent of freshly baked bread and pastries to get taste buds watering and pre-packed specialty products produced at central bakery facilities help to extend the shopper basket with take-home goods that are consistent in taste and quality.”

Q: How does Corner Bakery fit into the future of bakeries?

“As a pioneer in the franchise industry, Corner Bakery’s strategic investment into central production facilities poises us to vertically integrate at every opportunity.

Continued investment in product innovation has created an expanse of opportunity for stores across various market segments. Bakery will always be core to our business but the extension into meals and fast foods offer additional income-generating categories – all with a limited need for resources and equipment.

We are already the 2nd largest franchise in South Africa with regards to the number of stores with more than 430 outlets spread across South Africa. The brands’ reach also extends to Botswana, Mauritius, Mozambique, Namibia, Reunion, Zambia and Zimbabwe – where the forecourt convenience market is seeing exponential opportunities for future growth.

“Franchisees are the heart of your franchise network and their passion and love for your brand needs to be supported with a solid infrastructure for everyone to reap rewards.”

Corner Bakery has been a dominant force in the convenience and Engen forecourt realm, our next chapter is ushering in an extended store positioning within both the Engen network but more importantly the new format of stand-alone Corner Bakery stores. We want to see a Corner Bakery on every corner across South Africa.”

Q: How is Corner Bakery positioned to grow?

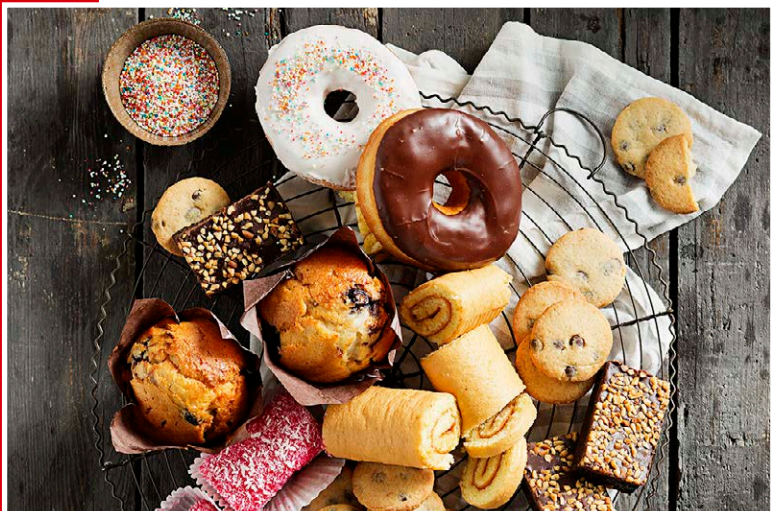
“Corner Bakery is inviting all pie-lovers to help share the yumminess to even more South African’s. The opportunity now exists to own and operate a Corner Bakery stand-alone store in any location that has potential for sales. Our business model is flexible (Corner Bakery Pies, Chips and Gravy at the core and a suite of product add-ons) – meaning that we will work with future franchisees to best define the product mix for their store location and customer profile.

“Come and join the Corner Bakery family to get your slice of the pie.”

For franchise enquiries email: franchise@retsol.africa
For further information on CORNER BAKERY, visit www.cornerbakery.co.za
Facebook: [@cornerbakerySA](https://www.facebook.com/cornerbakerySA)
Twitter: [#cornerbakerySA](https://twitter.com/cornerbakerySA)

The Nitty Gritty:

- Initial UFF: R90 000 (excl VAT)
- Monthly Brand Fees: 8% of turnover (excl VAT)
- Investment from: R400K - R600K (dependent on size, product mix and location)
- Recommended / Ideal Space: 40-50m²
- Staffing: Owner operated and average of 4 team members



SIGN UP AS A FRANCHISEE

and get your slice of the pie

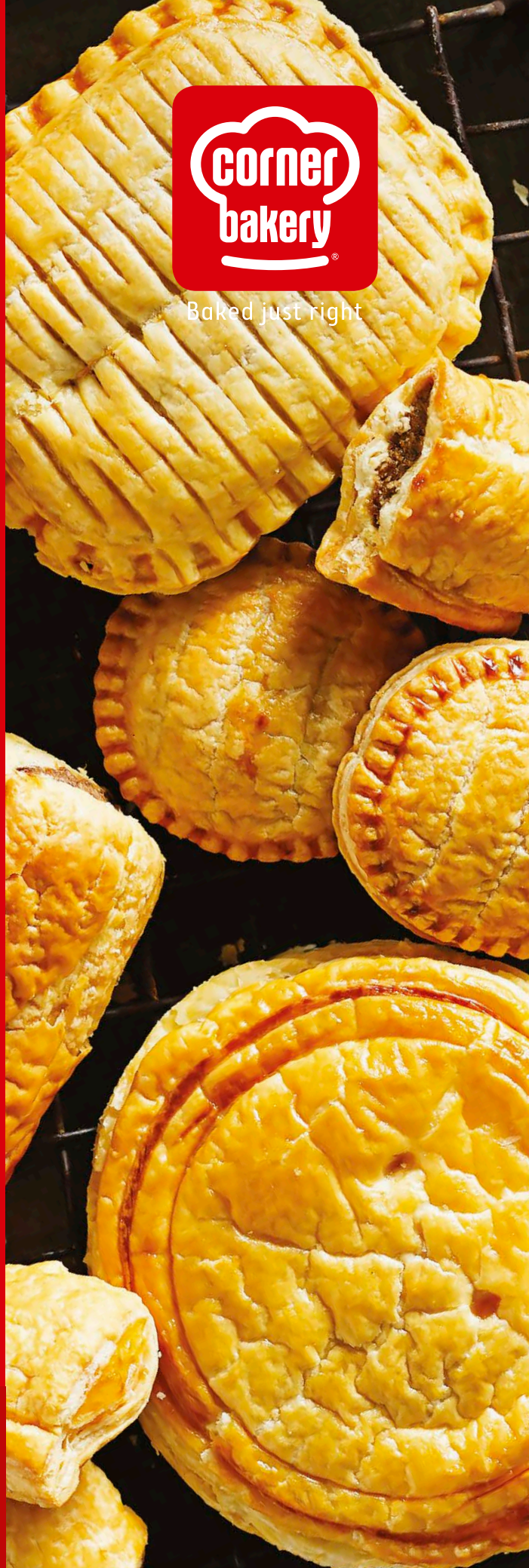
If you love food and believe that customers are the most important part of business, then you're the kind of person we are looking for. Join us in expanding the Corner Bakery brand across Southern Africa and get your slice of the pie.

With widespread brand awareness, market leading pies, unrivalled distribution solutions, national marketing and the support of in-field operations specialists – you're sure to succeed.

Whether you're within an Engen or want to open a standalone Corner Bakery, we have various store configuration options available to suit your investment and customer needs.



Baked just right



Email us at franchise@retsol.africa
Visit us at www.cornerbakery.co

How to evaluate a franchise opportunity

FRANCHISE QUESTIONS



When you are faced with the opportunity of investing in a franchise business it is important that you do all your homework.

The old adage of 'let the buyer beware' is applicable in this case.

A potential franchisee needs to take the following steps when investigating a franchise:

- Do a self-evaluation
- Research the franchisor and the concept
- Prepare a business plan and weigh up the feasibility
- Arm yourself with knowledge and expertise

ARE YOU A GOOD FIT?

Be sure to ask the right questions while you are evaluating the opportunity! These include:

- Is becoming a franchisee for me?
- Can I be a part of this business?
- Will I fit in as a franchisee?
- Am I ...
 - Able to comply with the franchise rules?
 - A "go-getter?"
 - People orientated?
 - Looking for a long term investment?
 - Prepared to work long hours?
 - Willing to learn?
 - Motivated by monetary reward?
 - Passionate to make it work?
 - Able to manage people?
 - Financially sound?
 - "Hands-on"

It is imperative that you make sound choices when

investing in a franchise, and it is usually advisable to choose a compatible industry. This being said it must be remembered that a dancer is not always the best option to run a dance school. Other skills and characteristics required to successfully run the business must be taken into account – the most important being business acumen and financial management skills.

Franchising is not to be considered a "get rich quick scheme" – more like a get rich slowly scheme! The investment will take time to make returns and you must be financially prepared for this. If you are over geared and have had to use too much borrowed finance at the outset - it is going to be difficult provide for essential and unforeseen. It is imperative that the business has a solid working capital base to ensure cash flow is sound. Sometimes it is better to keep it small and simple rather than stretching yourself beyond your financial capabilities. Furthermore it is vital that you consult legal advice, financial advice and discuss it with your family.

THE DISCLOSURE DOCUMENT

As much as the franchisor may be choosing you... you are also choosing them. It is therefore necessary to evaluate the franchisor and examine their track record closely. It is now required by law that a franchisor provide you with a Disclosure Document. This is usually after you have signed a confidentiality agreement as it gives a number of insights into the franchisor's business.

The answers to the following questions and more should be provided in that document:

- How long has the business been in operation?
- How long has the business been franchising?
- How many franchised outlets are there?
- How many company owned stores?
- What are their expansion plans?
- What is the failure rate?
- How many closures have there been in the last 36 months and why?
- How many franchisees exited voluntarily?
- Are they members of FASA?
- What is the head office infrastructure and the level of support like?
- Is the franchisor a supplier of product, exclusive or not?
- Does the franchisor assist with site selection and lease negotiation?
- Will the franchisor assist with design, shopfitting and opening?
- Does the franchisor assist with obtaining finance?
- Is there initial training provided on operational and business management skills?
- Has the franchisor provided you with financial projections?
- Is the franchise package in place? This includes:
 - Disclosure Document
 - Franchise Agreement
 - Operations Manual
- What national advertising and marketing support will be received?
- Is there field support available and how regularly?
- What is the culture of the franchisor?

MARKET CONDITIONS

As much as you need to evaluate the franchisor it is also important that you take responsibility for evaluating and investigating the market.

You should be asking:

1. Is the business sector healthy or in decline?
2. What is the product or service potential?

Continued on page 22

FRANCHISE OPPORTUNITIES

THE BRAZEN HEAD

Authentic Irish Restaurant & Pub

Traditional Irish Pub & Restaurant



We have going concerns and new opportunities available.

If you would like to join the Brazen Head family please contact us at head office on 011 467 4224 or email: info@brazenhead.co.za www.brazenhead.co.za

The Brazen Head Restaurants, celebrated for its *warm and welcoming atmosphere*, offers guests a truly authentic Irish dining and entertainment experience.

Why don't you visit one of our branches to experience the franchise first hand.

THE BRAZEN HEAD STORES

Brazen Head Big Bay: (021) 554 6346

Boksburg: (010) 010 0743

Edenvale: (011) 609 0273

Fourways: (011) 465 5318

Sandton: (011) 783 6122

Willows - Pretoria: (012) 807 3509

Witbank: (013) 656 0634

**GREAT FOOD
GREAT ATMOSPHERE**

Continued from page 21

3. Has a sufficient market demand been established?
4. Who are the existing competitors?
5. What percentage market share does the franchisor have?
6. What is the value of the franchisor's brand?
7. Does the franchisor control the marketing?
8. Is there a marketing fund?
9. Do I need local area marketing?

LOCATION, LOCATION, LOCATION

If the investment you are making is linked to a store or an outlet, then ensure that a proper site evaluation is conducted. You will need to determine the following: the viability of the location; demographics of the area; type of site; position of site; visibility and surrounding infrastructure. It is vital to determine if the parking is sufficient and accessible as well as the foot traffic. Ensure you are aware of the competition in the area as well as the success of existing and previous businesses on this site. The location must also be zoned for business and allow adequate signage visibility.

DO THE MATHS

A critical success factor is ensuring that you do the maths! Spend time on the financial issues and be fully aware of the implications. These include:

- How much does the franchise cost?
- What is the upfront franchise fee? (usually not financed)
- How much is required for working capital?
- Are there any financial projections for the first 3 years?
- What are the ongoing royalty fees and advertising fees?
- Evaluate different scenarios e.g. slow growth/ rapid growth.
- What is the required deposit? It is important to note that the franchisor may not take a non-refundable deposit from you during the recruitment process. Even if a potential franchisee is not successful they are entitled to receive their deposit back less direct costs borne by the franchisor.

A business can turn into a disastrous failure if there is not sufficient understanding of the financials. Franchisees must understand the cash flow cycle, manage business debts and keep detailed records or reconcile financial records on a regular basis.



SPEAK TO EXISTING FRANCHISEES

One of the best advertisements for a franchise are the existing franchisees. The franchisor with a compliant Disclosure Document has the details of existing franchisees and you are well within your rights to contact them. Be sure to speak to them and ask the right questions, such as:

- Are they making a profit?
- Are they getting a good return on their investment?
- What unexpected capital was needed?
- How do they feel about the relationship that exists between franchisor and franchisee?
- Are they satisfied with the support being provided by the franchisor?
- If they knew then what they know now - would they buy the franchise?

There are many examples and statistics that quote the success rate of franchised businesses versus independent businesses. It must be understood that franchising is not fool proof. It is not guaranteed success and it does not alleviate personal commitment. Although there may be a proven business model it does not mean that the franchisor is going to provide everything on a platter for you. The success rate is largely dependent on the franchise that you buy into. However, this success comes from a combination of the support you receive from your franchisor, and the time and effort you as the owner-operator put into your business. Make sure you do your homework upfront and the best of luck in your endeavour.



Nicola Maré is a Director at Franchise Directions, a franchise development consultancy which since 1997 has developed and served the franchise sector through specialised development and support services. Visit: www.franchise.co.za

A GREAT OPPORTUNITY for DRIVEN FRANCHISE PARTNERS

Join the journey and be part of the Only Realty success story...

Only Realty is the only real estate franchise that focuses on property investors and the rental and management of their investment as its core business. It offers franchisees the opportunity to build regular, secure residual income through building a managed property portfolio, while gaining access to the property sales market and being supported by a management team who collectively hold forty years' experience in the sector. "Our management team are hands-on, easily contactable and actively involved in the day-to-day running of franchises, and are constantly working on growing and

improving franchisees' revenue and profitability," says Managing Director Grant Smee. "Our success is underpinned by the people we have in our group. As such, we are looking for driven and passionate individuals who realise that success only comes from those you are surrounded by, combined with hard work."

What's on offer

Investing in a franchise package includes a once-off cost of R45 000 plus Vat and includes one-on-one training with directors across the organisation, operations and marketing guides, setup support, compliance support, with an optional start-up marketing kit. Franchisees benefit from ongoing active support throughout the year, the Only Realty national conference takes place



annually, which is a combination of training, team building, strategic planning and awards.

