



# Business Sustainability

What does it take to survive



ANYONE CAN START BUSINESS?


BUT

Tough to keep going





# OUTLINE?

- Why
  - What
  - Who
  - How
  - Essential characteristics
- 



WHY?



# Why?

- Why are you doing this?
- Broader benefit or just you?
  - Define “ Why” clearly - (Sustainability Driver)
  - Vision & Mission aligned with **YOUR** core values?

*Pretence wastes a lot of energy and resources*

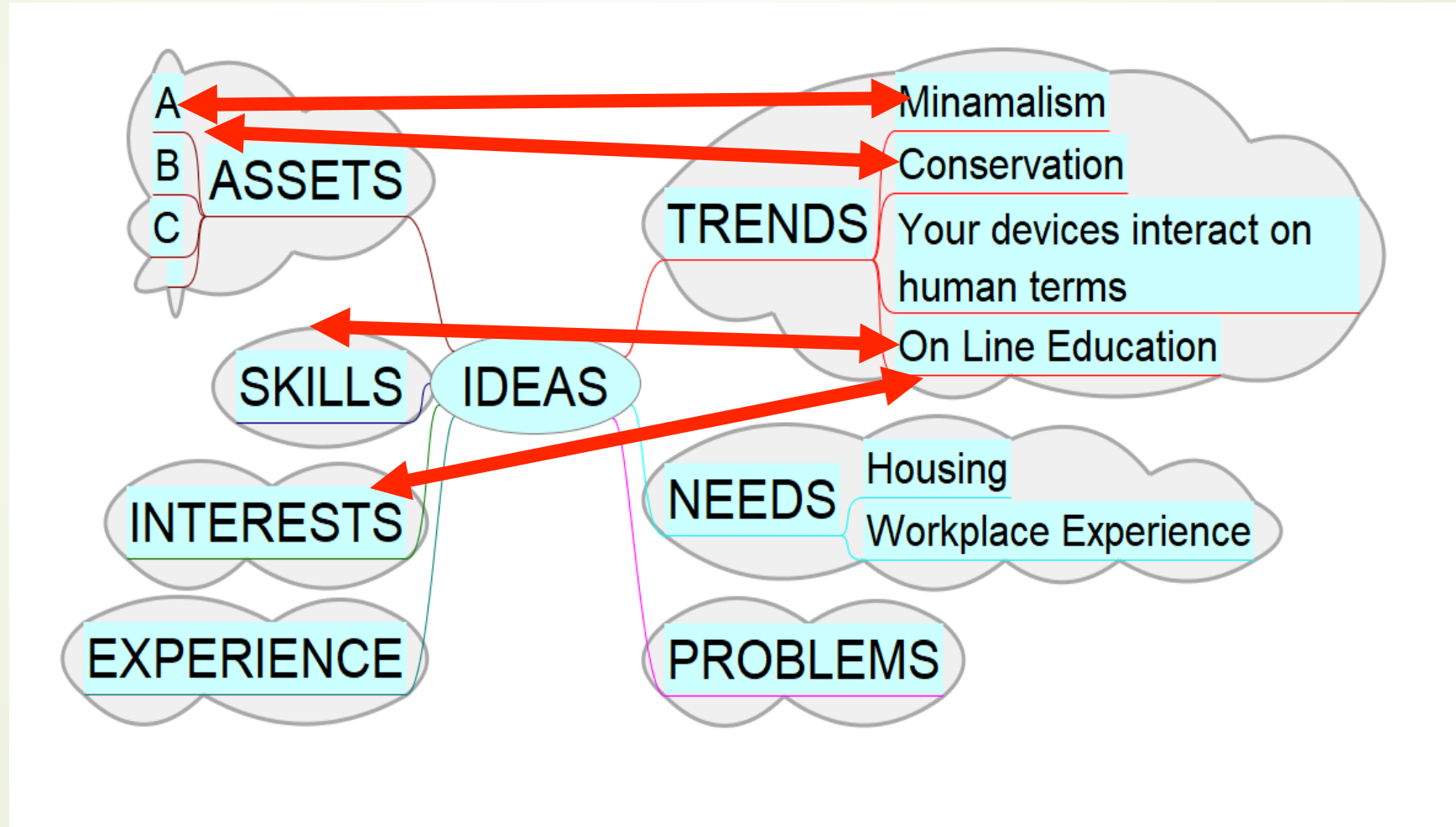


WHAT?

