I’ve built my business from a freelancing operation to what I can call a formidable agency

That is competing against some of the best of the best

So we are today a great communications agency, where we started out as just one girl on a stage

My name is Siu Mabena from Duma Collective

We are a creative communications agency ad I do call myself the marketing fixer

There is the business of doing your business that is a really important thig I the success of your journey as an entrepreneur

Financial management isn’t something that we are all ale to just wake up and do

I’ve had to go out, learn ad take advice from people

My accountant is someone I lea o very much to say ca we afford to do something like this?

Ca we afford to take on a three year lease for example?

How much ca we afford if we weren’t ale to get a client for 6 moths? For arguments sake which wot happened

But I think, those are some of the questions we dot ask ourselves as entrepreneurs when we do things

Can I actually afford to do this?

My definition of entrepreneurship is an exchange of what you ca do, what you’re ale for remuneration

If you’re ale to take a passion, if you’re ale to take a skill, a talent ad convert it into money, you’re an entrepreneur.