

# THE LITTLE GUIDE TO ENTREPRENEURSHIP



FutureManagers  
SIYAFUNDA • SIYAKHULA

# Introduction

In this booklet, we provide some handy information, tips and hints that many entrepreneurs want to know, but are never formally taught at school or college.

We begin with **branding** your business and yourself and then guide you through the quagmire of **social media marketing**. We then take a look at the importance of **networking** and provide some insights into the **different cultures** you'll come across when you network and when you run your own business.

With the prep work behind you, we move on to the nitty gritty of actually **running your own business**, where the primary aim is to be organised! We then look at **software and hardware** options and how to communicate well, both online and in person. Of course, finance is important because the purpose of every business is to make a profit. So, we check out some starter **bank accounts** and explore the benefits of **portable card machines**. Most importantly, we look at how to file your **tax returns**.

To keep your business running, you need to analyse it regularly. This is where the **SWOT analysis** is so useful. We close with inspirational quotes from successful business people and give you the space to create your own ideas and **note important details** for building your business.

Best of luck! Our country needs entrepreneurs and you are already on your way to becoming one and building a sustainable economy that creates jobs and provides income.



# Branding

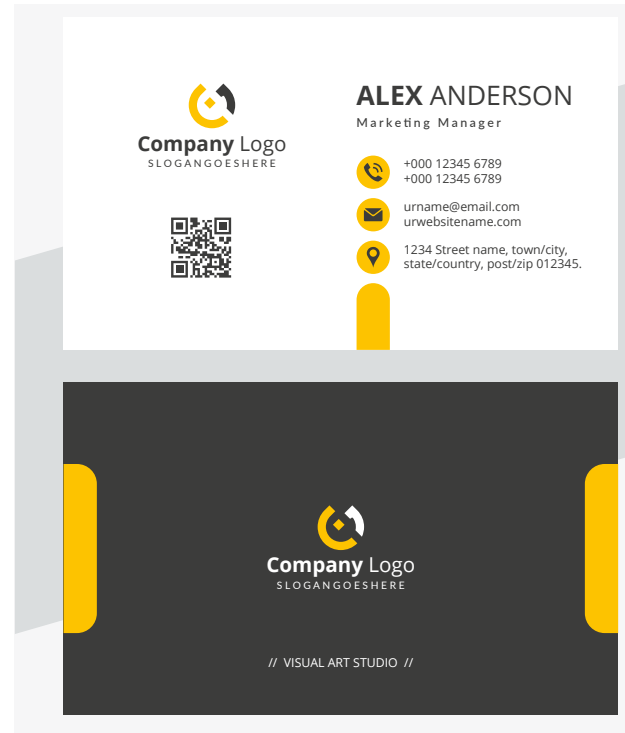
## BRAND LOGO

**Create a logo** for your business that reflects you and what you offer. For example, don't have a bottle in your logo if you are cutting trees. Make it relevant yet simple. It is cheaper to copy a simple design than a complicated one with many colours – keep the colours to one or two at most. Have the logo professionally designed so that you have a .jpg image file of the logo to use in all your branding.

## BUSINESS CARDS

Have these handy in your cell phone cover, wallet, car and anywhere else you have easy access to. Hand them out **with pride** on any occasion – it doesn't just have to be when you promote your business. Your business card should have the following details:

- Logo
- Name and title
- Business name
- Contact information (cell number, email address)
- Physical location and website addresses
- Social media handles: Facebook, X, Insta, etc.
- Open space – a cluttered business card loses its impact.



## BRAND YOUR ASSETS

If you have a vehicle you need for your business, brand it. It helps when you claim it for business expenses. It must be permanent and not removable decals. It's also great advertising to see your car on the road or parked at a job.

## BRAND YOURSELF

You are your biggest asset and your team are your representatives.

Brand your T-shirts. Buy a simple shirt from a local supplier (AgriMark, Mr Price and Pick n Pay Clothing have standard single-colour shirts and pants at good prices). Then either embroider or print on the shirt. You can also give your permanent staff branded T-shirts. Branded peak caps work well too.