# “What” follows “Why”

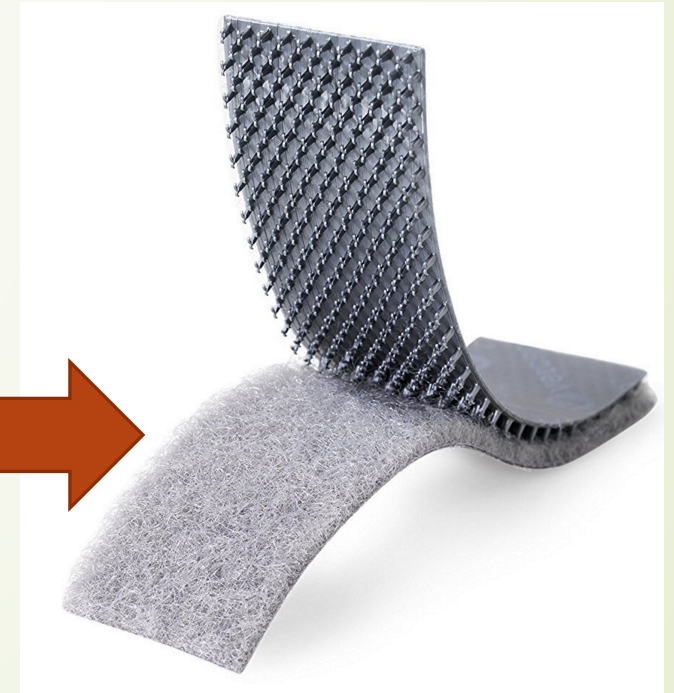


# What? Brainstorm



# What?

➡ Be Curious (Burrs to Velcro)





# What?

- ➡ Be Flexible - LISTEN to Customers (Flickr)
- 

# What?

- Different Applications (Nappies/meat liners)





WHO?




# Who? Partners

- Consider carefully
  - Disadvantage
    - Share profit
    - Disagreements
    - Value clashes
  - Advantage
    - Share responsibility
    - Complementary skills




# Who? Employees

- What skills do you need?
  - Can you outsource functions -Virtual office?
  - Part time?
  - Cost?
  - Culture fit?
  - Skills? Attitude?
- 




# Who? Finance

- Family?
  - Banks?
  - Own capital?
  - Government Agencies
- 



# Who? Family support

- Home support
  - Children ?
- 



➡ HOW?

Start with what you **have** got




BASETSANE KHUMALO

➡ Started selling eggs



# How?

- Just start do not wait for someone else
  - Steps toward a goal
  - No one can do the business for you
- 




# How?

*“Fake it till you make it”, may mean  
you never make it*




# How? Money

- Develop sound accounting practices
  - Guard Positive Cash flow
  - Keep it simple
  - Keep debt to a minimum
  - Master of Money - Not slave to money
- 



# Recipe to make money

- Buy Low - Value
  - Sell high – Reasonable profit
  - Do it often – Work hard
  - Cash (People will always find a justifiable reason not to pay you)
- 



*“If I fool you, shame on me, If I  
fool you **again**, shame on you”*




# How? Relationships

- Build Trust: BE TRUSTWORTHY
    - Employees
    - Customers
    - Suppliers
    - Government Agencies
    - Banks
    - Social Networks
    - Networking organisations
- 