"We currently have 24 offices across the country, and our initial expansion plan is to reach 50 franchises in the next 24 months and 70 in four years' time, a growth plan which is consistent with our approach of being able to provide the best possible level of support to new franchisees and therefore not taking on too many new recruits," says Smee. "We have experienced approximately 40% growth for each of the last two years and are looking to replicate if not improve on that performance in the coming years."

JOIN THE JOURNEY

BECOME AN INDEPENDENT FRANCHISE PARTNER.

- > PROVEN BUSINESS MODEL
- > COACHING & MENTORSHIP
- > PROGRESSIVE BRANDING
- > INNOVATIVE SYSTEMS
- > HANDS ON SUPPORT
- > DYNAMIC LEADERSHIP
- > STRATEGIC PARTNERSHIPS
- > ONLINE TRAINING ACADEMY



Set yourself up for success from **DAY ONE**

Getting ready to launch your franchised outlet?

Read on for some tips to get off to the best possible start!

Your attitude and enthusiasm is directly linked to your business success as it brings a sense of excitement and energy to the operation. Good energy also rubs off on staff and customers and gives everybody in the business a sense of optimism.

If you don't intend following the franchise system as per the operating manual, you may want to think twice before buying a franchise. Franchisees that change, add or modify standard operating procedures such as advertising methods, working hours, services offered or quality and consistency of their product will find themselves at loggerheads with their franchisors – even putting them at risk of having their franchise agreement terminated. Some franchise systems allow for input from franchisees,

or even allow for changes. You should establish to what extent this is allowed before signing on the dotted line. Remember, the franchisor's procedures and structures are tried-and-tested; they are why you decided to invest in a franchise rather than go it alone.

Working for yourself means hard work, but make sure to budget time for family and friends. Remember to acknowledge their sacrifices and allow them to share in your new life and success.

While it is essential to recruit good staff it can be hard to find them. Advertising in the right places, conducting a thorough interview and offering the right benefits all play a part in recruiting the best employees. Once



you've done this, it is equally important to hold on to good employees. Treat them with respect, rotate boring and routine jobs, make workdays challenging, don't show favouritism and provide performance reviews and salary increases timeously.

■ Train your employees

Employees are your frontline and provide a lasting first impression. Training should therefore be ongoing. It is crucial for franchisees to train employees regularly and retrain when necessary. Use every training opportunity made available by your franchisor and tell your franchisor if more training is needed.

Offering a superior product or service is not enough – good service is what makes customers come back. It is crucial for staff to be friendly, knowledgeable and for customers to feel appreciated and valued.

■ Get involved in your community

Customers like to visit shops that support them. Sponsor a local rugby team, organise a golf day in aid of a charity or offer to host students for practical training – the community will no doubt repay you with loyalty and support.

A good franchisor will communicate regularly with franchisees through newsletters, emails, phone calls, training and regional meetings and conferences. Take time to listen, read and attend these and to stay in touch with other franchisees by attending networking functions and memberships to industry associations.

■ Attention to detail

Watch your cents and the rands will take care of themselves. For any new business it is crucial to minimise costs and maximise sales. Watch out for wastage, shrinkage and theft and always work hard to achieve your short and long term goals.

TIPS FROM THE TOP

DAVID BOTHA, Marketing and Sales Director of Retsol, a Durban-based franchise holding company, which owns the Corner Bakery brand, offers some tips for franchisees:

■ What are your top tips for prospective franchisees?

- Do your market research to understand the retail landscape in which the franchise you are interested in operates. This includes understanding the core customer segments that the brand caters for as well as who the competitors are.
- Understand where the franchise in question wins over its competitors. Does it have enough differentials compared to the other brands that it competes against?
- Ask your peers (and people on the street) if they have heard of the company and what their perceptions are of the brand. What you are looking for here is a gauge on brand awareness; product quality; customer service and overall appeal. Also check out the brand's social media pages to see what customers say about the brand.
- Ask the franchisor for details on their systems, including product sourcing, distribution, pricing, product development cycles and in-field support teams.
- Understand the business model (ask for case studies of existing stores); the investment cost; the financial model (what is the payback period, breakeven sales and staffing requirements to make the model work).
- Understand the marketing strategy and level of support that each individual store receives for marketing locally.
- Choose the right site!
- And lastly – choose a brand that you are personally passionate about and be willing to be actively involved in making the business a success.

■ What sets an applicant apart?

An applicant that asks lots of questions and demonstrates a solid financial understanding is always a strong candidate as they instil confidence in the franchisor's mind that they will be able to run their business by understanding the data. Equally important is an applicant that understands that great customer service and impeccable products are at the core of a successful business. The franchisor and franchising relationship is crucial, so aligning early on in the first stages of interaction will help to ensure a successful relationship in the long run.

■ How should franchisees prepare for their launch?

Be involved from the outset. Get onto site and be part of the build. Engage with the franchisor's marketing team to build the launch plan (but let them lead you – they've been doing this for a while). Do your own network marketing (tell everyone you know about your new venture and get them to spread the word). Take your time and be vigilant in the recruiting process – you want the right staff from the get-go. Ensure that you receive training and brand orientation from the franchisor before opening.

Looking to THE FUTURE

Key trends in the dynamic franchise space...



The franchising sector has shown steady growth over the past four years, in a tough economy from contributing an estimated 9.7% to the country's GDP in 2014 to its recent figure of more than 15%, according to the Franchising Association South Africa (FASA) 2018 survey. "This trend is expected to continue", says Michael Vacy-Lyle, CEO FNB Business.

The survey further highlights that 78% of franchisors are optimistic about future growth in their businesses. Around 30% of franchises are now owned by previously disadvantaged South Africans, with one in three

franchises turning over more than R20m per annum. This together with the fact that on average a franchise employs 18 staff members (the sector employs more than 370 000 people), makes it clear that as a business model, franchising remains critical to the future of South Africa.

Given the FNB Franchise Leadership Summit theme this year 'the future of the franchising sector'- Vacy-Lyle reflects on some of the key trends FNB Business is noticing in this very dynamic space...

Consumers increasingly prefer local businesses over national brands. Some of the bigger brands are looking for creative ways to tackle this situation by tagging with local businesses and this trend is on the rise.

1 More Multi-Unit Owners, and franchisees owning multiple concepts

What happens once you have mastered the tried and true formula franchises have designed for their franchisees? If you're like many franchise owners, you start opening another location. And then another. By recreating your success in multiple locations, you can quickly grow your revenues and increase your business' sustainability.

Many franchisee owners are also opening other, non-competing franchise offerings as they grow their businesses in an effort to diversify earnings.

2 Smaller, more cost-effective franchise models

Among the new frontiers in franchising is the food court losing its legacy as the preferred setting for food franchises, as service stations increase in popularity in the industry. Many brands – including Steers,

Continued on page 28

Expansion Phase II - Now Underway



Earning potential at just a 10% market share in a Billion Rand area

TURNOVER: 12 month Transfers in Licences Area	R1 billion
OFFICE REVENUE @ 10% Market Share	R4 625 000
OFFICE INCOME	R2 312 500
NETT INCOME After Tax & Expenses	R801 000

AVG licence territory = R3 billion

Engel & Völkers International approves the roll out of franchising across all areas of Southern Africa. We are currently seeking franchise partners to join us as we roll out our new phase of expansion.

Become part of the new Engel & Völkers footprint, and become part of something great.



To find out more, contact: Grant Wheeler on +27(0)82 820 6642 or Craig Hutchison on +27(0)83 630 8683
Tel. +27(0)11 929 3096 • NewBusiness@engelvoelkers.co.za • www.engelvoelkers.com/south-africa



ENGEL & VÖLKERS

Continued from page 27

Debonairs and Mugg & Bean On-the-Go outlets – are co-locating with major fuel retailers to create fully-integrated accessible centres. Looking at new, less expensive alternate locations beyond the shopping malls and strip malls to expand into stand-alone kiosks, food trucks, corporate catering, campuses, sporting events, craft markets, is a major trend.

3 Niche markets

Consumers increasingly prefer local businesses over national brands. Some of the bigger brands are looking for creative ways to tackle this situation by tagging with local businesses and this trend is on the rise. Niche markets are gaining traction. Whether it's in offering a unique 'gourmet' food experience, craft beer or whether it's in the environmental space of energy saving technology or recycling, these are where many new opportunities are to be found. With the increase in social awareness, social responsibility is a part of any business, small or big. The current generation of consumer is challenging the role that business plays in society and franchises have wonderful platforms to play a positive role and in so doing win customers.

4 Increased customization/ personalisation

In a world of increased consumer choice, it is no longer about what you have on the menu, it is now about how your product or service can be tailor-made to what a customer really wants. The success of RocoMamas speaks to this - with 61 franchise outlets their business model clearly responds to the essence of this trend by allowing consumers to create their own burgers, and increasingly consumers want the ability to create their own dining experience.

5 On-demand products/ services

Amazon is a great example of this – same day delivery is becoming the norm in the age of instant gratification – I want it now! Differentiation through delivery remains a big opportunity.

6 The significance of online and social media

Social media is how your customers chose to interact with brands, whether to express anger, inquire or to show appreciation. It is no longer about the question of should a business use social media or not, it is now more about how a business uses social media. Today's digital-savvy customers are highly choosy about online buying.



Michael Vacy-Lyle, CEO FNB Business

Some key points to consider:

- You need a responsive, interactive and up-to-date website;
- Customers should be able to view your website perfectly on any device;
- Data analytics is important. Like it or not, your data is what drives your business; and
- Seamless and safe digital payments are critical.

There is no doubt that franchising not only offers viable business opportunities, but also ensures that franchisees are better equipped to weather the tough economic environment. We at FNB Business remain committed to helping grow this very important sector and are well positioned to provide solutions supporting franchising as it evolves with these themes.

PIZZA PIONEERS

Product innovation is key in the restaurant game and is one of the reasons Col'Cacchio is able to thrive in an increasingly competitive marketplace...

The gourmet woodfired pizza brand has introduced a number of new products to its menu over the years to keep pace with changing consumer tastes.

TAPPING INTO TRENDS

Col'Cacchio has stayed on trend by broadening its offering to include vegetarian, vegan and carb-conscious ranges, continuing its commitment to healthy, fresh food. The brand has also launched Halaal format restaurants and introduced new categories such as breakfast and light meals.

The on-demand delivery space is growing rapidly and people are choosing to eat at home more through traditional take-out and on-demand delivery. "This is another significant trend for our brand

because people are looking for new taste experiences, which opens the door for us to look at introducing more innovative menu items in our category," says Col'Cacchio Business Development Manager, Tarryn Godley.

DO YOU FIT THE BILL?

Col'Cacchio is looking for hands-on franchisees to join them on their expansion path. "We are looking for motivated owner operators who are not afraid of working hard and are looking to be rewarded for their hard work. Prior restaurant experience is not necessarily a requirement; however we are looking for passionate candidates who have exceptional people management skills," says Godley.

The brand places a high level of importance on training and supporting its franchisees. Prospects attend two months' training prior to the opening of their store, with at least one month of hand-holding from head office in their own store after opening, or until such time as they feel they are ready to trade on their own.

Franchise opportunities are available in Free State, Mpumalanga, Kwa-Zulu Natal, Gauteng and Western Cape.

Godley says Col'Cacchio plans to grow steadily by opening a handful of stores each year. "We're excited about the future, and the innovation it will bring," she concludes.



COL'CACCHIO
the reason we crave pizza

'OWNING YOUR OWN RESTAURANT IS LIKE OWNING YOUR OWN FUTURE'



Dominic Dempers

Dominic Dempers,
FRANCHISEE
DURBANVILLE, BELVEDERE
& MEADOWRIDGE CAPE TOWN

Becoming a Col'Cacchio franchisee means becoming part of the family. And like family, you'll get all the support you need. This is your chance to (literally) get your slice of the pie. And it's a mighty fine slice. Filled with passion and profit. Find out how to become part of this delicious success story.

Visit www.colcacchio.co.za or call Tarryn Godley on 084 800 7264 and let's get this adventure going.

DEFENDING its NO. 1 POSITION

DEFENDDoor invites you to open the door to business success...

In a world where break-ins are numerous and intruders increasingly dexterous, it takes dynamic innovation to keep ahead in the security game and implement effective solutions.

DEFENDDoor, with over 20 years' experience in supplying premium security solutions to the market, has developed a reputation for producing the strongest, safest and most reliable products available anywhere in South Africa.

"We have consistently changed and updated the product and diversified into other kinds of products," says Managing Director, Damian Dionisio. "To date we have almost ten patents more than anyone else in the industry."

From producing just one type of retractable security door to now producing four, along with expanding the product range to include domestic and industrial roller shutters, fixed burglar bars, **DEFENDDoor** clear view fencing, louvre

security shutters, swing gates, cottage pane bars, view protect clear armed bars.

DEFENDDoor has a number of options to suit various needs and there are solutions for both the residential and corporate market.

"Our consultants are trained to notice gaps in security that a criminal could take advantage of, so they will come and do a survey of both the inside and outside surroundings before advising on relevant security upgrades," says Dionisio.

A SECURE OPPORTUNITY

DEFENDDoor's resolve to be the 'best' in the industry is first and foremost in the mind of the franchisor, and has earned the company the reputation of being a highly successful business to invest in from a franchise perspective.

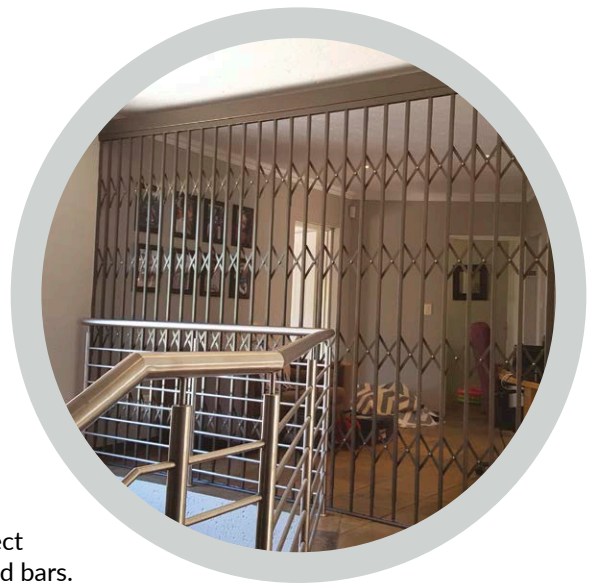
DEFENDDoor is looking for honest, committed individuals with at least ten years' business experience. "They need to have good interpersonal skills, a positive attitude and ample energy and drive," says Dionisio.

Franchisees benefit from an established brand, immediate access to the franchisor's intellectual property and know-how and comprehensive initial and ongoing training and support. They will also profit from bulk discounts which the franchisor negotiates on behalf of the group.

"Franchisees receive top-notch support from head office in all aspects of the business operation and can expect to receive a return on their investment in less than two years," says Dionisio.