# *Social media marketing*



If you recognise all these logos **and** use them in your business, you are on top of your social media game! There won't be much more we can tell you, but you may find a useful hint or two.

Think about it – if you know everything about the platform just by looking at the logo, think of how powerful your own logo can be!

Social media gives you access to the needs of your existing customers and helps attract new customers. Your conversations will also appear to other users, who will follow you and bring in new business. It's a way to connect and network with other people with similar interests.

## MARKET YOUR BUSINESS ONLINE

- Use social media to build your brand. Use your logo in all your communications. Your brand is a way for people to recognise you as an expert in your field.
- Don't use abbreviated speech e.g. gr8 or cu l8r. This is unprofessional.
- Match the tone to your business.
- Instant messaging is crucial. WhatsApp is the most popular form of text message service. Other options are Telegram, SMS and Facebook Messenger. However, you are likely to reach more people on WhatsApp.
- Write short and punchy messages – limit the character spaces so that you can read it all on a single screen page.

## KEEP IN TOUCH

- Always respond within 1–2 hours max. to any message, even if you don't have an answer.
- Check your phone messages at least once an hour.
- Link all your communications to your phone so you always have it handy.
- Keep your phone charged and have a fully charged powerpack readily available.
- **Always have enough data.** Running out of data is very unprofessional.

## WHATSAPP



- WhatsApp Business is more focused than the regular social WhatsApp we all use. It's perfect for entrepreneurs. Visit <https://business.whatsapp.com/> for more information.



- WhatsApp Web takes WhatsApp to your computer or tablet. You don't need to have your phone nearby, so you can still manage your messages on your computer. You can attach documents and links, download content to your computer, etc. very easily. Visit <https://web.whatsapp.com/> for more information.
- Use broadcast groups to send multiple messages that appear as a single direct message (DM) where people reply to you directly and confidentially. If you have to use large groups (limit 100 people), limit the posts to Admin Only.
- Add a special ringtone to important business contacts.
- Add features such as bold, italics and line spaces to your messages to make them interesting. You can even type the message in Word and copy and paste it into WhatsApp web. This way you can edit the content before you hit SEND. Use asterisks for bold and underscore for italics.

**\*Free delivery\***

For every meal ordered, get free delivery within a 10-km radius.

*\_Limited to weekends only.\_*

## X (formerly known as Twitter)



- Use X to get short messages out quickly. It's great for alerts or news flashes.
- Make sure your profile is up to date.
  - The **profile photo** should rarely change – it's a good place for your logo.
  - Your **header photo** can be used to share the latest updates.
  - Your **bio** is your 'elevator pitch' – that quick, punchy intro that delivers all the important info. Include a link to your website or Facebook page here.
- **Think before you post.** This applies to any social media message – once it's out there, it's hard to eliminate it completely from the Internet. When posting any message:
  - Write simple, short, clear messages.
  - Engage in conversations politely.
  - Use emojis to convey emotion, but don't overdo it (and find out which emojis are inappropriate or rude!).
  - Use hashtags (#) to target the right audience.
  - Use visuals – a combination of words and images is powerful.
  - Know when and how often to post – usually 8 am on a Monday is a good time!

## FACEBOOK (rebranded to Meta)



- Create a special business page for your business.
- Post regularly and set up notifications to promptly reply to enquiries and other posts.
- Monitor the posts – make sure you deal with trolls quickly and efficiently.
- Allow your posts to be shared.
- Make sure all your contact details are clearly visible on the page.

- Thank people for positive posts and follow up on any negative ratings immediately – always try to be conciliatory and offer something as a way to say sorry (even if you think you are right). Ask satisfied customers for positive ratings.

Choose the social media platform that best suits your business. While the ones just discussed are the more commonly used platforms, they all have their place and their uses.

