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| **TWO POSSIBLE AGENCIES FOR LACK OF FINANCE AND NON-EXISTENT MARKETING STRATEGY** |
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Many Agencies and Initiatives were established after the government of 1994 to support small enterprises. These include: Commercial banks, Khula, Seda, and others. Business Partners also play a major role in supporting small enterprises. Here we discuss agencies that overcome the lack of finance and non-existent marketing strategy in a business.

**LACK OF FINANCE**

Commercial banks are unlikely to provide business ventures with capital but they have taken to consideration the needs of SMMEs and therefore introduced financial schemes to assist particular SMMEs. Now we will be looking at standard bank specifically. Standard bank provides efficient, effective, and safe transactional methods more than provision of start-up capital and credit (Nieman & Nieuwenhuizen 2009:206). Standard bank introduced the small capital handbook that provides clear explanations of practical guides. The issues discussed on this book includes: starting a business, managing growths, marketing and finance (Nieman & Nieuwenhuizen 2009:207. Standard bank have partnership with khula and its indemnity scheme.

Khula provides loans, guarantees, and seed funds that support financial intermediaries such as commercial banks but they should meet khula’s minimum qualifying criteria that go together with the general accepted business selection protocol. Khula’s indemnity guarantee product is offered through registered commercial banks and other institution that provides financial support to SMMEs. The guarantee scheme is based on risk-sharing whereby khula assumes a number of risks related with lending money to SMME sector (Nieman & Nieuwenhuizen 2009:202. According to khula’s website loans are guaranteed but not provided. Khula has other institutions that are responsible for the actual funding. This means that businesses have to apply and be approved by a commercial bank to qualify for khula’s funding as khula accepts recommendations by a commercial bank. Khula ensure that 50% of its loan supports women entrepreneurs and entrepreneurs are required to pay 10% of the amount they want to borrow.

**NON-EXISTENT MARKETING STRATEGY**

Small Enterprise Development Agency (Seda) was established on the 13 December 2004 through the National Small Business Act, 1996 by the African Department of Trade and Industry. The purpose of Seda is to develop, support, and promote small enterprises (Nieman & Nieuwenhuizen 2009:202), ensuring that they are stable and continue to grow. Seda provides non-financial support to SMMEs which means it does not offer loans and grants. It is said to be the most extensible business support network which provides the following key products and services: Business Support information and company registration, business analysis and advisory services, exporter development programme, mentorship, supplier development, and skills development(Nieman & Nieuwenhuizen 2009:202) . This is all accomplished through partnership with other role players.

Business partners is the leading investment company for small and medium enterprises. It is said to be the most significant drive force for entrepreneurial growth and development in South Africa for investing more than 6.7 billion in business run and owned by entrepreneurs. Business Partners introduced 10 tips in increasing business marketing strategy which are: 1) 80% of your success comes from 20% of your marketing effect. 2) Satisfy your existing customers even though your marketing plan should always aim to attract new customers.3) Make a deal to do joint marketing with a complementary business to get access to a new database of clients.4) focus on providing quality products rather than selling with the lowest price and frequently providing discounts.5)it’s not easy to convince a customer to buy therefore more than 1 pitch to convince a customer will do.6) make a website for your business to update your customers.7) Point spend all your time on your website.8)Come up with unique and interesting ideas to cut through the general promotion clutter.9) Cut the message down to the bare essential.10)Provide high quality products for the type of customer you want to target

In conclusion the most appropriate way to overcome lack of finance is to seek for financial support from a commercial bank or other financial support agencies. High loan repayments can kill a company before it has submitted its first tax return; this must be taken to consideration. Lastly consulting the ten tips of business partners to make marketing strategy will be appropriate for our business.

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