If you're interested in benefiting from a proven, tried-and-tested system, and have what it takes to achieve your business objectives, contact **DEFENDDoor** today.

For more information, call 083 655 1491, email: damian@defendoor.co.za or visit: www.defendoor.co.za



Invest in the only FASA (Franchise Association of South Africa) Approved Security Door Franchise

DEFENDDoor®

Protecting what you love 



SECURITY is a top priority worldwide.

Take this opportunity to invest in a complete turnkey franchise that offers a **PREMIUM** security solution combined with a sound and **PROFITABLE** business structure.



Retractable Security Doors, Industrial & Domestic Roller Shutters,
Fixed Burglar Bars, DEFENDDoor Clear View Fencing, Louvre Security Shutters,
Swing Gates, Cottage Pane Bars, View Protect Clear Armed Bars

TO FIND OUT MORE CONTACT DAMIAN DIONISIO:

T: +27 83 655 1491 • damian@defendoor.co.za • www.defendoor.co.za

King Pie celebrates 25 years as Mzansi's favourite pie brand

The King Pie story is a special one, a story steeped in rich history and South African heritage. For the past 25 years, King Pie has pie-o-neered and delivered world-class pies to royal fans, becoming a brand that people across the country have come to know and love.

The journey began way back in 1993, with the original concept going as far back as 1990. The King Pie ethos is simple, to ensure consistent quality, lovingly-created pies with outstanding taste.

In 1990, the King Pie bakery opened in Silverton, Pretoria. This unique bakery was ahead of its time, allowing customers the opportunity to witness and taste honest-to-goodness quality with no surprises. Using only the best ingredients, pies were baked daily in an open-styled bakery whereby patrons could witness the magic happening live, appealing to all five senses. This proved to be a popular activity for locals and customers would queue to purchase these tasty and flavour-packed local pies. After three years as a popular local bakery, the King Pie Franchise Group was born. Today, The King Pie Group consists of over 295 franchises and forms part of the Bidvest Group Limited.

While King Pie has undergone transformation during the past 25 years, the group has evolved to become the established and well-loved company it is today, with stores across South Africa and the SADC region.

Why become a King Pie Franchisee?

Part of the brand's success is having a clear vision of what the King Pie brand stands for and what values it embraces. In the King Pie Kingdom everyone is royalty. Through long term meaningful relationships with our suppliers and world class support services, it is our passion to deliver products that are known for their quality, taste, wholesomeness and value for money.

As a professional and supportive franchisor, expert support staff are available to assist across all disciplines, including operations, legal, marketing, training, finance, research and development and procurement. King Pie also has a well-established training academy where new franchisees undergo intensive training.

King Pie franchisees are passionate, loyal, hands-on, energetic operators and team players who understand the importance of customer service excellence.

25 Years celebrations

To commemorate the 25 year celebration, King Pie ran a competition from 24 September – 31 October 2018, giving away 16 Datsun Gos to 16 lucky royal customers. To enter the competition, customers simply had to spend R25 or more at their nearest King Pie store and SMS their unique code printed at the bottom of their till slip.



One of our lucky winners: Elvis Gumedes King Pie Witbank Highveld Mall PnP

"Thanks once again the prize car presented to me yesterday. As family, we wish to pass our unwavering appreciation to you company. We are saying, may God Bless King Pie business to grow from strength to strength."
- Gumedes family

New Kings on the block



Mpho at the opening of her stunning new Kiosk at Steilloop shopping centre.

King Pie has opened many new stores recently, including:

- 👑 Alberton City Kiosk
- 👑 Center Point Store
- 👑 Acornhoek Mall
- 👑 De Doorns store
- 👑 Thulamahashe Mall
- 👑 Tibane Mall
- 👑 Mams Mall
- 👑 Hazyview Kiosk
- 👑 Randburg kiosk
- 👑 Zevenwacht
- 👑 Springs Mall
- 👑 Steilloop Kiosk

New Opportunities

King Pie has exciting new areas available:

- 👑 Maokeng Mall in Kroonstad Free State - Store Concept, proposed opening of the mall is 24 October 2019.
- 👑 Witbank Saveway in Witbank Mpumalanga - Store Concept, proposed reopening of the centre is 1 April 2019.

KING PIE

RETAIL MODELS

BRING YOUR OWN SITE TO US AND RECEIVE A DISCOUNTED JOINING FEE

From
R450 000 - R550 000
excluding VAT depending on size of store

**NEW
STORE**



KING PIE STORE

The King Pie Store model is the most versatile retail format sized between 18 - 35m² depending on the retail space available. These shops are designed to perform at it's best in shopping centres, high street locations and preference is given to a corner shop situated next to an anchor tenant with high foot traffic. All equipment and shopfitment is included in the investment price.

KIOSK



KING PIE KIOSK

At only 9m² the kiosk is designed to fill the gap in busy walkways in a shopping mall. This models has to operate in conjunction with a full store model where the pies can be baked. The package includes a pie warmer display unit, a single beverage cooler, storage counter and point-of-sale cabinet, signage, partition walls and a hotbox used to transport pies from a store. Off-site storage with water, three-phase electricity for an oven and a freezer room is required, if the kiosk is not supported by a store.

From
R180 000 (supported by store)
excluding VAT

EXPRESS



KING PIE EXPRESS

This is an exciting container concept which is a movable unit. This model is designed to reach consumers where there are no shopping centres available for example taxi ranks, train stations, townships, sport stadiums, universities etc. This robust unit, occupying 18m² can be deployed and commissioned anywhere within a day and can handle all types of weather conditions. Designed in line with the King Pie store concept, it includes all the standard equipment supplied with the store, and all that is required is a water and electricity connection.

From
R289 000 excluding VAT

TRAILER



KING PIE TRAILER

For franchisees who would like to expand their footprint to special events like festivals and sport events as well as becoming part of the growing trend of food trucks, this unit is the perfect business solution. The trailer comes fully equipped with an oven, freezer, cold drink fridge and point of sale system which is essentially a fully equipped store on wheels. It enables the franchisee to go directly to their target market in high traffic areas.

R180 000 excluding VAT

**TUC
TUC**



KING PIE TUC TUC

This model is a motorbike fitted with two pie warmers and operates together with a King Pie store, allowing franchisees to bake pies fresh in their stores and then load their Tuc Tuc to deliver or sell pies to customers on the street. This unit offers the perfect solution to also service wholesale customers in the proximity of the store.

R100 500 excluding VAT

CONTACT US
FOR MORE INFORMATION

Simangele Zulu
Tel: 011 564 9701
Email: info@kingpie.co.za

www.kingpie.co.za



#thepieisking

The Magic of **MULTI-UNIT** **FRANCHISING**

A definite trend of multi-unit franchisees has emerged in South Africa in recent times.

There may be various reasons. Access to funding has been tight as a noose rendering it less risky to lend to existing, financially sound franchisees with a proven track record.

Some franchisors have also actively pursued a strategy to recruit multi-unit operators or following the sequential franchise model by offering expansion opportunities to existing franchisees to open further stores.

This is in the pursuit of quality over quantity as it is less onerous to support sophisticated, experienced entrepreneurs and for others it 'better the devil you know'.



More than half of the franchisors allow multi-unit ownership with the average number of units owned across all business categories being 2 to 3 per franchisee. Franchisors indicate that the benefits for both parties are:

- Ambitious franchisees can grow within a network;
- Skilled franchisees operate business units and enhance the required operational standards within the franchised network;
- Financial benefits to franchisees through economies of scale;

Whilst we note the trend of a growing number of multi-unit franchisees here, the total number at approximately 10% is still relatively low by international benchmarks. The Franchise Relationships Institutes statistics reveals 22% of franchisees in Australia and 53% of franchisees in the United States of America operate more than one unit. The Franchise Excellence Research Report also revealed that successful multi-unit franchisees have higher levels of business acumen, more developed leadership skills, greater productivity and better health. They are also more profitable because they objectively 'work on their businesses and not in their businesses'.

With that said the study also indicate that while multi-unit franchisees are significantly more satisfied with their life balance, they are significantly less satisfied with the competence of their franchisors. So with the sophistication comes a far more demanding kettle of fish, not very simple to pull the wool over these eyes!

So multi-unit franchising offers an efficient path to boost sales, profits and market share for both franchisor and franchisee – there are significant dangers for the unwary.

Here the Franchises Relationships Institute share 5 strategies to manage the risks and maximise success.



1 Use solid expandability criteria.

These are the capabilities and resources that will make a difference to a franchisee's future performance. The expandability criteria should be linked to an objective rating system. Franchisors need to assess franchisee's readiness to expand by measuring identified factors.

2 Don't say "No" say "not yet".

Rating franchises will inevitably expose gaps which may or may not be easily rectified. Franchisees keen to expand, but who are rated as 'not ready', should be coached on how to close these gaps and encouraged to apply again. A sophisticated coaching process to help the franchisee develop a plan for improvement should be put in place.

3 Prepare franchises on what to expect.

While a good franchisee can go from one to two units without too much trouble, everything changes when they move to three units or more. The franchisee is now a CEO instead of a manager and will need more sophisticated financial reporting systems, performance management process and staff engagement programmes.

4 Provide relevant support.

Franchisors need to provide ongoing business development and educational opportunities for their multi-unit operators. For instance many of our franchisor clients schedule multi-unit break out sessions at their annual conferences and hold special multi-unit workshop to meet the specific needs of these larger operators. This also provides them the opportunity to network amongst one another specifically to discuss common business challenges. Because multi-unit franchisees are more demanding about the support they receive, higher calibre field support / business advisors will also be required.

5 Manage the ego factor.

While the Franchise Relationships Institute research shows multi-unit franchisees make more money, are less stressed and have more life balance, this can be a double edged sword. A taste for the good life can result in complacency and serious operational problems which can quickly bring a multi-unit franchisee's empire crashing down.

There are pros and cons to this new trend in the franchise industry. It has largely evolved out of trying economic conditions where both franchisors and franchisees have had to change their models in order to keep afloat and stay relevant.

Multi-unit franchisees are able to prioritise staff training and have the ability to move staff seamlessly across operational outlets. It also can be motivating for staff who have the potential for better career opportunities in a multi-operations system. It also provides the franchisee with more power when engaging with the franchisor as they will be engaging with an operator that has more strategic intent than a single unit operator. These franchisees have greater opportunity to exercise economies of scale, absorb losses as well as access more finance from the banks.

However, there can be some disadvantages. These are particularly magnified if the location of the multi units is geographically dispersed. There is also a heavy reliance on the managers of the individual outlets who should be incentivised, as the owner can not always be the operator. The owners of such systems need to have macro-perspective of the outlets they are running and keep working "on" their businesses – even if they are not "in" their businesses.

In summary, multi-unit franchising offers exciting opportunities for franchisees and franchisors to expand their businesses, providing there are clear expandability criteria, relevant support structures in place and franchisors keep a close eye on the performance of these larger operators. Also be wary of the 'tail wagging the dog' scenario. The franchisor remains a strong leader and makes decisions in the best interest of the brand and the network as a whole – not under the whip of sizable multi-unit operators.

Lindy Barbour is a Director at Franchise Directions, a franchise development consultancy which since 1997 has developed and served the franchise sector through specialised development and support services.
Visit: www.franchise.co.za



A franchise that's creating a buzz...

A'AFRICA PEST PREVENTION founders Joubert Smith and Marelize Labuschagne have turned an essential service - pest control - into a buzzing franchise opportunity for prospective operators.

In 2004, Smith and Labuschagne launched A'AFRICA PEST PREVENTION, a pest and vegetation control company that focuses on inspection, identification, recommendation, treatment and control. Today they have a network of 13 franchisees with an established national footprint in 8 of the 9 provinces.

THE KEY TO SUCCESS

Smith says the brand has earned a reputation for excellent service over the years. The training on offer to franchisees is designed to ensure all franchisees understand the level of service required to build a sustainable business. Operator training covers all aspects of running the business and includes an extensive orientation programme. "This training ensures that standards are high and the service delivery is consistent across the network," says Smith.

Despite this focus on service consistency, Smith also believes in allowing operators the space to establish their own identities within the brand to allow for personal growth.

MULTIPLE REVENUE STREAMS

Multiple revenue streams are important to any franchise business, and A'Africa Pest Prevention franchisees offer a range of services. "Our multi-disciplined approach towards pest management ensures a diverse portfolio for each franchisee," explains Smith.



"We are experts in both pest and weed management, and service all pest management markets, including health institutions, retailers, food distributors, factories, private homes, malls, educational institutions, government and semi-government organisations. Pest management techniques include Integrated Pest Management (IPM), web-based quality control system, food safety, health-related pests, nuisance- and structural pests, fumigation and vegetation management."

Also setting the concept apart from other franchise opportunities is the fact that operators can generate a steady income stream by signing monthly, quarterly and annual pest control agreements. "Long-term, contractually recurring pest control services are a major builder of revenue in a pest control company," explains Smith.

A FOCUS ON INNOVATION

A'Africa Pest Prevention franchisees use green methods and low- to no-toxicity products, which Smith believes will maintain the brand's relevance as consumers increasingly demand environmentally-friendly solutions. "We are also constantly on the look-out for new, innovative methods, equipment and techniques for safe pest control to grow our business," he explains.

The fact that pest control is an essential service is great news for prospective franchisees, particularly during these turbulent economic times. Yet another reason to find out more about this franchise that is creating quite a buzz...

'Committed to safety and the environment'



A'Africa is a dynamic and fast growing company specialising in pest control and weed control.



Benefits of owning an A'Africa Pest Prevention Franchise:

- Start a business with a recognised name and full backing from the franchisor
- Full training and support, no previous pest control experience needed
- Low barrier to entry
- Benefit from repeat business and recurring revenue
- Home-based business
- Committed to safety and the environment, utilising **green** methods and low-to-no-toxicity products
- Additional services include contract cleaning, vegetation management, etc

**There are already
13 established franchises
countrywide with room for you!**

More exclusive areas available nationwide with **prime areas** available in Northwest (Rustenburg), Gauteng, Limpopo and Mpumalanga.

**Investment options
from R75 000 excl. Vat.**



Contact Joubert Smith on 087 238 1409, email joubert@aafrica.co.za or visit www.aafrica.co.za for more information.

IMPROVING FRANCHISEE COMMUNICATION

10 WAYS you can immediately improve the quality of your communication initiatives with franchisees.

As we finish 2018 and look toward 2019, the frenzy of new store openings before the festive season commences, and the planning for 2019 is a new challenge. The training plan, the marketing budget and the new store development plan are given some space in the diaries. However, in our experience, the franchisee communication plan is on the back burner and low down on the priority list, as it is usually not housed with a particular resource or department. It is not assigned to an accountable resource or a centrally co-ordinated function and instead is implemented by default instead of design.