- **LinkedIn** is more geared for professionals and people offering their services or looking for jobs. However, for any professional person this is the best place to network. The app is easy to set up and shows that you are available for work.
- **Instagram** is another great place to target a younger audience. You can set up an Instagram business account where you can advertise your products or services.
- **Pinterest** can boost your exposure to new customers and a wider audience, and open discussions that may influence your customers' buying decisions.
- **TikTok** can be used to create quick ads that reach a wide audience.

## GENERAL ADVICE

- Link all your social media accounts to a single phone or tablet that you check regularly.
- Remember, there is little downtime when you are trying to make a success of a new business. Check over weekends as well.
- Always include the price – people get annoyed if they have to delve deep, and may think there's something to hide. They will scroll once or twice and then look somewhere else.
- Be up to date on the rules that apply to the admin of any social media group. There is content that may not be allowed on public groups.
- Respect the POPI Act. Never give out personal details of your clients to anyone outside your business.
- Ask permission before posting photographs of any identifiable person.
- Never post negative comments about anything. Ever. Your comments will stay there forever. You never know if they will be your next potential employer or customer.



# Networking

A business needs people – suppliers, consumers, intermediaries ... even competitors! And people prefer to go to a business that's been recommended by someone else. The best way to get your name on everyone's lips is to **network** the heck out of your business.

## BUSINESS NETWORK GROUPS

There should be a business network group near you that meets monthly – if not, start one.

Some groups cater to a specific business type, such as real estate, while others cater to entrepreneurs like you – people running their own business and wanting to share ideas and get their brand noticed. You usually get the opportunity to make a presentation and exchange business cards.

### Giving a presentation

- Use visuals – PowerPoint is a powerful tool in these presentations.
- Give only relevant information and don't make the slides dense with text. One point per slide is enough.
- Your presentation should not be longer than 5 to 10 minutes.
- Allow time for questions afterwards.
- If you cannot answer a question, write down the name and email address or cell phone number plus the question and get back to them within 48 hours.
- Even better, exchange business cards so that they have your details on file too.

## LOCAL COMMUNITY GROUPS

- Join community Facebook pages and follow these groups on X and Insta. The chatter is very busy, but often people ask for advice or recommendations on goods or services.
- If you see a business opportunity, reply instantly and briefly, e.g. "I can help you. I will DM you with more information but please check out my Facebook/Web page [insert link] as well." Then immediately contact them via the in-app messenger (e.g. for Facebook it's Messenger) and provide your cell number or email address plus details on how you can help.
- Join the local neighbourhood watch. Be active in the community to gain a good reputation.
- Join other community groups such as beach clean-up crews and community upliftment. If people see you are willing to support your community, they will be more willing to support you.
- Help with community projects wearing your branded clothing. Find cost-effective ways for your business to support these groups. Offer prizes in raffles, etc.







# Cultures in the global village

Whether you are doing business locally, nationally, or internationally, you are bound to do business with someone who has a different religion, culture, or belief system to yours.

To do business respectfully, you should understand the needs and traditions of every culture. This is only the tip of the iceberg – do your research and update your calendars at the start of each year so that you can wish all your customers, suppliers, and staff correctly.

The religions below account for about 80% of the world's population.

Islam	Christianity	Judaism	Hinduism
			
<b>Food</b>			
<ul style="list-style-type: none"> <li>• Must be Halaal</li> <li>• No pork</li> <li>• No alcohol</li> <li>• No meat of carnivores</li> </ul>	<ul style="list-style-type: none"> <li>• No restrictions besides personal preferences</li> </ul>	<ul style="list-style-type: none"> <li>• Must be Kosher</li> <li>• No pork and shellfish</li> <li>• Meat and dairy cannot be prepared together</li> </ul>	<ul style="list-style-type: none"> <li>• No beef, but may eat dairy</li> <li>• No animal-derived fats</li> <li>• No alcohol</li> </ul>
<b>Holidays</b>			
<ul style="list-style-type: none"> <li>• Eid ul-Fitr</li> <li>• Ramadan</li> <li>• Eid ul-Adha</li> </ul>	<ul style="list-style-type: none"> <li>• Christmas</li> <li>• Easter</li> <li>• Ascension Day</li> </ul>	<ul style="list-style-type: none"> <li>• Hannukah</li> <li>• Yom Kippur</li> <li>• Purim</li> <li>• Passover</li> <li>• Rosh Hashanah</li> </ul>	<ul style="list-style-type: none"> <li>• Diwali</li> <li>• Holi</li> <li>• Navaratri</li> <li>• Krishna Janmashtami</li> <li>• Ram Navami</li> </ul>
<b>Holy day(s)</b>			
Fridays, with prayers (juma'a) at noon	Sundays	Shabbat from Friday sunset to Saturday sunset	Sabbath is on Saturdays