# How? Product /Service

- ➡ Listen to customers
  - ➡ Become an expert in your field
  - ➡ Upskill employees
  - ➡ Be aware of changing trends
  - ➡ Under promise – Over deliver
  - ➡ Maintain Quality standards
- 




# Markets

- Local
  - National
  - International
  - E-commerce
  - Niche markets
- 



# How? Purchases

- Purchase wisely
  - Investigate group purchase for bulk discounts
- 

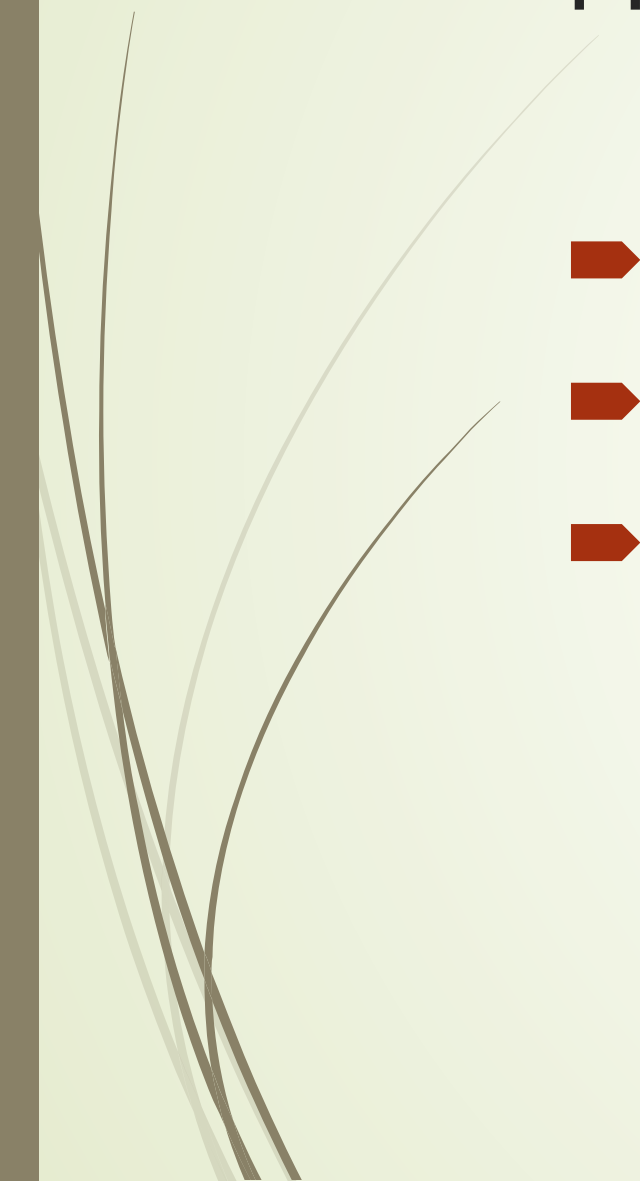


# How? Security Systems

- Put checks and balances in place to prevent losses
- 

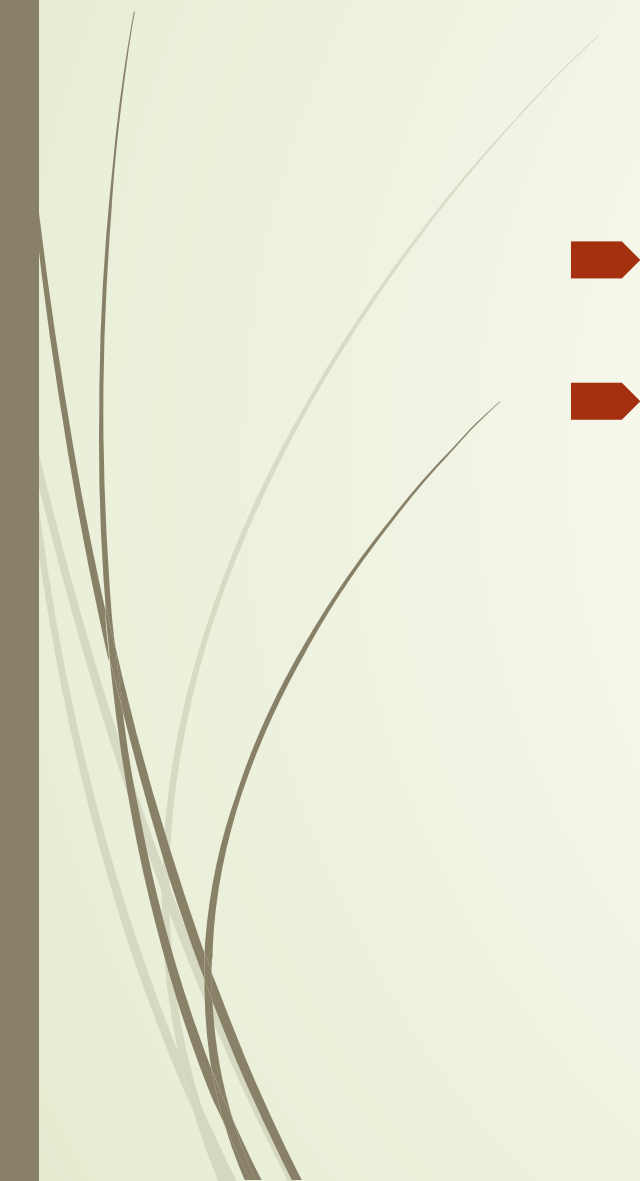



# How? Resources

- Responsible use of resources
  - Reduce wastage
  - Avoid damage to environment
- 




