

PROCESS TO GET STARTED & GROW

1. Attend a training course or workshop to learn basic but necessary business skills (*check out our "Essential skills" template*)
2. Obtain a lot of information on business skills. Read articles, books, etc.
3. Know your products and the market you operate in!
4. Is there a market for your product? How will you differentiate/offer something unique?
5. Use the internet where you will find lots of free information.
 - a. Visit these websites:
 - i. <http://southafrica.smetoolkit.org/sa/en/>
 - ii. <http://www.entrepreneurmag.co.za/>
 - iii. <http://www.entrepreneurmag.co.za/category/advice/starting-a-business/start-up-guide/>
 - iv. <http://bransoncentre.co.za/south-africa/>
6. If at all possible invest in a computer and learn MS Office or similar
7. Get yourself connected with an email address and internet connection so you can communicate (DO NOT use a gmail or Hotmail address!)
8. It goes without saying that you must have a decent cell phone to communicate
9. Get to know & understand the basics of accounting.
 - a. We have a training program called "Beating Accounting"
10. Find yourself a good accountant with whom you can walk the road to success
 - a. A good accountant will give you advice
 - b. Register your business
 - c. Look after you tax matters
 - d. Provide guidance
 - e. Help with loan applications
11. TOOLKIT (this you carry with you all the time)
 - a. Business Card with your business name, business address, email, telephone nr
 - b. Pen & paper
 - c. Calculator
 - d. Laptop with all your programs, product data, etc. on it.
 - e. Internet Access (3G modem)
 - f. Your own email address – yourname@yourbusinessname.co.za (not Gmail or Hotmail)
 - g. Map book or GPS so you can find your customers/potential customers
12. Join network groups; get to know people, build trust, promote your business
13. Market your business constantly
14. Keep proper records of all transactions
15. Monitor the performance of your business monthly
16. Keep your statutory returns up to date.
17. Don't get sucked into bribery & corruption
18. Plan for the worst; have strategies in place; have a "kitty" of funds to see you through in bad times.

