**Marketing 3.0**

**THE IMPORTANCE OF SOCIAL BUSINESS**

Social business is a phrase created by Mohammed Yunus to describe a business company, namely a profit organization that at the same time creates impact to company on which it acts. It’s neither ONG nor a charity company. A social company is developed with the social goal in mind since its creation. But it’s also possible to change an established company to social business. The main factor that defines whether a company is a social business is the fact that social goal is bigger than the company goal by clearly making its decisions.

Social companies offer more hope by being created on the base of pyramid. Indonesia, a country considered as subject to micro-finance, did well in financial crisis of decade of 1990 and continued to develop well in the following years-is an interesting case. The processes of micro-finance of Bank Rakyat Indonesia reached approximately a third of Indonesian reais. It’s estimated that Bank Rakyat Indonesia is the bigger institution of micro-finance worldwide, with more than 30 million people of low income, and the third major provider of micro-credit, with more than 3 million of borrowers. We hope that borrowers will become social businessmen that will contribute to financial renewal of Indonesian companies.