When franchise networks are still small communication initiatives are manageable and the franchisor personnel, are more accessible to franchisees. However, as the franchise expands and adopts the best practices associated with a more corporate environment and institutes consistently applied policies, then the priority and the effectiveness of the communication plan becomes significant.

International franchise relationship guru and founder of the FRI in Australia, Greg Nathan, has spent years researching and presenting studies on the understanding and improvement of the franchisee/franchisor relationship. Having observed a number of franchisors, and also having had the privilege of talking with thousands of franchisees about how to make the most of being part of a franchise network, has made Greg an expert on this topic. He also gets to work with lots of franchisor teams, in particular helping them to engage more effectively with their franchisees. In his experience if you are a franchisor executive, there are 10 ways you can immediately improve the quality of your communication initiatives with franchisees.

■ **Take responsibility for communicating important messages to your network.** Do not rely on franchisees to communicate policy messages to their peers, even if these do come from Franchise Advisory Council meetings. It is not their role and,



because they will inevitably have conflicting interests, they are likely to communicate inconsistent or incomplete messages, creating disappointment all around.

■ **Do not endorse franchisees meeting together without a competent facilitator.**

Human nature being as it is, the angriest or most unhappy people will almost always pull down the mood of a group making these meetings unenjoyable, unproductive "gripe sessions" – a pet hate of your better franchisees. If there are problems to be resolved, ensure the person running the meeting understands how to set up a constructive process that results in workable suggestions and solutions.

■ **Stay calm and non-defensive when responding to franchisee concerns.** Even if you feel your competence or integrity is being questioned, trying to prove you are right and they are wrong will just make them suspicious you are hiding something. It also can also frustrate people who will feel shut down and not raise legitimate concerns in the future. Listen carefully to people's underlying concerns and respond directly and factually.

■ **Do not use town hall meetings to resolve group gripes.** Allowing angry or opinionated people to stand up with microphones creates an unsettling, political

Are you our next franchisee?

Excell Catering Equipment is the proud supplier of superb quality and competitively priced equipment for **small business start-ups**, restaurants, supermarkets, butcheries, industrial kitchens and more!

Become the go-to person for top of the range catering equipment in your area!



**TAKE-AWAY
FISH & CHIPS
STARTUP PACKAGE**



**SMALL BAKERY
STARTUP PACKAGE**



**BUTCHERY
STARTUP PACKAGE**

Henry Kriel, Port Elizabeth Franchisee



“My previous background involved owning a photographic business, where business came from customers entering our store. However when it came to a catering business, we needed to go and find the business. I found that knowledge of products was vitally important and necessary, as well as having an established web site. Excell Catering Equipment was able to give me this support.

Their product knowledge and expertise where to find quality and alternatively well priced items allowed me to make more profit on a sale. I found Sean especially knowledgeable and helpful on the above. Barry on the other hand, is not only knowledgeable but also a genius when helping with kitchen layouts. I also received continued support and advice from both Barry and Sean.

Chat to Henry Kriel on 041 364 1816 or 082 903 9395

Excell Catering Equipment have achieved many awards

PMR Awards – Sean Kriel with Diamond Arrow Award for service in the Northern Cape Region

– PMR Africa

“Buying a Excell Catering Equipment Franchise will help our national footprint and service to the public. Our team is dedicated to give you all the help and support you need to be a leader and pioneer in the industry.

You will be able to build your franchise from a strong foundation that was set 18 years ago. We look forward to welcome you to our family of franchises! “



Entry level franchises from R495 000 excl VAT

An unlimited franchise potential - your key to financial success!

Key Areas Available: Bloemfontein, Pretoria, Johannesburg, Cape Town, George, East London



Join the family of excellence and open your own successful catering equipment retail franchise.
For more information call Sean Kriel on 083 235 0169, 053 861 4301 or email: excell@isat.co.za

Continued from page 38

atmosphere of point scoring rather than the honest, open discussions you need to understand and resolve issues. There are more effective methods to have gripes heard where everyone gets a say, the mood stays positive and actions are agreed on.

■ **Co-ordinate franchisee communications through a single channel.** Franchisees have better things to do than wade through a mass of random, verbose emails from different departments. Ensure all emails are interesting, relevant and short. If the franchisee has to take action make this as clear and easy as possible.

■ **Minimise lecturing to franchisees at regional meetings.** At least 50% of these meetings should be devoted to interactive discussions and workshops on topics that will help franchisees to drive sales, deliver a better customer experience and improve their profitability. The messages they are likely to remember will be the ones they were involved in.

■ **Train franchisor executives in effective presentation skills.** Maximise engagement through the effective use of voice modulation, confident posture and a light easy pace. Use pictures and simple charts to bring your messages to life. If you are just going to read points off a slide you are better to provide this information online or using a hand-out notes.

■ **Prepare for meetings by imagining what success looks like.** Consider what you will see happening if it goes really well. How will people respond during the meeting? How will they feel afterwards? What outcomes will be achieved? Discuss this as a team prior to the meeting.

It's important for the health of the network and its progress that the communication is constructively directed by the franchisor.

■ **Set an example of constructive participation.**

Franchisor team members that wander in and out of franchisee meetings or sit at the back of the room catching up on their emails are making a statement that the meeting is not really all that important.

■ **Use regular webinars with top leadership to keep franchisees up to date.**

A 30 minute webinar with your CEO / Franchise Champion every few weeks will keep franchisees feeling connected and in the loop on important strategic information. The use of technology and connectivity needs to be better utilised to the advantage of keeping franchisees up to date. Webinars have become very popular as a communication tool in international franchise groups. South African franchisors should investigate this as a means of communication. These should start and finish on time, be tightly run and provide an opportunity to ask questions.

'When perception meets reality, reality always comes second best'. Ensure that in the planning for 2019, the communication plan is formally plotted with accountable parties. It's important for the health of the network and its progress that the communication is constructively directed by the franchisor. This improves the trust element of the relationship and clarifies matters.

In our experience the latest trend in franchise communications is a central system that houses not only the Operations Manual, but is the portal for all communication between the Franchisor and Franchisee. No more emails lost in cyber space but rather relevant and important information at everyone's fingertips in a centrally cloud based solution. All the effective franchise management, monitoring and communication tools that keep communication on track and ensure smooth operations and relevant training are in systems such as the Franchise Infinity Operating System, www.franchiseinfinity.com



The Genuine Undisputed Leaders of Home Inspections in South Africa



“ We have used Inspect-a-Home three times and each time have received superb service. Your inspectors have always been very knowledgeable, thorough, professional, available to explain issues, efficient, and unfailingly patient and polite. If you are buying a home or need to evaluate or monitor renovations, the expertise of Inspect-a-Home is absolutely essential. Their inspection and report can save a buyer or owner hundreds times the cost of the inspection. We have recommended Inspect-a-Home many times and will continue to do so. ”

- Rachel & Rick de Kock,
Parkhurst/Parktown North



Eric Bell is the Executive Director
of InterNACHI South Africa.

Call: 083 375 5588 | 031 266 7271
Email: eric@inspectahome.co.za
or visit www.inspectahome.co.za

Secure your prime area:

Mpumalanga, North West Province, Durban, Ballito, Kimberley/Northern Cape, Richards Bay/Empangeni, East London, Port Elizabeth, George, Knysna and the Free State, Gauteng, KZN North Coast, KZN South Coast, Newcastle, Witbank / Ermelo / Bethal, Somerset West / Stellenbosch / Paarl (Cape Winelands).

No building experience is required as we provide full training and ongoing support.

Inspect-a-home are specialists in residential, commercial and industrial property inspections; Building disputes; Quality control during building phase

Franchisees benefit greatly from:

- Over 32 years of experience
- A Powerful competitive advantage
- Marketing support
- Reputation and experience
- Exclusive territories

SPECIAL PRICES ON ALL FRANCHISES – with an Easy Payment Plan.



Inspect-a-home®
THE EXPERTS IN HOME INSPECTIONS

Teach South Africa



Previously Creative Minds® centres, the recently re-branded CYBER-MINDS TRAINING INSTITUTE has a wealth of experience in the training industry and has successfully set up more than 30 IT training centres across the country. The new license opportunities have all been designed to assist owners in their goal of growing successful operations and profits.

Are you a good fit?

Teaching is not for everybody. No matter how much knowledge or expertise you have with computers,

To run a successful training business, it's important to pick the right partner. And, with Cyber-Minds® Training Institutes by your side, you are off to a great start!

you must have the people skills and patience necessary to transfer that knowledge to others who might not grasp the concepts as well as you do. If this sounds like you, read on.

There are currently four licensing options available, and your choice will depend on the size of the area in which your centre will be situated. The models are all fully customisable to suit your situation. There are options for rural villages, small rural town, towns and suburban areas, and large towns and suburban areas.

Training with a difference

CYBER-MINDS® licensees specialise in training computer novices, and also offer more advanced courses for office workers, managers,

businessmen, etc. All training is offered on a step-by-step basis using world-class training materials. Importantly, all training is offered using no-fear, stress-free methods, allowing students of all ages and all walks of life to become confident users of computers.

"Computer training can be intimidating," explains CYBER-MINDS® founder Marius Lubbe. "A very important aspect that we have built into the process is constant confidence-boosting to make people believe in themselves."

Once students have mastered the most basic skills, they can move on to intermediate and eventually to our more advanced courses.

Start your own **COMPUTER SKILLS TRAINING CENTRE**

World class tutorials produced in-house to the standards of SAQA and MICT (ISETT) SETA

- Beginner to advanced courses
- Microsoft (Word, PowerPoint, Excel)
- Pastel software and IT training
- Step-by-step training in a friendly stress-free environment

4 licensing options available, depending on size of the town or area

- Full training at Head Office
- Complete operational manual
- Initial marketing package
- Exceptional ongoing support

» 20 Centres Nationwide

**Associated or partnered with:
SAQA, MICT, SETA, Pastel, Microsoft TM**





SIGN UP to join a world leader

Signarama, the world's largest, full-service signage network, is looking to grow its network in Southern Africa. Read on to find out more about this exciting franchise opportunity!

It may be a global brand, but Signarama's success has been built on local industry knowledge and support, says Kurt Tyack, the franchisor for Signarama Southern Africa. "Our team is committed to helping franchisees to achieve the best results they can."

This commitment can be seen in the extensive training on offer to franchisees, which Tyack says is the most comprehensive available in the local industry. While training specific to signage is a major part of the programme, more importantly, every franchisee leaves with the knowledge of what it takes to own and operate a successful business

The company's annual conference is another way in which it supports franchisees. Apart from the training and updates provided by the franchise office support team at the conference, it also gives franchisees the opportunity to learn from their peers. "Who better to learn from than someone else who has been there, done it, got the T-shirt?" asks Tyack.

Signs for the times

The Signarama team understands the importance of brand awareness and the affect it has on their clients' bottom line. "Signage plays an integral part in the recognition of a brand and, therefore, a quality advisory service and final product is imperative," says Tyack. "During tough economic times, it is even more important that our clients focus on standing out and getting noticed. This is where Signarama comes in."

Sign here

There are currently four franchise formats to choose from – varying from a full store to a smaller express store and a conversion model for independent businesses who can add Signarama's extensive range of services onto their own offerings.

Among other areas, Signarama has identified Namibia, Mozambique, Bloemfontein, Upington, Kimberley and Vryburg as key areas for expansion in the year ahead, and five new franchisees will be on-boarded in the next six months. There are currently 34 Signarama franchises up and running across southern Africa.

Take the first step to building your legacy

THE NEED FOR SIGNS

A Growing Industry

Full service sign
& graphics
**FRANCHISE
OPPORTUNITY**

- Over 30 years' of growth in the sign industry
- The only established brand in the industry
- Proven track record of success
- Comprehensive training program – no prior experience required
- Strong customer base in any economy



Digital Signs

Signarama offers a range of digital sign options including digital displays, positioning our franchisees as valuable providers of these popular and trendy products.

Specialized Design Services

Signarama franchisees are able to use their specialized design skills to create a unique range of signs for businesses to promote themselves in their community.



A"B2B" Model

The Business-to-Business model we employ is valuable to our franchisees. Customers count on us for a variety of materials such as banners, tradeshow displays, storefront signs, digital displays, vehicle graphics, full colour wraps and more.

As businesses are increasingly competing for their customers' attention and brand recognition, local advertising has become vitally important - Signarama lets you serve an important need in your community.



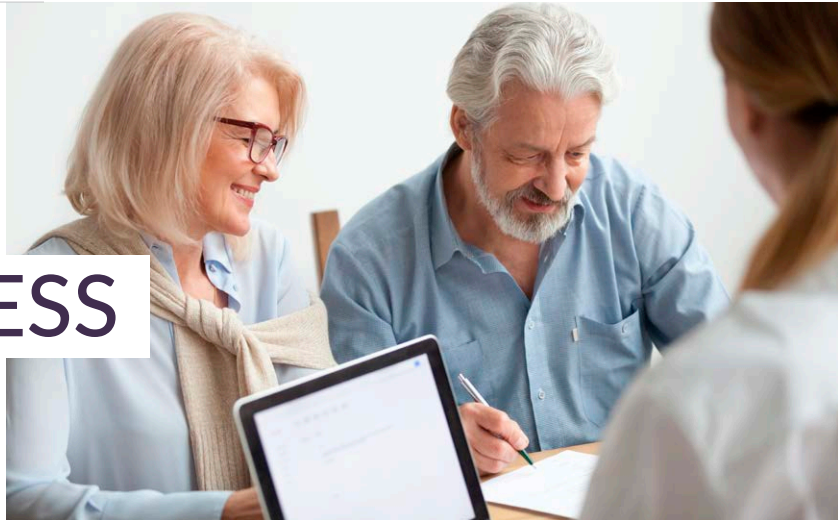
Interested in becoming our next franchisee?

Contact Kurt: 083 278 9000 | Email: franchisehelp@signarama.co.za

Website: www.signfranchise.co.za

IT'S NEVER TOO LATE TO START A BUSINESS

Entrepreneurship at any age is key to minimising unemployment in SA.



Whilst the country continues to battle a high unemployment rate – which increased to 27,5 percent, according to the Quarterly Labour Force Survey for the Third Quarter of 2018 – the narrative of entrepreneurship as a viable career choice should be widely promoted and encouraged across all generations.

However, according to Anton Roelofse, regional general manager at Business Partners Limited, the recently released 2018 Real State of Entrepreneurship Survey, compiled by Seed Academy and Old Mutual, revealed that 80 percent of entrepreneurs in South Africa are under the age of 45, with the majority of entrepreneurs reported to be between the ages of 25 and 34. “In light of the high prevalence of unemployment, there is no reason that entrepreneurship should be reserved for the younger generation. Considering that only 20 percent of entrepreneurs are over 45, it is now more important than ever for older aspiring entrepreneurs to realise that the country needs them and it is never too late to start a business,” he says.