If you are dealing with international businesses, be aware of the public holidays in each country and plan your transactions around them.



## FOOD PREFERENCES

Many people choose a healthy lifestyle that does not involve animals or animal products. If you are entertaining clients, either at home or at a restaurant, be aware of their preferences and choose a menu and venue that will create a good experience for them.

- **Vegetarians** don't eat meat, chicken or fish, and sometimes other animal products as well.
- **Vegans** don't eat or use any products derived from animals.
- **Pescatarians** don't eat meat and poultry but include fish, milk, milk products and eggs.
- **Flexitarians** are mostly vegetarian but occasionally eat meat, meat products, poultry and fish.

Other food preferences include diabetics, gluten intolerance, dairy intolerance, and low carb.

# Running your business

The most successful businesses are highly organised. If you work with a team, make sure all the information is readily available so that someone can step up for you if you are not available.

## ORGANISING INFORMATION

- Use a whiteboard on the wall to plan your week.
- Update your diary every morning and evening.
- Set reminders on your phone.
- Give yourself enough time to finish an order or job. Rather finish early than run overtime.
- Write things down – you may think you'll remember points in a conversation, but important details are often forgotten by the time you reach your desk.
- Keep a neat filing system. If you are a small business, use an expanding file like the one shown. Label each pocket as stationery, materials, telephone, etc.
- File an invoice for every expense you have. You can keep these electronically as well, but then make sure you have a backup in case your computer crashes.
- Keep a spreadsheet of your income and expenses. It helps with working out the cost of goods.

Set aside 6 hours  
each week for admin.



## TAKING ORDERS

- Write down the details in an order book. Write all the customer's details, the cost, and the expected delivery date. Give the customer the original and keep a copy in your order book.
- Update your work chart every day from your order book. Make sure nothing is double booked and that everything you need is available and can be done on time.
- If you see a problem contact the customer immediately (within 24 hours).
- Keep the customer updated on the progress of their order.
- A few days before delivery is due, confirm the date and time of delivery or collection.
- Ensure payment is made on the day of the delivery. If it is a big order that means initial costs to you, you may ask for up to 50% deposit.

If you work with  
family or friends,  
separate business  
from personal –  
don't take your  
work issues home.

## WORKING WITH A TEAM/SUBCONTRACTORS

- If you have people helping you, check in with them regularly. If they are working with the client, check in with the client too. Personal supervision will help you keep on top of things.
- Know when to delegate and when to do it yourself. It's good to upskill your team but the responsibility is ultimately yours. Never point fingers.
- Give the team leader a written list of tasks at the start of each day. At the end work through the tasks, make notes on what can be improved, and give praise on work well done.

# Software and hardware

Nowadays there is a lot of affordable and easy-to-use software available to manage your business.

You don't always need accounting software. You can manage your business with the following:













- Documents to create letters, contracts, etc. (e.g. Google Docs/MS Word)
- Spreadsheets for calculations and financials etc. (e.g. Google Sheets/MS Excel)
- Presentation templates (e.g. Google Slides/MS PowerPoint)
- Emails (e.g. Gmail/MS Outlook)
- Calendars (e.g. Google Calendar/MS Outlook)
- Online meetings (e.g. Google Meet/MS Teams)

## GOOGLE WORKSPACE

Google Workspace has several affordable options. There are many tutorials available online to show you how to use each feature.

