

THE LEADING BRAND

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CAREER
FAIR
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What are you really thinking?




What are you really thinking?

- ▶ The more you think about your business, the more inclined you are to be motivated to do more for your business, and the greater the possibility for attracting the right resources for the business you are in. (*Resources: People, Finances, Information, Consumers*)

I am the brand

- ▶ How much of you is in your business?
- ▶ Are you able to tell someone about your business enough to sell it within a matter of minutes?
- ▶ Are people able to tell which industry you are in by just looking at you or by having a brief conversation with you?

PLANNING TO SUCCEED



LUCK IS WHAT HAPPENS WHEN
OPPORTUNITY MEETS
PREPARATION- SENECA, ROMAN PHILOSOPHER

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Planning to Succeed

- ▶ *Do you have a business plan?*
- ▶ *What areas of your business plan do you mostly focus on?*
- ▶ Your business plan is the most fundamental part of your business because it is guideline that you will follow and also allow your human resources to understand the vision and strategy for the growth of the business.
- ▶ Do NOT copy and paste your business plans. Business plans have to be tailor-made and uniquely created to suit your business, if they are duplicated, it shows a lack of innovation and creativity.

Planning to Succeed

- ▶ ***How long term based is your business plan?***
- ▶ Most entrepreneurs focus on short term objectives, which means just getting the business off the ground, but very little on sustaining the business and growth. Your business plan should be at least 5 years ahead. You should at this point have researched future trends in business, technology, media, marketing, possible market demographics, social and cultural changes affected by possible political and economic trends.
- ▶ ***How does your business connect with its targeted audience?***
- ▶ An entrepreneur needs to understand the dynamics and mediums of communication like the back of their hand. What type of business do you run? Is it client based (consulting) or consumer based (products)?

Planning to Succeed

▶ Organizational Structures

- ▶ Every entrepreneur needs to understand the organizational model they are going to be using in order to make their business efficient. Structures to look at are:
 - ▶ **Functional Organizational Models** (90% of all businesses use this model), which are the most common for small businesses
 - ▶ **Business Unit**-Used mostly by large companies (E.g General Electric and NBC)
 - ▶ **Business Unit with sharing**-Used mostly by large companies
 - ▶ **Core Competency/Virtual**-Used by many small to medium sized companies
 - ▶ **Decentralized Model**- Used by companies that have a small staff base
 - ▶ **Industry Trend Based Model**- A model that starts with the mass market as the end goal
 - ▶ **Project based Model**-Used by most global engineering companies

Understanding Environmental Dynamics

Geographic

Your physical location of operations is an important dynamic of your growth, in that not all industries flourish in certain countries. Eg *Technology*. Technological global innovation continues to face obstacles in Africa due to cultural, political, economic and ICT constraints. Issues such as access to information and education are a huge factor in the growth of technology in Africa, which are adversely affected by the lack of expertise, capacity and funding constraints. Countries such as Kenya for example have overcome those obstacles and has **leapfrogged** in technology due to the filtration of mobile technology and cheaply accessible computer technology and relatively low internet costs. South Africa on the other hand has the same capacity but the filtration of ICT products to the masses is limited by socio-economic constraints.

Understanding Environmental Dynamics

▶ **Economic**

Understanding economic trends is vital to organizational growth and business development and should be the first consideration when assessing market opportunities and the overall feasibility of your business in that market in focused areas such as Earnings and consumer spend, GDP, NDP. These factors are adversely affected by development in innovation, technological advancement, production capacity, political stability, technological capacity, geo-strategic dynamics (Eg. Lesotho, which has geo-strategic limitations because it is landlocked and has limited access to ports and trade nodes).

An analysis of economic conditions requires the factoring of political, social, environmental, legal, geo-strategic and transfer risk factors. Entrepreneurs who are looking for opportunities out of their region or country would have to critically assess the aforementioned risk factors.

Understanding Environmental Dynamics

▶ **Demographic**

Understanding your targeted demographics is the most fundamental aspect of business growth. The area of **demographic categorization** is the vital information that every market in the world lives for. For brands to grow, for products to be developed, there has to be a quantitative and qualitative analysis of the demographics of the service or brand being sold in whichever market the company wants to target consumers, thus making **Data analysis** one of the leading fields in the marketing industry, capturing relevant demographic consumer-centric data in order to allow organizations to understand market trends and align their products and services with potential growth areas.

Understanding Environmental Dynamics

▶ **Political**

- ▶ Political factors affecting business growth in various regions: For example-

China-Most American internet based products, especially in relation to information censorship.

Africa- The media industry has problems flourishing in several African countries based on issues of governance and undermined human rights and democratic values. A typical example being Zimbabwe.

Freedom House African Media Freedom Rankings:

- ▶ Zimbabwe- 123rd
- ▶ DRC-148th
- ▶ South Africa -38th

How I feel is how I look

- ▶ Are you getting enough positive feedback about your business?
- ▶ What do you think you are communicating to your audience or clients?

Entrepreneurs need to understand that potential clients or consumers need adequate information, and you must understand what you are selling, the **market dynamics**, the **reach scope** (used for media products or services). This has a lot to do with selling a bullet proof product or service that is well researched, documented and easy to relay to clients and consumers. This is your appeal! What you look like to your clients and consumers is very important, it is your basic brand image, your process. *Are you leading in your industry or in your area of expertise and can you prove it without having to do too much?*

- ▶ Every industry has its own appeal. Being appealing to clients and consumers stems from being confident about the product or service you are selling.

**INFLUENCER
MARKETING**

**NO
FOUL
PLAY**



Influencer Marketing

- ▶ What is the perception or feedback you get about your competitor and how can you create a better perception about your company and **influence** your market while maintaining professional and ethical standards?