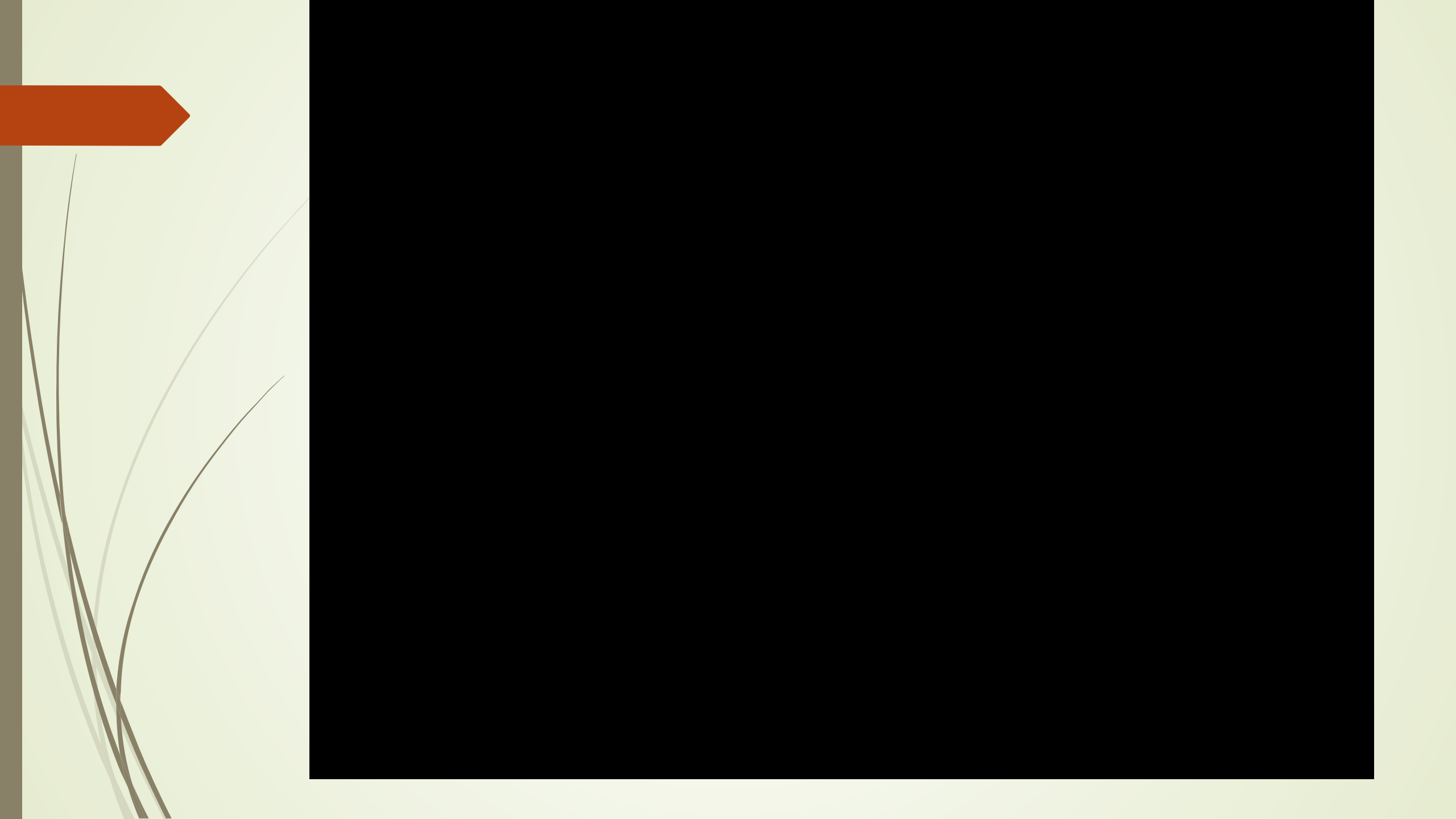
# How? Ready for opportunities

- ➡ Be on the look out
  - ➡ Cash is king!
- 