Delving into the reasons for this low rate of entrepreneurship among older generations in South Africa, Roelofse refers to the 2016-2017 Senior Entrepreneurship Report. “According to the report, older individuals have the lowest confidence in their ability to start and run their own businesses, and many believe that entrepreneurship is a young person’s

occupation because the majority of entrepreneurs are young.”

In contrast to these beliefs, Roelofse says that it has actually been shown that older entrepreneurs are more adept at building resilient businesses, which is especially crucial during times of slow economic growth. “If more older entrepreneurs follow their entrepreneurial dreams, not only will more jobs be created, but the idea of entrepreneurship will become more socially accepted for all ages and hopefully have a ripple effect.”

As such, it is vital for older aspiring entrepreneurs to realise that they are more equipped than they think to start and run a business, says Roelofse, who lists five pointers to boost older aspiring entrepreneurs’ confidence:

► **Work experience:** Starting a business at a later age means that the entrepreneur will have a lot more work experience. This will be extremely beneficial as it will contribute to the entrepreneur’s leadership skills, business management and acumen, problem solving skills, and industry experience, should the entrepreneur decide to open a business in the same industry.

► **Personal networks:** It is often said that it’s not what you know, but who you know, and as one grows in age, so do their personal and professional networks. Older entrepreneurs will therefore be more likely to know other established

professionals who they can turn to for advice, collaboration, and offer their services to.

► **An established passion:**

Older entrepreneurs tend to be less restless in their pursuits, as they have had more time to figure out what they are most passionate about, which can often be a driving force to start a business as well as motivate their success in the future.

► **An understanding of your strengths and weaknesses:**

Due to older entrepreneurs’ work experience, they will know how to leverage their strengths and compensate for their weaknesses in order to grow their business. It will also assist with hiring the right employees with the required skills or knowing what services will need to be outsourced.

► **Stability and time:** Older aspiring entrepreneurs often have more of a stable family life with older children and may also be more financially stable than those that are younger and still building their lives. This can lend itself to freeing up more time both physically and mentally for an older entrepreneur to focus on starting and growing their business.

“Age should be seen as an added strength, not a hindrance, when it comes to entrepreneurship. And aspiring entrepreneurs, regardless of their age, should be encouraged and supported to contribute economically,” Roelofse concludes.

Join the **freshhest** laundry franchise in town!



“We are building a business with longevity and our franchise partners will grow alongside us.”

– Tracey Fawell, Franchisor



- ✿ **Attractive, professional, bright and open stores**
- ✿ **Service the domestic, commercial and industrial markets**
- ✿ **Offer a comprehensive laundry service, dry cleaning, garment dyeing, tailoring, shoe repairs and key cutting**
- ✿ **Full turnkey operation includes all equipment, fittings, etc**
- ✿ **Comprehensive training and ongoing support**
- ✿ **Start generating income from DAY 1!**

Be the leader in laundry!

An entry level Laundry Dynamics franchise starts from R399,000 excl. Vat

Laundry Dynamics
The Laundry Franchise

**MASTER
FRANCHISES
AVAILABLE**

→ www.laundrydynamics.co.za
info@laundrydynamics.co.za



LIKE US ON
facebook



Start your entrepreneurial journey off on the right foot

Entrepreneurs that want a head start should review their business models and tax strategies for 2019.

So says Hanno Bekker, a Bloemfontein entrepreneur that works with businesses in the Free State and nationally to implement clever business and tax strategies that saves money. Bekker is also a local speaker with a wealth of knowledge on all aspects relating to business and legal matters. He is well-known for his knowledge on topics such as “if you think you’re in business for the money – you’re wrong!”, and “why start a business if you don’t know why and how?”

Bekker believes that seeking out and learning from successful business owners locally and internationally has given him a massive advantage in terms of business structures and models, knowledge and strategies that achieves real results. His primary motivation is to help businesses do things differently and get better results.

Q Why is the structure so crucial to business success?

“Too often entrepreneurs don’t plan in the business. Would anyone jump out of an aeroplane without taking lessons first? Yet we see so many business owners who are not immersing themselves, actively finding the right support or developing the needed skills to build sustainable entities. Having the correct business model and structures in place holds massive tax benefits for any business - at the end of the day less tax means more profit for the business”, says Bekker.

Q What makes a business successful?

Business coaching or guidance is key. There is no such thing as a self-made success. By learning from others’ mistakes most business challenges can be avoided. Bekker lives by “you don’t know that you don’t know”, and what one does not take the time to find out can cause pain.

Business branding is the image customers see and trust. The reputation of the business is what provides credibility, and in the end it is the reason why customers want to buy from the organisation. “Everyone likes to buy, but nobody likes to be sold. That is where the business brand and credibility comes together to edify the organisation and its reputation”, says Bekker.

Marketing the business to get the correct message to the ideal customer is the ideal result. ‘Me too’ companies and those trying to be everything to everyone are proven to have a lower success rate. Understanding that the business message needs to change for every group the business communicates to is crucial to achieve marketing objectives successfully.

Getting sales is what secures the business success. Having the correct structures for business support, branding and marketing, can automate the business sales lead process to build a sustainable flow of income. We have seen that 80% of clients that apply the correct business tax strategies see business results that support growing their businesses to the next level.

Starting a new business in 2019?

4 Things new entrepreneurs must know

To avoid the pitfalls of establishing a business, it's best to start your entrepreneurial journey by getting the basics right:

■ The easy, no-fuss sole proprietor and partnership option

The easiest option is, of course, to just start off as a sole proprietor, as you don't need official paperwork. Or if you are joining forces with others, to form a partnership with just a contractual agreement between everyone. With a sole proprietorship and partnership, you remain liable in your personal capacity for the debts of the company and should the business go under, you can literally lose everything.

You are also liable for the business's tax obligations. When this kind of business makes a profit, whether you take this profit for yourself or not, you will personally be taxed as if you are going to line your own pockets with it. This will probably lead to you falling into one of the higher tax brackets."

In partnership, you cannot predict the behaviour of your business partners. They could, through the business, run up enormous debt, which you can be held accountable for.

■ Registering a company - do a private and public companies no longer exist?

Currently, in South Africa, you also have the option of registering a closely held corporation (previously known as a private, (Pty) Ltd, company), or a widely held corporation (previously known as a public company).

When it comes to these company options, you register a separate entity. This means that the company is completely separate from you – and you yourself are not the company, you work for the company as an 'employee', namely a director, who operates affairs on behalf of the business. However, establishing a

company means relatively lots of paperwork and 'red tape'. But in most cases, the company is taxed at a fixed rate, which is 28%, plus dividend taxes, if they are paid out (taxed at 20%).

For you personally, the tax is deducted from your salary on an employee basis (PAYE). This is not necessarily a bad thing for you personally, because although you draw your own salary, you can structure it in a way that you receive some tax breaks and benefits if you do it correctly.

■ Registering as a business trust

In comparison to registering a closely or widely held corporation, a trust is taxed at a fixed rate of a whopping 45%. "So suddenly a business trust doesn't sound all that attractive, does it?" states Bekker.

Registering a trust is an incredibly tedious process. When setting up the paperwork, you have to make sure that every small detail in a trust is comprehensively explained and not debatable afterwards, otherwise it can become a nightmare. "It is very important that trust is custom-made for your specific requirements, otherwise it can very quickly turn into a legal nightmare."

■ A small business corporation

Business-owners have the option of registering a small corporation with SARS. "As a small business-owner, you can apply to SARS for this to register as a company (small business corporation), and if you meet certain criteria and terms, you will receive additional tax breaks. This means that you will be only taxed at 7% on your turnover in comparison to the 28% you will be taxed on your profit as a closely held corporation."

Hanno Bekker, Founder and Director of Bekker Attorneys, business enabler and tax strategist.
Visit: www.bb-law.co.za





HANDING OVER THE BATON

Tips for effective succession planning...

Succession planning is not always top of mind for small businesses and family-owned operations caught up in day-to-day operational issues and chasing new business. But, a large percentage of businesses do not survive the move from founder to next generation because subjects such as retirement, death or illness aren't spoken about. Identifying and mentoring talent should form part of any business strategy to ensure the longevity and future success of the enterprise.

Deciding who to hand the baton over to requires careful planning as the legacy of your family-owned business is at stake. Here are four tips to consider when making succession plans:

Define your objectives

Make sure you have a clear picture of what you want the business to look like in the medium to long term. This will help you to assess what skills are needed to achieve these goals.

Next, identify the type of person you see as best suited to take over. Should it be someone with a similar management style to your own? Do they fit the culture of the business? Will they be an asset to the business, furthering its goals and boosting growth? Are they the best person to direct the company towards management's vision for the future in the medium to long-term?

Astute business owners understand the importance of identifying talent within the organisation and grooming them to fulfil more complex roles in the future. The sooner this process starts, the quicker they will be to step into a more senior position.

Don't rely on keeping the business in the family

Many business owners dream of keeping the business in the family, hoping their children or grandchildren will be chomping at the bit to take over the reins. But, this is often not the case. And, even if family members are keen to steer the ship, they may not share the passion, drive or expertise needed to make it a success. So, set any aside romantic notions of building an empire, and be objective

and strategic when choosing a successor.

Discuss your plans with family members and involve them in the succession process. Not doing so, will only sow discord and inflame resentments. The succession process should be discussed with family members regardless of whether they are expected to take over or not.

Don't put all your eggs in one basket

So, the perfect person has been identified for the job. A lot of time, effort and resources have gone into developing and mentoring the individual. But, then they leave for greener pastures. From happily contemplating retirement, you now have to put everything on hold to find another suitable candidate. To avoid this eventuality, identify several potential leaders and nurture them all.

Plan ahead, review regularly

Ideally, succession planning should start once you've passed the start-up phase and the business is established. By this stage, the business' vision, culture and values should be well entrenched, making it easier to identify potential candidates for the top job.

Review your succession plan on a regular basis to make sure you've made the right choice. If potential successors are not living up to expectations, they may need additional training and mentorship, or you may need to find other candidates. Much like your business plan, your succession plan should be a "living" document that changes as the business does.

There is a popular adage often attributed to Benjamin Franklin, the father of time management: "Failing to plan is planning to fail." Following the above tips provide a good baseline for succession planning in any family-owned business. Don't be caught unprepared!

Ryan Roux and Ivy Gura are BDO Audit Seniors. BDO in South Africa is the South African member firm of BDO International. The global BDO network provides audit, tax and advisory services in 158 countries, with over 64 300 people working out of 1400 offices worldwide. Visit: www.bdo.co.za

MINICHESS®

**Award-winning
Educational program**
aimed at 5 - 9 year olds

The MiniChess program is a unique educational programme, focussing on early childhood development: linking to mathematics, science and life skills development through chess-related activities

MiniChess Franchise
opportunities available



WWW.MINICHESS.CO.ZA
info@minichess.co.za



MindCo

unlimited

**Franchise opportunities available
country-wide for
Corporate & Professional coaching**

MindCo develops CRITICAL Skills – the things machines cannot do!
MindCo short-courses are presented through inter-active, FUN & situational learning to develop self-mastery, professional on-boarding programs, managing complexity & team-optimizing for the 21st Century as well as transformation/ change-management.

MindCo is presented at 3 Levels: MindCo for Corporate- & Team Leadership, MindCo for Young Professionals and MindCo for Teens

**Unlock the most powerful energy
in the World: Human Capacity!**

MINICHESS®

**Award-winning
Educational program**
aimed at 5 - 9 year olds

The MiniChess program is a unique educational programme, focussing on early childhood development: linking to mathematics, science and life skills development through chess-related activities

MiniChess Franchise
opportunities available



WWW.MINICHESS.CO.ZA
info@minichess.co.za



Empowering young minds for a bright future

Making VAT work for you in your business

Value Added Tax (VAT) is one of the most underutilised levers to grow your business. We have such a fear of the tax man that we would rather err on the side of self-prejudice that to claim what is rightfully ours from the VAT system.

Another major reason for fearing the VAT system is that you regularly hear of businesses that have been closed due to non-compliance with the VAT system. Being a tax practitioner, I get to see the other side of these stories. Especially where things have gone wrong in a business. It is a story that is as old as time, where business owners become tempted to use VAT to cover their operating expenses during a cash flow crisis and when SARS realise that you have withheld VAT they come knocking. You should also know that your business can be closed down for non-compliance with any tax regulation.

So, how can the VAT system increase the profitability of your business? Firstly, a properly managed VAT system will never land you in hot water.

THE BASICS

You can voluntarily register for VAT after you have issued at least R50 000 worth of invoices, or where large capital expenditure is planned. It is compulsory to register for VAT when your business issues more than R1 million in invoices per year, failure to register is viewed as non-compliance.

VAT is added to your invoices, this means that if you previously charged R100 for an item or service you should now charge R115. Many people that I have met have the misconception that SARS is going to take 15% of the price that they charge a customer and feel that they are going to lose money by registering for VAT. This is called output VAT.

When you make purchases from a VAT registered vendor you will also be paying VAT, but should those expenses be incurred in the production of income (legal talk for saying if you use the products or services in the business) you are entitled to claim the VAT that you paid back from SARS. This is called input VAT.

At the end of every VAT cycle, normally every 2 months, you tally up all the output VAT charged to customers and deduct qualifying input VAT paid and the difference needs to be paid to SARS.



The secret in making VAT work for your business is to pay output VAT on the earliest of invoicing or receipt of cash. That also means that you can claim input VAT when you received a VAT invoice from a supplier, even though you have not paid them. By managing this cycle, you will reap the first benefit from the system - receiving your VAT inputs before you need to pay the VAT outputs.

“ You will be surprised after calculating how much interest you could earn in a year. If managed properly it could be a significant contributor to a large bonus in December!

EARNING INTEREST

The next important step you should consider is what you do with the VAT after receiving it from a customer. A simple hint is that you should immediately transfer the money into a high interest account. There are many investment accounts that yield higher interest than a regular savings account. This is important as you will be leveraging SARS's money while it is in your account to earn an additional income, for which you did no extra work. The same principle applies for PAYE, UIF and SDL. You will be surprised after calculating how much interest you could earn in a year. If managed properly it could be a significant contributor to a large bonus in December!

REDUCING FIXED AND VARIABLE EXPENSES

The last important factor that you should know about, is that if you are currently not registered for VAT your profitability could increase with up to 15% after registration. The reason is simple: Much of the expenses that you already pay each month has VAT on it, and after registering you will be entitled to claiming 15% of all qualifying VAT

back on these expenses. Therefore, many of your expenses will reduce with 15%! I would like to see where else you can achieve such an immediate increase in the effective nett profit without large capital expenditure or staff recruitment.