### Choose your edition. Try it free of charge for 14 days.

Every plan includes

 Gmail  Drive  Meet  Calendar  Chat  Docs  Sheets  Slides  Keep  Sites  Forms  AppSheet

## MICROSOFT 365 BUSINESS

Microsoft 365 Business is the most affordable for small businesses.



### Microsoft 365 Business

Microsoft 365 Business is the most affordable for small businesses.

Secure cloud services for  
Microsoft 365 Business Basic

  
[Microsoft Teams](#)

  
[OneDrive](#)


  
[SharePoint](#)

  
[Exchange](#)

Web and mobile apps only for  
Microsoft 365 Business Basic

  
[Word](#)

  
[Excel](#)

  
[PowerPoint](#)

  
[Outlook](#)

## WEBSITE

- There are many tutorials to build your own website, but if this is not your strong point, rather pay a web designer to create your website. This gives your business a professional appearance. Your website is often the first place where potential customers look at your business.
- Learn how to maintain your website with any updates.
- Brand your website. Make sure your logo is clearly visible on every page.
- Make sure the website is easy to navigate – ask a younger sibling, parent or grandparent to test-drive it.
- Be transparent – keep prices, availability and descriptions updated all the time.

## BACKUP

It is very important to back up your work regularly. Lost information can ruin your business.

- **Disks and drives** are the cheapest options. They're highly portable, affordable and available in different storage capacities ranging from 64GB to 12TB.
- **Cloud storage:** Your office software will have a backup option (Google Drive or MS OneDrive). You can also find free cloud storage options online.

## EMAILS AND LETTERS

Your business is your profession, so your business communication should be professional.

- Set up an email auto-signature using your business logo and title. It must be simpler than a business card but contain all the information. **TIP:** Don't insert an image as your signature e.g, a copy of your business card. Many devices block this. Rather retype and style the information in your auto-signature creator in your email app.
- Register your own web address e.g, *www.daisies.co.za* – you pay around R100 per year for the name. You can add several email addresses e.g. *ayla@daisies.co.za*, *orders@daisies.co.za*
- If you are using Microsoft Office, you can set up multiple email addresses in Outlook that all appear on the same screen. This way you can check all your emails at the same time.
- Most writing programs have built-in AI that helps you write emails.
- If you're using Docs or Word to write a letter, create a letterhead template to use each time. Use your logo and details in the header and keep your business details etc, in the footer.
- Write professional business letters – ask Chat GPT to help if you are stuck.
- Always use editing software or ask a professional for help. Read through your work before sending it. Check calculations and make sure any attachments are attached.
- Once your letter is complete, add an auto-signature and print it as a PDF. This way no one else can change your letter. There are many free PDF converter/writer apps online.





# Choosing a bank account

If you're running a business, you're going to need a bank. Carefully decide what you need. Then draw up a table of what each bank can offer you. But also remember that if you realise the bank is not for you, you can always change. It's important to have a good relationship with your bank.

## WHAT TO LOOK FOR IN A BANK ACCOUNT

- **Size of bank:** Big banks have more resources and branches, and many different offerings. Small banks are more personalised and more in tune with the local market.
- **Credit checks:** Large banks will take a low credit score on a new business more seriously than a smaller community bank. What is your credit score?
- **Online banks:** Although their popularity is growing, they are impersonal. Does your new business need a good relationship with its bank? This can only be done with a traditional bank.
- **Location:** You need a bank close to where you live, work and travel. Bigger banks have more branches and are more open to international travel. Will you be travelling a lot?
- **Digital needs:** Some banks are more digitally in tune than others: decide which type you need.
- **Banking services:** You need a bank that offers the basics – debit and credit cards, good interest rates, low transaction fees, online business banking. But if you need any other services, make sure the bank you choose offers these as well.
- **Perks:** Some banks offer special perks. If these are what you need and you won't pay more for the perks, it's well worth considering.
- **Business support:** Some banks offer free business advice and support to new businesses.