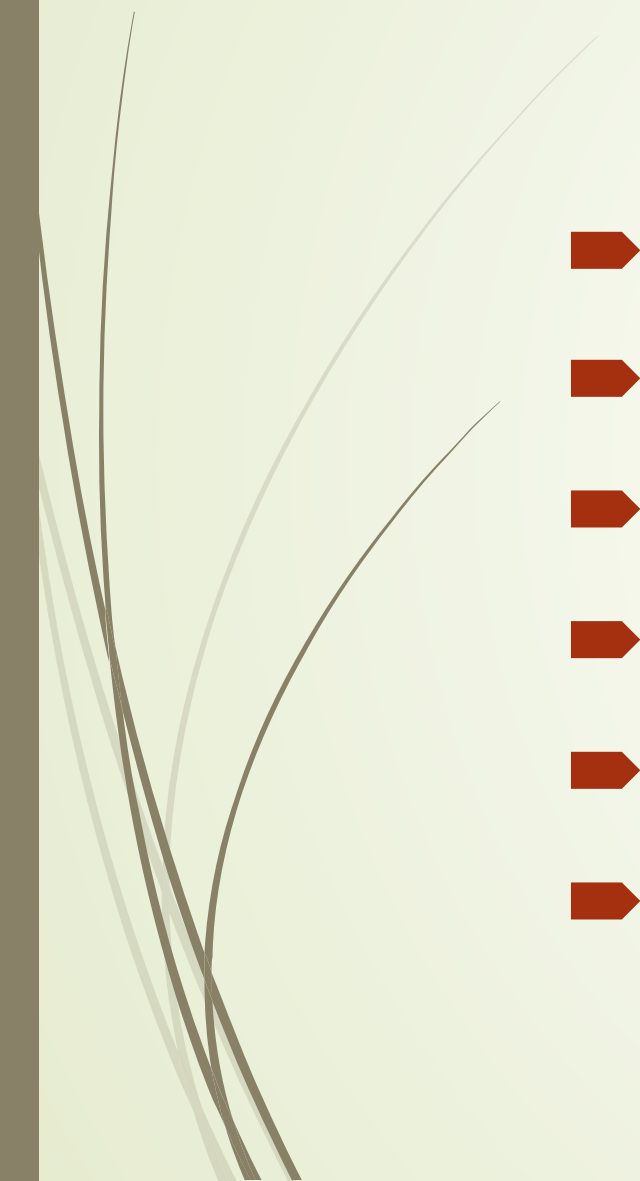
# How? Health

- ➡ Keep healthy
  - ➡ Eat good food
  - ➡ Exercise
  - ➡ Watch poor lifestyle habits
  - ➡ Water
- 