Think out of the box when it comes to actively managing your cash flow, VAT and profitability. The key to lasting success is to work with qualified advisors to grow your business.

Frans van Eden, AGA (SA) is MD of Prioritise, specialising in tax planning, insurance, financial advice, accounting and corporate structuring.
Email frans@prioritise.co.za to arrange a free consultation.
www.prioritise.co.za



EXCITING BUSINESS OPPORTUNITY NOT TO BE MISSED!



GREENLEAF INTERNATIONAL

is a multinational company with Headquarters in China, and branch offices over 50 countries in USA, UK, Europe, Asia, and just entered Africa. Become a pioneer in your country.

Become a partner of Greenleaf International, we have 8 ways you get paid:

- Return of Investment Bonus
- Group Bonus
- Sales Bonus
- Voucher Bonus (USD2000)
- Retail Bonus
- Leadership Bonus
- Welfare Bonus
- Star Director

We have Health and Beauty care, Perfumes, Sanitary Napkins, Panty liners, Diapers for babies & Cleaning wipes, Kitchen and bathroom, and many more products.



Looking for serious business partners

Contact via Whatsapp:
+264 813687390
or email:
masambo72@yahoo.com

A Healthy MONEY MINDSET

“In my experience, small business owners and start-ups are notoriously bad at managing their money - it's a kind of "hit and miss" and usually it is more of a miss than a hit!

Most SME's are obsessed with getting the right product or service to provide to their customers and of course once the sales start happening, they become obsessed with turnover. I'm sure you all have been through this at one time or another and keeping any eye on the turnover is not a bad thing at all.

Here's the thing though, if the expenses exceed the income or the turnover, it won't be very long before you find yourself in a world of pain, particularly if part of those expenses are in the form of VAT or Tax that is owed to SARS.

So keeping that in mind here are a few tips to ensure that you keep a "Healthy Money Mindset."

1 Always, always, always pay yourself first. Pay yourself a salary. Generally start-ups and small business owners pay themselves last . . . if there is anything left. The mind is a crazy thing, and by doing this you are telling yourself that you have no value, that everything else and everybody else has a greater value than you. Clearly this is not a good idea.

2 If you are a VAT vendor, open an interest bearing account and as your invoices are paid, move the VAT portion into that account. That way you are not tempted to spend the money because it is under your nose all the time. I don't raise very many invoices during the month, so I normally transfer my VAT as and when an invoice is paid, but if you are in a retail type of environment, you would do the transfer as part of the "end of day" or "Start of day" requirements.

3 There is a huge difference between the "cost of a product" and the "cost of sale." Both are extremely important in calculating the margins that you need to set in order to actually make a profit. That said each are equally important in their own individual right as well, so you need to ensure that you understand them both and then use them appropriately.





4 Since your main goal is to make a profit, when setting your forecasts for sales and your budgets for expenses, it is far better to set targets for “profits” rather than just turnover as it will help you to ensure that your expenses do not exceed your sales.

5 Speaking of expenses, there is a rule that is called Parker’s 2nd law that goes something along the lines of “when you income increases, so too do your expenses”. Make sure that you keep a very sharp eye out on the expenses to ensure that they don’t creep out of control while you are not watching. Keeping a tight rein on your expenses will go a long way to ensuring even greater profits.

6 Make sure that your sales teams are meeting their targets. Don’t wait until the end of the quarter or

Generally start-ups and small business owners pay themselves last. By doing this you are telling yourself that you have no value. Clearly this is not a good idea.

the end of the month to suddenly find that you have a problem. Break down your forecasts into weekly or better yet, daily targets - that way you can deal with potential problems before they reach crisis mode.

7 Finally check your bank accounts on a daily basis whether you are expecting any funds or not. No this is not to depress yourself if you are not expecting funds. The simple reason for this is to ensure that no debits have gone through your account that you do not know anything about. I have many clients who have not been vigilant and unscrupulous individuals have put through debit orders that they didn’t know anything about and this was only noticed several months later.

Making sure that your “numbers” are dealt with and managed on a daily basis goes a long way to either giving you some peace of mind that “all is well” in your world or galvanising you into action when sales drop below the expected or expenses suddenly climb for no reason.

Managing these few tips daily will show that you have your ‘fingers on the pulse’ of your business and that you are managing your business effectively and efficiently.

Nikki is an Internal Auditor and Business Administration Specialist who can be contacted on 083 702 8849 or nikki@viljoenconsulting.co.za or www.viljoenconsulting.co.za for any policies and procedures that you may require.



5^{digital} MARKETING TRENDS to tap into 2019

Forecasts for the year ahead...



It's hard to believe that it's time to start looking at trends for the year ahead. 2018 saw the rise and rise of instant gratification. Instagram stories gained traction, personalised online advertising became all pervasive, influencer marketing took off, and videos have become shorter and easier to produce with the advent of GIFs.

It can be challenging keeping up with changes in digital marketing that impact your business and brand. In fact it's a full-time job. Here are a few trends to keep an eye on in 2019:

Instagram ads on the rise

As Facebook ads begin to dominate our feeds, advertisers are looking for new places to stand out and get noticed. Instagram ads are on the rise, according to Merkle's digital marketing report that showed that while Facebook ad spend grew 40% year on year in the second quarter of 2018, Instagram ad spend jumped 177% in the same time period.

As Instagram's advertising platform become user-friendly and ads more personalised, the effectiveness of the ads

increase and we'll see an uptake in brands using this medium.

Offline marketing moves into the online world

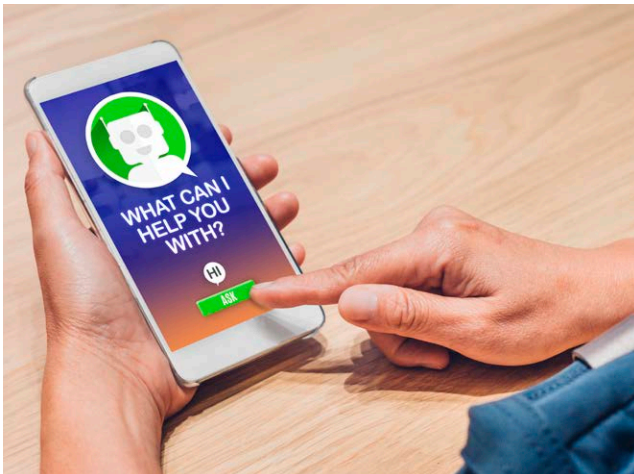
Most business owners aim to develop holistic marketing strategies, but fall short when trying to implement these strategies. With advertising agencies around the world struggling to get budgets for big spend on TV and radio ads, digital marketing is stepping up to fill the gap. And, it's important – perhaps more so than ever before – that all marketing touchpoints align and communicate the same message to encourage customers to respond positively.

In an effort to bring offline marketing into the online world, Instagram TV (IGTV) allows brands to create a place for consumers to watch live events or brand content in their own time. IGTV may even replace YouTube for some brands as you can upload 10 or more minutes of footage for consumers to watch as episodes. IGTV videos are less formal and will typically cost less than a traditional TV advert to create. We believe businesses will start to include this trend in a big way in the year ahead.

It's time to speak directly to consumers

While chatbots were big in 2018, the year ahead will see business owners using these bots to gather information about consumers by talking to them and steering them towards a sale. Bots are “learning” to be authentic and sound more like people. This “authenticity” is attractive to brands, and will no doubt drive this trend.

Facebook Messenger, as an example, will become more useful as the platform allows customisation of automated messages and the ability to initiate a conversation at the right time. It also offers integration with Facebook shopping, which means brands can improve their conversion rates by enabling bots to sell their products on Facebook.



Email customers throughout

Always underestimated as marketing platforms; emails and newsletters continue to be a powerful way of getting the message out. It's all about integrating email with a content marketing strategy, at the right time in the consumer journey; across all channels and touchpoints. And, automating the process really makes your customers feel that you are listening.

Using hyper-segmentation, you can target specific segments of your market. This means they will receive personalised emails based on what they have expressed interest in, or actions they have taken with regard to your brand.

Automated campaigns can be triggered after a first purchase, to request a review on social platforms, or just to thank customers for shopping and to remind them to share details of their purchase online.



Get social

Lastly, a key trend for the year to come is for business leaders to make themselves more accessible to their customers. To align your business values with your content marketing strategy, you or your key personnel need to open up about your lives and leaderships styles on social media, and perhaps even show off your softer side.

Customers are increasingly demanding “real” brand stories. Leaders who are successful on social media show the “human side” of their brands to up their credibility and personality. This helps to build loyalty towards brands and, in some cases, an emotional connection that goes beyond the product or service. Customers who feel this connection may even go on to become brand ambassadors.

These trends will influence your marketing strategy into 2019. We can't predict what new social media platforms or digital marketing tools will hit the marketplace, but we're confident that there will be something new to learn about and implement soon.

Business owners who are able to adapt and innovate based on how their customers consume media, will survive and thrive in the year to come.

Are you ready for the challenge?

Co-founder of Cape Town-based digital agency Yellow Door Collective, Dominique Sandwith, has a passion for innovation and the eye of a perfectionist. She manages key clients and works closely with the team to deliver work on time and in accordance with all requirements.
Visit: www.yellowdoorcollective.com.



Brand strategy: **What's your story?**

In today's ever-changing marketplace, it has become vital to connect any business with its brand, or BRAND STORY.

Brands that define clarity on their purpose, financially outperform others without.

Businesses don't only compete with innovative trends amongst their industry peers and staying abreast with disruptive technologies that may provide them with leading USPs (unique selling points). They also compete with consumers' low confidence and high budgetary caution. It is not enough just to make a brand promise of low prices, good products or services - it is no longer what separates one brand from another, it is through having a defining brand purpose.

The answer: define the brand purpose of the business, an ownable point of view which delivers genuine value to consumers. It is also often referred to as the brand story. In short, it is the intention of the business as envisioned by its founders.

As 2018 draw to a close, it may be the best time to consider reviewing how successful your brand positioning strategy



Define the brand purpose of the business, an ownable point of view which delivers genuine value to consumers.

defines the brand as “ownable” for 2019 - what is the actionable impact of the brand and how does it influence the lives of its target market? It resides at the juncture of what the brand offers the world and its intended target customer’s deepest cares and desires.

Why is it important?

It is proven that “me too” companies struggle and fail vs. business that can connect and engage their target customer with their brand story. Engagement is the new gold currency in branding. This is simply because a brand is the relationship the target market or public have with the brand, including their thoughts and feelings (also often referred to as perception). Their relationship with the brand is what will develop in to brand loyalty and later brand insistentance, the sweet spot any brand would like to be in. The intention of the brand is the key. Think of Apple or Nike who sell a lifestyle and not a product. Their customers insist on their products and they bought in to the brand intention (or story).

There are two foundational questions that should be posed to establish the purpose statement:

- Firstly, what is the brand’s ultimate reason for being?
- And then, If the brand had to disappear tomorrow, what gap would there be?

Working on the purpose statement will support aligning the brand with its brand purpose. A company whose employees can answer this question: “Why are we here?”, will also be the brand that makes stronger connections with consumers in search of solutions to life’s new challenges.

Purpose, not promise

The importance of building a brand on a purpose, not simply a promise, is also critical to help employees, or associates, in fact all stakeholders understand why “they are here”. The key is to work on an internal communications strategy that engage employees to understand their reason for being, and then the reason for being at work. It needs to clarify their roles and signify their intrinsic value to the organisation. Get the in-house in order, as this is where true brand reputation is born.

‘Why’ instead of ‘what’

Looking at the external brand communication strategy, consider we live in a content saturated landscape. People don’t have time, they are over stimulated with content from all angles and the window is less than eight seconds to capture and engage them. With this in mind, people care only about the “why”. Why must they trust, try, engage, care, want and share with your brand? Forget about positioning brands around the benefits and ‘what’ it is; focus on this approach, the core is always the “why” – the very reason for the business and brand’s existence. Ensure the why is communicated first in the brand message, so that it can resonate with the intended audience. Secondly, unpack the “how” it does what it does – this is what makes the brand different (also often referred to as the business blue print). Other tactics of thinking is to highlight the pain or problem, and connect how the brand offers an answer or solution.

Now that the audience can make an emotional connection with why it matters to them, their lives, family, friends or their business, they will be engaged and listen to what exactly it is that will solve, impact or improve themselves or their business.

Nadia Hearn is a PR, Brand Engineer, Radio Presenter and Speaker. If you enjoyed this article, listen to Nadia on #onTheFLIPSIDE on Zoceansvibe Radio – sign-up to follow her blog on www.nadiahearn.co.za, and register for a free copy of her latest book titled: Get Business – your guide on how to identify, engage, get and keep your perfect customer. Contact her on nadia@get-published.co.za.



Where's my money at?

The blurred line between **LEAD GENERATION** and **CONVERSION**

Small business owners are often reluctant to invest money in marketing mainly because marketing has always been perceived as the “glam child” of the business. The reality is that whichever way you choose to look at it, your business’ leads generation and conversion are driven by focused and measurable marketing efforts. Articulating the need that your product or service offering is addressing, crafting powerful marketing communication, pin-pointing your target market and understanding their media consumption make up the foundation of a clever marketing campaign that has the potential to yield the desired outcomes and to save your business money in the long run.

Before investing in a marketing campaign, be crystal clear about the campaign objectives and the metrics that you will use to measure its success. Ask yourself if the proposed marketing strategy’s objectives address the challenge that your business is facing. Furthermore, take a closer look at your customer journey in order for you to find out what hampers your prospective customers from investing in your offering – where about in the pipeline is your income stuck? Use that insight to build on to your planned activities around sales and marketing going forward.

I recently received a request to assist with crafting a marketing

plan that will take a product to market. Instead of requesting for a confirmation of the size of the marketing budget, I asked for the client to start with providing me with an indication of the number of units that they had sold, their sales target and the number of unconverted leads that they had generated for the product over time. It would cost the client less to convert prospects who have previously shown interest in the client’s offering as compared to attempting to lure customers who might have no prior knowledge about the product let alone have any interest in it.

What I discovered in the process was that contrary to popular belief, the problem does not always lie in the marketing strategy but often, at times, small business owners have a challenge in converting leads into sales. You don’t need an award-winning marketing strategy as a small business, your marketing strategy must help you figure out how to bring in the money and keeping your customers coming back for more.



As a small business owner, never fall into the trap of confusing the need to generate leads with having to convert the leads that have been generated. At times, businesses invest money in generating leads instead of in the resources and the time required for leads conversion and customer retention. While your campaign results may exceed the anticipated number of leads, the leads report is futile if you are not planning to push the envelope when it comes to converting the leads. The advantage in smaller business environments with close-knit teams is that it becomes easier to combine sales and marketing team efforts or even have one team focus on both sales and marketing.