- ▶ **Consistency**

In order to create growth, you have to be consistent toward reaching your goal. You have to do the same thing over and over, refining at each interval to make it better and more effective. Dramatic change can have a negative impact on your business, and changing your initial business model can alter your expected or estimated results.

Influencer Marketing

▶ **Business Reputation**

1. ***Innovation*** (Eg. Google, which is the leading Global 500 company, rose in value of 22%=USD8.1B from 2010 to 2011, capturing 11% of the market)
2. ***Service Quality*** (Eg. Mobile Networks)
3. ***Efficiency/Speed*** (Eg. Internet Service Providers such as Afrihost vs. Mweb which is the new vs. the old)
4. ***Market Reach- Market Filtration of Blackberry.***

How to build your brand across media channels without increasing your budget

- ▶ *What media channels have you used to promote your company?*
- ▶ Consider all leading channels
- ▶ Online (Twitter, Facebook, LinkedIn, Biz Community)-Look for channels that have free profiling or create smart media partnerships that allow your brand to become present
- ▶ Print (Accessible Print Media channels)



THE CIRCLE OF LIFE



**SOCIAL NETWORKING FOR
BUSINESS SUCCESS**

Social Networking for business Success

- ▶ Social networking is one of the elements of current business culture that has catapulted most businesses to reach greater markets. The advertising and marketing industry in particular have suffered incredible losses to due to the growing gravitation towards social networking.
- ▶ Know your channel! You have to know which social network works best for you, and how to communicate your brand or product through that channel.

Better Networking Skills

Food for thought

- ▶ Who do you meet and why?
- ▶ Are you going to the right places For your industry?
- ▶ How informed are you about the networking sessions that you attend?



Optimizing with Cross Media strategy

- ▶ **Are you operating through one medium?**

Communicating your business is very important, and entrepreneurs must understand what is available through mediums that reach their target market. With the multiple forms of media that are now available, companies need to understand cross media dynamics in order to always be present.

- ▶ EG. BF Lifestyle uses cross media with its product The Finest Magazine as an online magazine that will soon be available on Android, iPhone and iPad, making it accessible across the board. Once people are familiar with the product, cross media through television will be easier based on new products in the market such as the Sony Bravia Internet Television.

Understanding Agency dynamics

- ▶ What is the role of an advertising or marketing agency?
- ▶ Is your agency more equipped and do they understand more than you do about your industry?
- ▶ Every entrepreneur needs to understand the value of marketing and advertising for their brand. You have to research your mediums of advertising as well as your market reach in order to direct your product or service through the right channels. It is important to understand the role of an agency, or the New Economy model for smart partnerships and trade exchanges that create win-win results.

TRENDS

TRENDS

TRENDS

ALVINE BUKETT bed linen
100% cotton.
150x200/50x60 cm

98,-

SNACK box
renewable material (wood)
W56xD39, H30 cm

129,-

Leading in the Future

- ▶ **What is happening in the next 5 years?**
- ▶ **How much do you know** about what is happening around you that will guide you to make the right decisions about your company's long term strategy, especially the growth strategy, within the next 5 years?
- ▶ **The Big Booms**

It is vital for entrepreneurs to work at par with current and future trends because that's when companies that have a sound understanding of the dynamics win.

AFRICA LIFE- STYLE REVIEW

*A review of the booming
Lifestyle Industry in Africa*

The global economic recession of 2009 ushered in a period of significantly reduced commercial growth, dampened consumer confidence, accompanied by a credit crunch which affected both businesses and individuals in an adverse manner.

THE AFRICA BOOM

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The Africa Boom

- ▶ 2011 began with a gleam of hope, especially for entrepreneurs. Countries that are on the rise are part of the SADC Community, with Mauritius being 1st, followed by South Africa and Botswana respectively. (Ease of doing business data analysis, World Bank). Starting a business in Southern Africa is cheaper than the rest of the continent, with technology being the leading factor. There is a substantial increase of inter-Africa trade in transfer industries (Technology, Media, Education, Telecommunications, Banking). Creative industries are also seeing a huge leap, but mainly those that are technology driven.



THE CHEAP AND CHIC BOOM

Cheap and Chic Boom= Affordability

- ▶ When the cheap and chic concept started emerging and becoming prominent in Europe and Asia at the beginning of the Century(end of 1999 to beginning of 2000), global fashion retailers immediately began adopting this lucrative formula, of taking designer wear to the masses. Though not a new concept (first adopted by Spanish fashion giant ZARA in 1975), a lot of the new players found ways of creating smart partnerships with the high end fashion industry. UK based ASOS followed in 2000, taking looks right off the runway and making them accessible online. Examples of the smart partnership formula are Target (with Vera Wang, Alexander McQueen etc)

FREE

BEFRI

SERBEST

LIBÉRER

MAHALA

LIBERA

LIBERARE

BEFREIEN SIE

VOLNÝ

The Word is **FREE.FREE.FREE**

- ▶ Free information is the leading trend. One of the reasons why most international media companies are turning to creating online platforms that are free, is that they are realizing that the impact it has on consumers is greater than if they were selling media. Advertisers also get the benefit because of the reach towards consumers. Consumers have become adept to being the primary decision makers, making them much more powerful than the advertiser, therefore, if the consumer demand for free access grows, more companies will create products that are geared toward that transition.



THE GREEN BOOM

The GREEN Boom

- ▶ Entrepreneurs are the future of eco-development, mainly because there is room in developing countries, to create strategies, from scratch, that are eco-focused. Entrepreneurs should apply concepts that will positively impact the environment, thus the community. With the environmental sector growing rapidly, there will be more entrepreneurs making more money.
- ▶ Examples of countries or locations that are booming because of Eco friendly and environmentally sustainable practices: Scandinavian countries, Australia, Cape Town.

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