## Small business bank accounts

If you do have an existing bank account, see what small business bank accounts your bank has on offer and whether they can offer a special deal. Some examples are:

	<b>Standard Bank</b>	MyMoBiz Account
	<b>First National Bank</b>	First Business Zero Account
	<b>Nedbank</b>	StartUp Bundle
	<b>ABSA</b>	Biz Start Account/Business Evolve Lite
	<b>Capitec</b>	Business One Account

Adapted from <https://aofund.org/resource/business-banking-10-tips-choosing-right-bank/>



# Portable card machines

Since the COVID-19 lockdown, people have moved away from using cash and prefer to use their phone or card to pay instead. A mobile POS (point of sale) machine is the best payment option. Since it's mobile, you can do business anywhere at any time. To use the machine:

- Your phone must have data and be charged.
- You must be in a data-covered area.
- Your POS machine must be charged.

There is a transaction fee of about 3% per transaction value but it's worth it if you think you may lose the sale without the machine.

Go online and look for the best options to suit your needs and your finances.



**Yoco:** The customer makes payment using their card or their phone. No app or QR code is needed.

More info: <https://www.yoco.com/za/>



**Snapscan:** The customer has to download the app on their phone, and then scan your QR code (which you need to have displayed) before they can make payment.

More info: <https://www.snapscan.co.za/merchant>

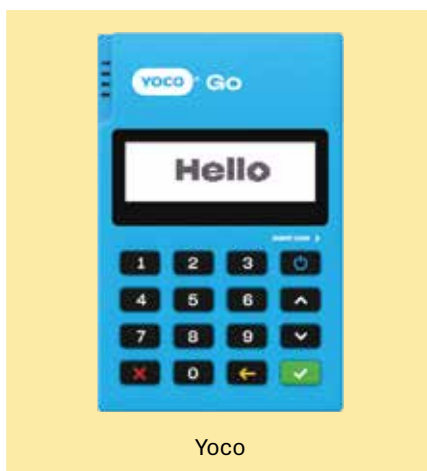


**Zapper:** This functions the same way as SnapScan but fewer people in South Africa use this app.

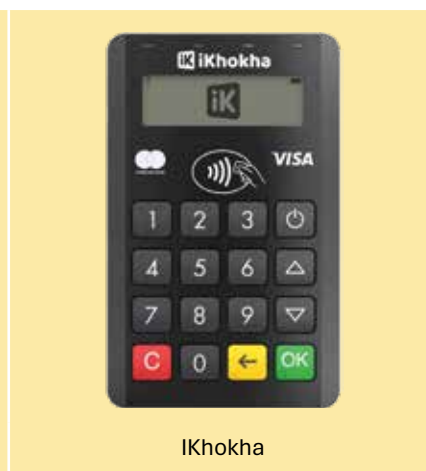
More info: [Zapper.com](https://Zapper.com)

Several banks have their own mobile POS. Check with your bank to see if they offer this service at a more affordable price.

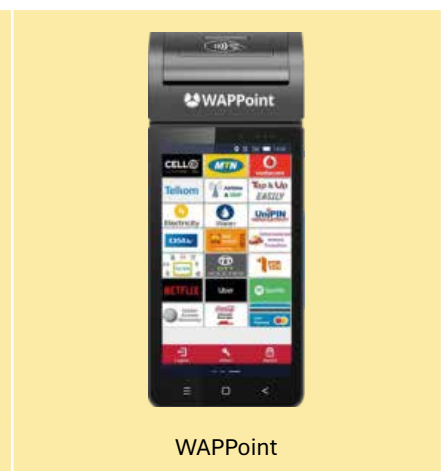
Here are some independent card machines:



Yoco



iKhokha



WAPPoint

# Tax returns



## REGISTERING FOR TAX

A small business entrepreneur who is operating as a sole trader pays tax in their personal capacity. This means that all income and expenses are lumped together to be taxed.

In the first year, ask a bookkeeper or tax accountant to help you register and submit your tax returns. It's a good idea to retain this person for your annual returns. This way you will know it's done correctly. Ask them for a spreadsheet to capture your income and expenses that you can simply fill in. This will save them time and you money.