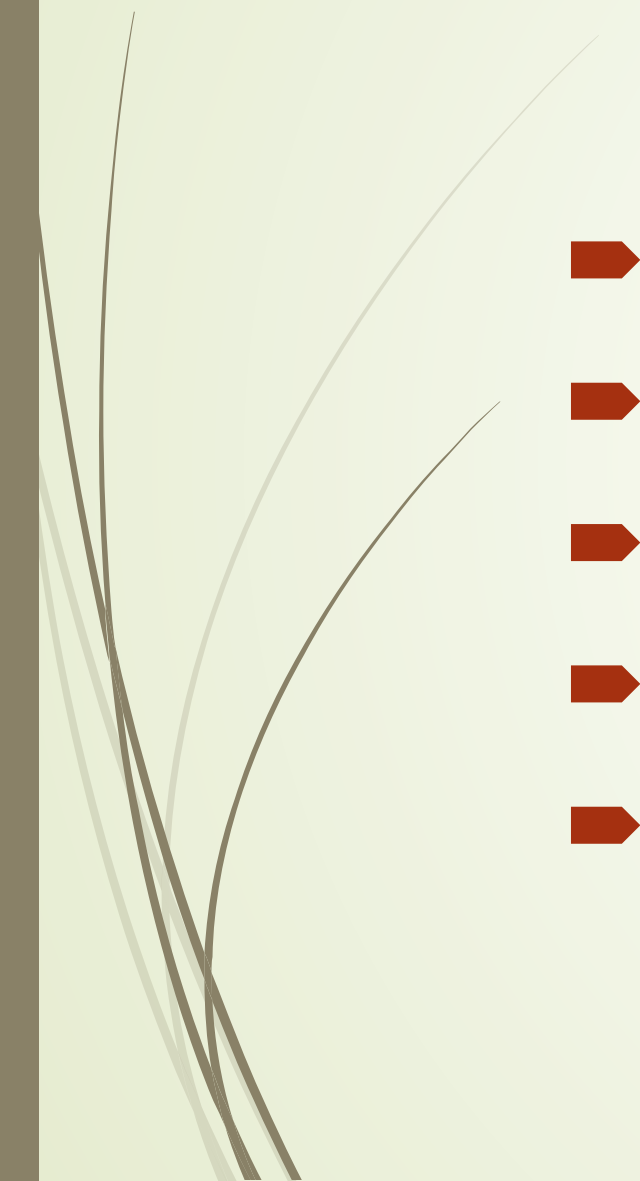
# Characteristics for sustainability

- 
- ➡ Adaptable
  - ➡ Focussed
  - ➡ Hardworking
  - ➡ Disciplined
  - ➡ Resilient after failure
  - ➡ Take responsibility for their destiny



# Attitude

- Expect opportunities
  - Gratitude attracts the positive
- 

- 
- 
- Why are you in business - Drivers
  - What will you do?
  - Who alongside
  - How Build trust, quality
  - Essential characteristics




# The Clothing Bank

Gets clothes from the retailers

We train women in life, business, financial and computer skills in 2 year programme


They buy the clothes and resell.

We believe that it is not enough to make money for a short while, but permanently eradicate poverty by managing money and getting out of debt.





# Me and My Money

- Roll out to organisations and business.
  - Pamphlet available to anyone interested.
  - Our venue or yours.
- 



Questions?



Thank you