“Don't confuse the need to generate new leads with the opportunity to convert the leads that have already been generated.”

Remember how one button on Amazon's website changed the business forever? The business' annual revenue increased by \$300 000. By reviewing their customers' online purchasing process, Amazon discovered that prompting their site's users to login was tedious and enough to have prospects abandon their carts instead of checking out. That is where Amazon money was hanging. Invest time in a similar exercise. Minimise lengthy processes that make it tedious for clients to conduct business with you. Simplify and reduce the amount of time that clients consume when completing a transaction with you – from having shorter forms to fill out to introducing convenient payment methods. Observe, monitor the feedback and the conversion rate. Remain agile – use the lessons learned about your clients along the way and 'tweak as you earn'.

Amantle Mokubung, Marketing Strategist & Future Females Ambassador
Web: www.amantle.co.za
Email: info@amantle.co.za
Instagram/Twitter: @Amantle_



HOW TO convert those existing leads...

■ Compare the leads list against the sales report.

Check which of your leads are yet to be converted into sales. Every customer of yours is currently in a different phase of their relationship with your business. Categorise your clients accordingly and be specific about what you wish to achieve within each client category.

■ Decide on the best platform for you to remarket to the unconverted leads.

Select platforms that will give your prospective clients a sense of closeness to your business without having them feel that their privacy is being invaded or compromised. An unanswered SMS or Whatsapp text to a loved one is most likely to be followed up through a call. You might have initially distributed a bulk promotional mailer to your prospective customers, consider a personalised email directly from your most relevant team member. Explore affordable and easy email distribution processes such as Microsoft Mail Merge Wizard in order to avoid tedious and time-consuming methods. Remember to comply with the Protection of Personal Information Act. Try incorporating brief content that will remind your leads why you are contacting them and how you received their contact details ("You enquired about our spa treatments in October 2018")

■ Choose your metrics for measuring the success of the campaign.

If you plan on making use of personalised emails to your unconverted leads, consider activating a Microsoft Outlook rule that automatically direct email responses to a different folder in the mailbox. This will make it easier for you to measure the return on investment and to prioritise this process in your day-to-day activities.

■ Craft your communication.

Keep your message fresh, engaging and interesting without sounding long-winded. Keep it simple, include all the details that will help your prospect make an informed decision and have a clear call to action.

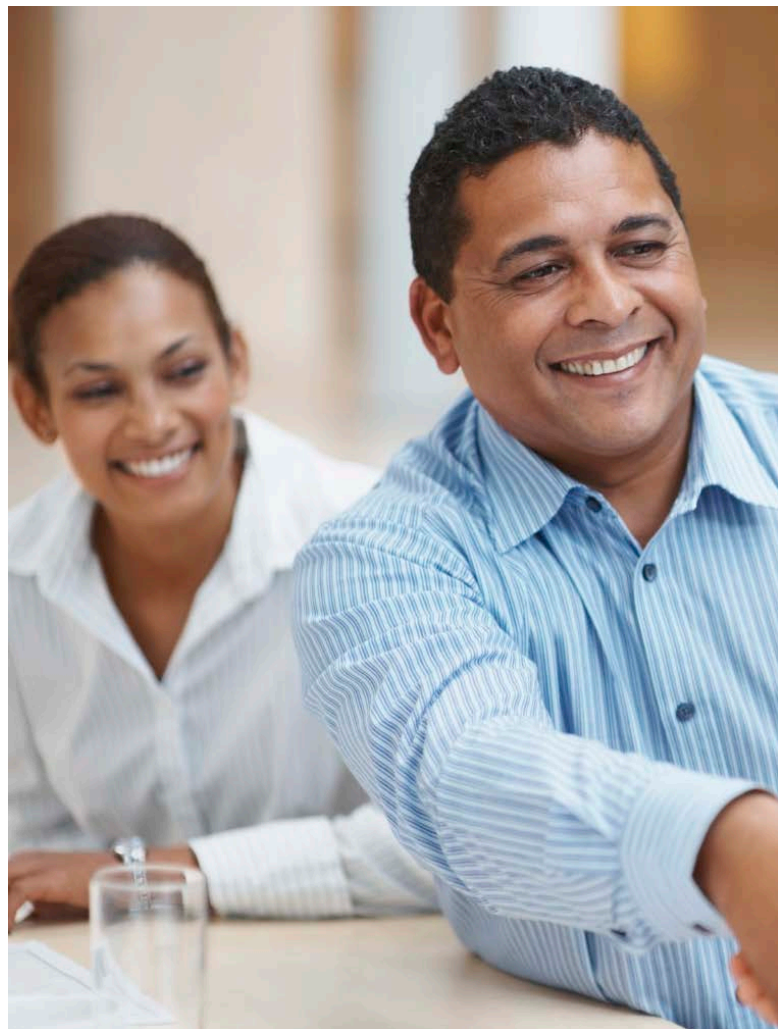
GROW.... through networking

Just how important is networking, and how can one maximize on events like so many others have successfully done?

Here's a nifty definition of networking: Creating a group of acquaintances and associates and keeping it active through regular communication for mutual benefit. Networking is based on the question "How can I help?" and not with "What can I get?"

Networking is an essential skill for aspiring and existing entrepreneurs. When used consistently and purposefully, it can seriously increase your impact; raise your income and extend your brand awareness.

Here are some tips to building a growing network:



► AIM TO CONNECT, NOT TO SELL.

At a recent networking breakfast the asked, "How many of you came to sell something?" The answer was about 50%. The next question was, "How many of you came to buy something?" The answer? None!

People don't attend a networking event to buy products or services. Uppermost in their minds is how can they build relationships and connect with others who may add value to their business and vice versa. Making this key mistake could alienate you at the event and leave you with the impression that "networking doesn't work for me". It can, and does work when you focus on connecting.

► IDENTIFY WHAT YOU WANT TO ACHIEVE AND WHOM YOU WANT TO MEET.

Another mistake is to focus on quantity (shotgun approach) rather than quality (laser). Most events last 2- 3 hours with the networking section restricted to 45 minutes. Rather than distribute and collect business cards, aim to focus on 6-8 new people or connections. These you need to leverage through speedy follow up.

► BE PRESENT, VISIBLE AND LIKEABLE.

This means being punctual, practicing little courtesies like listening carefully, smiling appropriately and shaking hands firmly. It means thinking how you can first add value to others before seeking value for yourself. After all, one of these "strangers" may be the key person who opens a door to a major business deal. The reason they remembered you? Because you came across as genuinely interested in them and their world. This can lead to expanding yours!



► PREPARE YOUR ELEVATOR PITCH.

At one event, we all had a short opportunity to share our elevator pitch. The key here is to practice your pitch, make it personal, impactful and concise. One of the gents attending delighted the audience by singing the song, "Jeremiah was a bullfrog!" His first name was Jeremiah, and no one will forget!

► FOLLOW UP PROMPTLY.

I have "discovered" business cards from events some weeks after the session. This is way too long to follow up in a meaningful way. It may be helpful to send a short, yet sincere email within 48 hours of the event. Don't forget to put this contact into your networking schedule and maintain the momentum.

► FINALLY, IDENTIFY WHICH GROUPS, COMPANIES AND INDIVIDUALS YOU ARE WANTING TO MEET AND CONNECT WITH.

It may be that a networking event doesn't have these earmarked people in attendance, but there may be a company, individual or interest group present at the networking session that can give you a "warm" introduction to those key people/organizations.

It may be helpful to draw up a list of potential customers; decision makers; influencers; opinion leaders and experts through whom you want to extend your networking circle. By then asking yourself who and how can you be introduced to them, you may see clear linkages in the event or session you plan on attending.

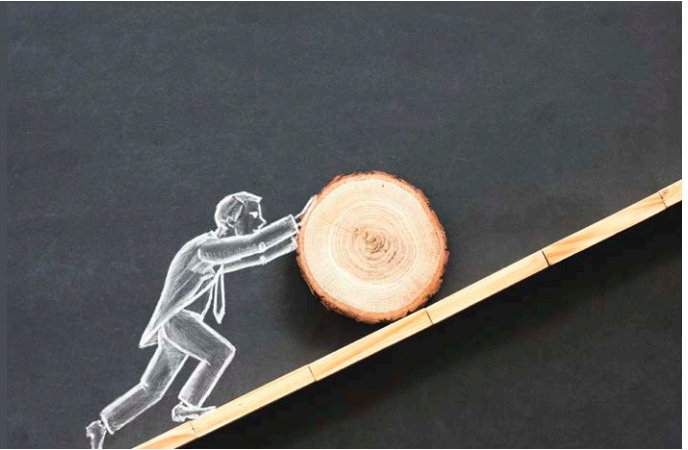
Remember, networking is your net-worth; your first focus is to connect, not sell and that networking will pay huge dividends, when you work!

Steve Reid has been involved in business coaching for the past 15 years with four years dedicated to the establishment of a successful business incubator in Port Elizabeth. He opened a Centre for Entrepreneurship for False Bay College in 2015; with a Rapid Incubator Hub launched in 2016.



Sales in tough times

Why do some premium brands still sell very well even during challenging times?



Various reasons might exist for this phenomenon, yet a key reason is that brands that maintain or even increase sales during very challenging economic times have a very loyal customer base.

Therefore if we want to thrive irrespective of the challenges that we face, we have to rather ask: "How do we build a strong and loyal customer base that will still support us during very tough economic times"?

As Simon Sinek preaches enthusiastically:
'People buy why you do what you do'.

As a company and a sales team you have to strive for a cause that you sincerely believe in. Apples' cause of challenging the status quo has led them to acquire a highly loyal customer base that firmly believes in challenging the status quo.

Armed with clarity of purpose and a sincere belief in the product or services they deliver, your sales team can be drastically more effective. Of course the quality of the product, technology or service that you are selling is of high importance, but even more important is the purpose that this product serves.

Arm your salesforce with proper technical training, not neglecting soft skill training such as building rapport, reading non-verbal cues and clarifying the client's needs

Ensure that your marketing message clearly states your defining reason, your 'why', your cause. More importantly ensure that everyone's behaviour aligns with the vision, purpose and goals of the business. If not, not only will your customers' trust erode over a period of time, but also the motivation of your team members.

More so than any other principle the power of belief can sustain and increase your sales during challenging times.

- To what degree does my sales team believe in the cause of the company?

- At what level are my sales teams' people or soft skills ?
- At what level are we in terms of technical skills?

The above questions were stated in order of importance and honest answers will reveal what you should focus on in terms of strategic direction, training and empowerment.

Do inspiring group training with your sales team and take the time to do individual coaching with team members as often as possible to ensure that the skills gap is closed.

Ensure that you as the leader always hold up the vision and purpose as symbols of inspiration and be there to problem solve with your team to ensure that obstacles to performance are removed as rapidly as possible without putting 'a dent' in your teams' morale.

Do not deny challenges as that will slowly build momentum for problems to become bigger. Build a trusting team environment where team members know the leadership 'has their back' especially during tough times.

Allow space for team members to 'speak up' and challenge the status quo in a healthy way which will in turn create an environment of authenticity where everyone collaborates towards shared goals.

Discipline in the small things become very, very important during tough times especially. Ensure that there is a strong and detailed focus on the customers' needs and that processes and systems are streamlined and utilised to its maximum capacity.

Dirk Coetsee is a business leadership coach for start-ups and established entrepreneurs. He is also a qualified Master Life coach and assists individuals to get "unstuck" in their lives and careers. You can contact him at:
dirk@dirkcoetseeglobal.com.



KICKSTART YOUR OWN BUSINESS

from only R4 000! Easy-to-operate mobile kits

Windscreen Repair kit

only R5 500!

High quality repairs of cracks and chips (or get the starter kit for only R3 500!)

Glass Scratch Removal kit

only R7 500!

Glass polishing for windscreens, table tops, building glass, shopfronts, patio doors, showrooms, etc (or R3,500 for STARTER KIT to remove single stripes AND small dots on glass)


**WOMEN CAN
EXCEL AT THIS!!**


NO BETR
AUTOGLASS REPAIR SYSTEMS

Headlight Restoration Kit

only R4 000!

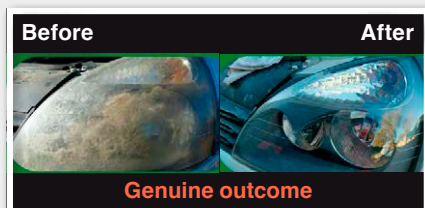
Ultra Violet protection spray included

Restore any headlight to look like new within minutes. Training DVD included (or get the handkit for only R950!)



WORK ANYWHERE. EARN MONEY EVERYWHERE

Excellent for part time / full time or add to existing business



START YOUR OWN BUSINESS TODAY

Our easy to operate windscreen repair system can be turned into a highly profitable business for any candidate! Operate from anywhere and make money everywhere!

EACH KIT IS A BUSINESS ON ITS OWN AND OFFERS A COMPLETE BUSINESS IN A TOOLBOX. EACH KIT IS BOUGHT SEPARATELY.

THE PROOF IS IN THE PUDDING

See how our headlight polishing system cleans a faded headlight. This miracle system makes 99% of headlights to look brand new again!

Turn This  Into This



Successful training sessions with new entrepreneurs on their way to self sustaining



Advantages of NO BETR windscreen repair kits:

- Easy to operate and learn.
- Unsurpassable in work quality - Professional kits.
- Cheap to purchase - can generate more than R15,000+ per month.
- Light weight and mobile (only 5kgs), battery operated (included).
- Parts locally available with minimum down time wherever you are. We do have everything in stock - parts and products - resin etc. Offer permanent guarantee on your work.
- FREE intensive practical training or instruction DVD.
- Guaranteed work: every car on the road is a potential customer.

The price you see is what you pay. No hidden costs. Every kit is complete. No extra costs.

Get started today! Contact Frik Liebenberg on Cell: +27 82 364 9669 email frik@nbwindscreenrepairs.co.za or visit www.nbwindscreenrepairs.co.za

Think local, **ACT GLOBAL**

Kashief Schroeder is the owner and co-founder of Container Intermodal Trading CC (CIT), established in June 2007 with the express aim to provide a better all-round containerisation service. He shares some advice on how to grow a business beyond borders, and how to go about choosing a container that suits your needs.

Describing himself as the “guy next door” type, Schroeder says that what he enjoys most about being an entrepreneur is that as time goes by, he gets better at what he does and “every day is an opportunity to indeed improve on the day before”.

“Being an entrepreneur, I can shape my own destiny, but entrepreneurship can be a huge challenge. There are days when I feel like breaking rocks with my bare hands. What makes it worth being an entrepreneur is seeing what can be created from the vision of 3 unemployed guys and ensuring I make them proud!”