Remember that every amount you claim must have a supporting document – bank statement, invoice, till slip, etc. That's why it's so important to keep your filing system up to date.

**Tax is collected by the South African Revenue Services or SARS. To register as a taxpayer, go to the following website:** <https://secure.sarsefiling.co.za/landing>

## TAX DEDUCTIONS FOR SMALL BUSINESSES

According to SARS, tax-deductible business expenses are “expenses incurred in the operation of a business”. In other words, any purchase you make for the purpose of running your business counts as a business expense. Tax-deductible business expenses reduce the amount you pay taxes on.

SARS has a full list of deductions that fall into the following categories:

- All costs incurred as part of running your business, such as materials, equipment, staff costs, business rent, office supplies, phone, business travel (including car), cost of goods for sale, bank fees, legal fees, insurance, marketing and utilities.
- If you have a home office, you can also claim a percentage of your home expenses for work use. These include rent or mortgage, insurance, rates and taxes, repair costs, utilities and cleaning.
- Capital expenses are purchases of major physical goods or services intended to be used long-term by your business. These include equipment, machinery, vehicles, computers and furniture.
- Any training for you or your staff that directly relates to your business.
- All expenses incurred while entertaining clients are tax deductible. These include drinks, meals, live entertainment and venue hire. You must be able to prove that these are business expenses.
- Business start-up expenses.
- Any losses you incurred in the same business in previous years.



# SWOT analysis

A SWOT analysis is a tool that helps you analyse what your business is doing well now and helps you work out strategies for the future. It will highlight areas that are holding your business back, or where competitors can muscle in on your business. It uncovers threats to your business, but also opportunities you may not have noticed before, that will help you grow your business.

A SWOT analysis basically means making lots of lists. But there is so much that you can do with these lists! For example, if you are making a list of your weaknesses, it may inspire you to find new opportunities to overcome them. If you compare your lists for each SWOT sector, you may see connections and contradictions that make you dig deeper. The SWOT analysis allows you to put all these lists together to make the comparison easier.

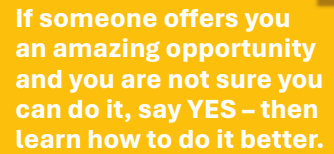
Copy the template below to create your own SWOT analysis. The suggested questions are by no means exhaustive – think up some of your own!

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• What do you do well?</li><li>• What unique skills do you offer?</li><li>• Which resources do you have to draw on?</li><li>• What do others see as your strengths?</li><li>• What makes your offering better than that of your competitors?</li><li>• What makes you tick?</li><li>• What would your competitors see as your strengths?</li></ul>	<ul style="list-style-type: none"><li>• What can improve?</li><li>• What do you struggle with?</li><li>• Where do you lack resources?</li><li>• What do others see as your weaknesses?</li><li>• What is holding you back from exploring an opportunity?</li><li>• Do you respond well to technology?</li></ul>
Opportunities	Threats
<ul style="list-style-type: none"><li>• Which opportunities have you identified?</li><li>• What would you like to explore?</li><li>• What trends can you take advantage of?</li><li>• How can you turn a strength into an opportunity?</li><li>• Where do you see your future going?</li><li>• What do you need to get there?</li></ul>	<ul style="list-style-type: none"><li>• What could harm your business?</li><li>• What is your competition doing?</li><li>• Which of your weaknesses pose a threat?</li><li>• Which part of your business is not protected?</li><li>• What shifts or changes may arise in the future?</li></ul>

## COMPLETING A SWOT ANALYSIS

- Don't do it on your own. Gather a team to help you – they will see what you don't.
- Be honest! It's the only way you can deal with issues as they arise.
- Keep your lists short and feasible.
- Be specific so that you can focus on solutions.
- Be realistic about opportunities and solutions – they need to be there and available.
- Use the SWOT analysis with other planning tools available on the Internet.



[illegible]

Anita Roddick



## Caterina Fake, Woman's Day



## Vidal Sassoon



WALT DISNEY