“It is important to firstly find a business model that works for your business locally and then try and copy it globally, if you wish to grow your business beyond borders”, Schroeder says. He continues by adding that the golden rule still applies of knowing your product 100%, and to do proper market research to ensure that your product is exportable. The next step is to find out what your export customers require and see if you can supply in accordance of their needs. Final step would be to secure boots on the ground that understand the local market and can support your business growth plan.

Tips for business owners that may need to rent a container

Public awareness about the benefits of renting a container for both businesses and individual use, has increased recently. However, there are some things to be aware of prior to contacting a reputable container company, suggests Kashief Schroeder. Here’s what you need to know:



■ Specify the intent for the container(s)

First, provide a comprehensive specification to the container company regarding the use for which it is intended.

“A container is far more than just an empty shell to be used for storage. For example, there are specific containers suitable for goods that need to be transported or stored at specific temperatures.

“Remember that a container company also needs to protect itself against the possibility of being held liable for any damages or spoils for whatever is going to be stored in the container, so a reputable container company is going to need as much information as possible,” states Schroeder.

■ Expect a credit check

Containers are an enormous expense for companies that rent them out as part of their services, and many container companies have incurred significant losses when individuals have simply disappeared without a trace (and they were therefore unable to get the container back).

"For this reason, container companies often run credit checks on prospective customers to see if there are any red flags. It is also far easier to put a container company at ease if it is rented through an existing business, as the company can be assured that it will be able to contact the renter in case there are any issues with outstanding payments," Schroeder adds.

■ Containers can be custom made

"Containers for long term-rent can also be custom made at a minimal extra cost," Schroeder enthuses. "After providing a wish list, renters are often surprised at the affordability of this option."

■ Careful who you rent from

Schroeder further says that one should do proper research on the container company of choice. "Make sure that it has been around for a while. Look for reviews of other people's experiences with the company. Also check if the company has verified and credible social media pages, as this will show if it is actively engaging with customers that way, and

of course what others have to say about it."

■ The final destination – is it suitable for a container?

Finally, make sure the container company is able to transport the container to where it is needed. If the container is being rented for special storage, make sure that there is space available at the desired premises and that it is in a secure environment. Be sure to read the fine print in the agreement. Take care of the container while renting it to avoid incurring expenses for damage.

CIT supplies a global award winning all-round containerisation service to South Africa and Namibia. Recent highlights for CIT includes walking away with top honours at the ECIC/Cape Chamber of Commerce Western Cape Exporter of the Year Competition in the "Non-Engineering / Manufacturing Company" category, as well as being awarded the Southern Africa agency contract for an international container leasing company called Blue Sky Intermodal (UK) Ltd. CIT delivers top pricing in a competitive container market without compromising on quality. Services include leasing, providing containers and related equipment, container customisation on operating and also on finance leases to the container industry. Read more in order to follow the latest news and views on local and global container trends by visiting: www.citcontainer.com

Market YOUR BRAND across any of our digital platforms.



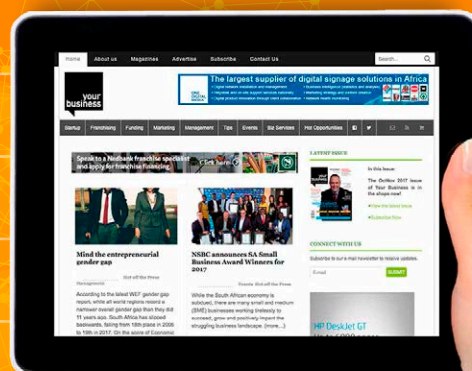
Website banner ads

Directory listings

Newsletters

Sponsored articles

e-Magazine Advertising



Contact us to find out more...

www.bizmag.co.za

Lynette Roodt • 083 269 5648 • lynette@bizmag.co.za | Heidi Kruger • 083 240 9115 • heidi@bizmag.co.za

3 EMERGING TECH TRENDS

set to rock 2019

Whether you run a home-based business or a multi-national enterprise, we believe these technologies will change the way you operate (and maybe even your behaviour).

The pace of global technology development is nothing short of dizzying. And, it is a daunting task to stay abreast of the explosive force of new technology...

But to remain ahead of the competition you need to fight to stay current. Luckily, there are some of us who make it our jobs (yes, we do actually find it thrilling) to pinpoint - and simplify - the key trends that will soon impact your world.

Blockchain-based privacy tools

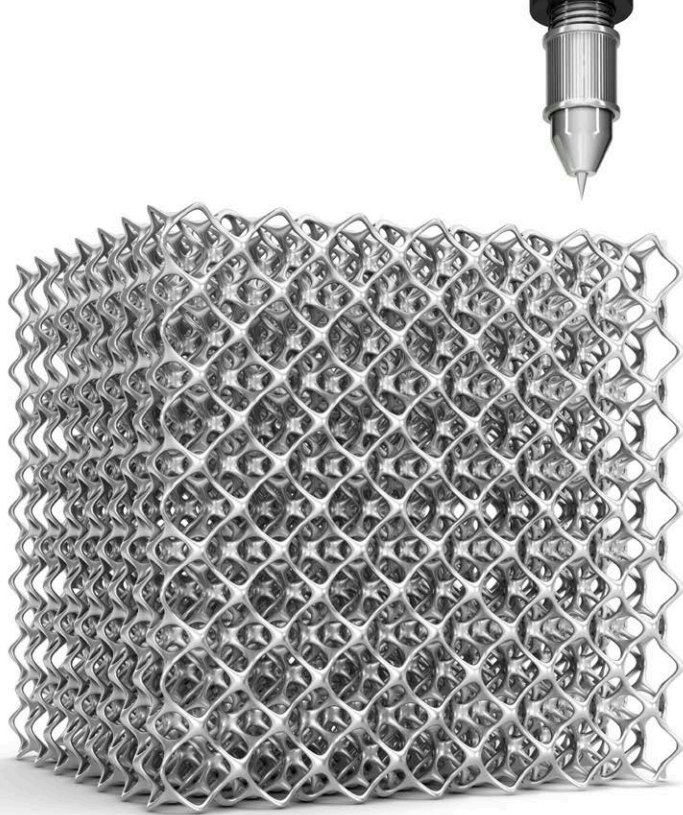
Over the past several years, businesses and consumers have been plagued by nasty data breaches – with many occurring on a massive scale, at great cost to the victims. Naturally, this has driven cyber security gurus and nerds alike to seek out ways to better protect identities and data online. Perhaps unsurprisingly, blockchain technology is quickly emerging as a viable solution.

In short, a blockchain is a digitised, decentralised, public ledger of all cryptocurrency transactions. Its entire reason for being (well, most of it) is to enable robust, incorruptible – yet encrypted – recordkeeping that anyone can verify. This makes it an obvious fit for innovative companies and developers looking to harness blockchain to provide rigorous data protection tools.

As Fortune writer Frederick Kerrest put it: “Blockchain’s ability to control information and avoid duplication means that self-sovereign identity, or the idea that individuals can control their personal data no matter where they are, could be a reality for the first time.”

He cites the example of the Illinois Blockchain Initiative, which is managing a pilot programme to put birth certificates on a blockchain. While birth certificates may not be on the top end of your security wishlist, you can be sure that we will see many new and exciting blockchain tools emerge in the global fight for online privacy and data security.





3D metal printing

In recent years, plastic 3D printing has become massively popular with the consumer and prosumer market. It's even causing waves in the US Presidential office, with Donald Trump issuing conflicting tweets over his stance on 3D printed guns.

While 3D plastic printing is still a long way from being a mainstream thing that you and I do, metal 3D printing is closer to being a daily reality. Yes, most consumers will not pay thousands for a 3D printer that can print only plastics and basic materials. However, if they could print electronic devices (for example) from home for much less – and save money on shipping – 3D metal printing could overcome the critical tipping point for mainstream adoption. Previously the costs of industrial-sized metal working machines was prohibitive and meant that only big businesses could enter this space. The new generation of metal printers however could open up a whole new industry for SMEs to jump into.

According to reports, HP is planning its first offering (the Jet Fusion model), which it hopes will make an impact in the metal parts manufacturing sector. Several other bigwigs are also jumping on the metal bandwagon; GE has been printing metal fuel nozzles for its Leap jet engines, and Nike is reportedly printing metal cleats. Watch this (3D metal printed) space!

Ai integration with the internet of things



We've all seen the stats about Artificial Intelligence (AI) and yes, how robots are set to rule the world. But, less dramatically, we think it's more relevant to take note of how AI is integrating with the growing universe of connected devices (Internet of Things).

Take self-driving cars, for example. How does Elon Musk's Tesla technology really work? In essence, self-driving cars rely on the Internet of Things (IOT) to "drive" them, day by day. But it is AI that is arguably making Tesla cars superior to its emerging competitors. Indeed, Tesla's CEO Elon Musk has explained that the company's new autopilot service is constantly learning and improving; thanks to machine learning algorithms (an application of AI). Oh, and he also mentioned the car's wireless connection, and detailed mapping and sensor data that Tesla collects.

When asked what made his company's autopilot service different to other computer-based driving assistance features, Musk answered: "The whole Tesla fleet operates as a network. When one car learns something, they all learn it. That is beyond what other car companies are doing."

Colin Thornton is Managing Director of Turrito Networks and Dial a Nerd. The two companies have created an end-to-end IT and Communication solution for SMEs. From supplying a laptop right through to designing and delivering a fibre connected geo-redundant hybrid-cloud solution. Visit www.dialanerd.co.za/ www.turrito.com or call (010) 007 0012/(021) 200 1460.



Brand Culture defines your company's future

By Kyle Rolfe, brand engineer & founder of creative consultancy, Idea Power



Google, Facebook, Apple and Starbucks are a few of the world's greatest companies that have seen the value in creating a unique corporate culture. Their culture allows these organisations to produce phenomenal results every year.

Now it is true that the results your business delivers depends on many factors, including the product or service you offer, the way you take care of your customers, and, of course, whether your offering is something the market decides it wants or needs. But when it comes down to it, all of these are in some way dependent on the culture within your organisation - the culture that defines your brand in the real world.

One of the reasons for the success of the companies mentioned above is the fact that the culture within each embodies truth, transparency and authenticity as core values. Moreover, the culture values each employee as an individual and they all feel valued and important in the greater scope of things. Even low-level employees are assured of their role in their company's success as part of the bigger process.

The reality is that some organisations build and established their entire culture around values like these, and it is precisely this that separates ordinary brands from great brands.

Why does organisational culture make such a difference? Simply because everyone in the organisation believes in the values of the organisation and strives to make them a reality in everything they do

at work. It doesn't matter where in the hierarchy you are, you matter and what you do matters.

This attitude is then taken from the back rooms of the organisation and driven out into the market, to customers, potential customers, the public at large, possible future employees and so on. The culture tends to be adopted in the employees' work and, in many instances, personal lives as well. For example, ask a software developer what they do and they may say they are a developer; ask someone who does it for Google and they are more likely to say they are a Google developer. There is an innate identification of the self with the brand and all it represents.

This does not mean a company has to have a multi-million dollar budget. It simply means adopting a set of values and norms at the executive level and driving these down to all employees. And by driving I mean leading by example, not having a set of fine sounding values you put in the annual report, but which vanish when it comes to dealing with people day to day.

A brand and culture that are aligned and integrated, form a powerful engine for growth and competitive advantage. It is critical that business owners understand that a strong, differentiated company culture has symbiotic relationship with the brand, and that a strong culture can support and advance a brand ahead of its competitors.

Brand builders are welcome to follow Kyle Rolfe's latest thoughts on brand building in South Africa and his analysis on global branding trends and issues via Twitter at [@kylorolfeSA](https://twitter.com/kylorolfeSA) or on LinkedIn at linkedin.com/in/kyle-rolfe-brand-engineer.



your business

Inspiration | Advice | Opportunities

www.bizmag.co.za

Inspiration | Advice | Opportunities

NEED YOUR DAILY FIX OF SMALL BUSINESS NEWS?

Visit www.bizmag.co.za for a regular dose of:

1. Latest events and hot-off-the-press industry news

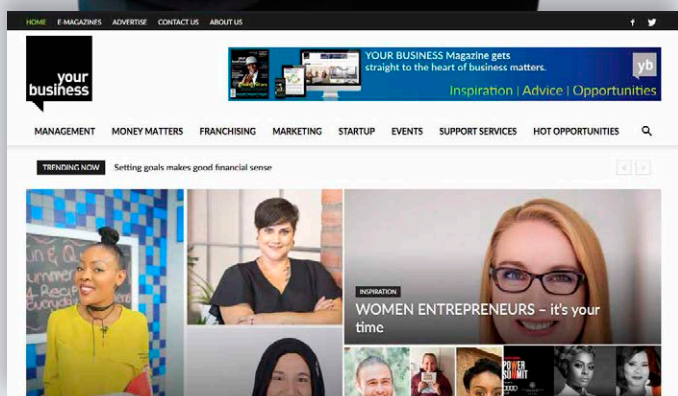
Diarise conferences and workshops happening across the SME space, and keep up to date on winners from recent competitions and awards.

2. Hottest business and franchise opportunities

We have an ever-growing and regularly-revised directory of investment options – scroll through them to find the perfect investment that'll make you your own boss.

3. Extra insight and tips for your biz

Marketing, management, finance, human resources – it's hard to keep up with everything you need to know as a business owner. Dip into our frequently updated articles for fresh food for thought.





WRITE IN, TWEET, OR EMAIL US


Got some great advice for your fellow 'treps?
Want to share your start-up story?
Get in touch...

Email: editorial@bizmag.co.za

FIND US ON:

 [yourbusinessmag](https://www.facebook.com/yourbusinessmag)

 [@YourBusinessMag](https://twitter.com/YourBusinessMag)

 [yourbusinessmag](https://www.instagram.com/yourbusinessmag)

 [Your Business Magazine](https://www.linkedin.com/company/Your-Business-Magazine)

Catering Equipment

Wholesale & Retail

We have a fully equipped workshop with qualified technicians to assist with any technical query you might have.



- * Soft Serve Machines
- * Slush Machines
- * Popcorn Machines
- * Candy Floss Machines
- * Juice Dispensers
- * Stick Waffle Maker

- * Churro Machines
- * Chip Fryers
- * Grills
- * Hotdog Rollers
- * Gas Spaza Fryers
- * Chip / Veg Cutters

- * Meat Miners
- * Sausage Fillers
- * Patty Press
- * Meat / Bone Saws
- * Vacuum Packers
- * And More....

Showroom :

21 Escallonia Street, Montana
Pretoria, Gauteng
South Africa
0151

Contact :

(012) 548 2745
(071) 564 4285
sales@cateringequipment.co.za
www.cateringequipment.co.za

Quality Brands :

BEIQI[®]
Soft Serve Machine

ChromeCater[®]