

MAGAZINE

For business owners, by business owners

**Business
continuity
& women
in charge**

**A #handsup for
Small Business**

How to plan
for the worst ▶

7 Wellness
skills to try ▶

Building
resilience ▶

MASTERCLASSES

**Deshun Deysel &
Margaret Hirsch**

**Spotlight
on women
entrepreneurs**

**15 Women in business share
how they got started and
their top tips for success**

**ON THE
COVER**

Suraya Williams
Design Twenty Six
featured on
page 9

A #handsup for Small Business

SMALL BUSINESSES ARE REELING FROM THE ROLLING CRISES OF COVID-19, LOCKDOWNS, CIVIL UNREST AND STRIKES.

Those that have escaped the looting and destruction are facing supply chain disruption, fear of continued unrest, loss of markets and distribution challenges.

What is 'A #handsup for Small Business' all about?

- ✓ SimplyBiz is calling on larger, established businesses to give a hand up (not a hand out) to affected small businesses via our website and social media platforms.
- ✓ We will be showcasing practical thought leader masterclasses on how to stay resilient and to strategise business continuity through the crisis and beyond.
- ✓ Useful articles and templates for risk impact analysis and business continuity plans will be shared on the website, magazine and social media.

Are you a small business owner reeling from Covid-19 and the unrest?

- ✗ No stock?
- ✗ Supply chain disruption?
- ✗ Loss of market?
- ✗ Loss of distribution channels?
- ✗ Feeling frozen and afraid?

Post your need here

Here are a few ideas on how your business can give a hand up

- 👉 Give your time.
- 👉 Share your experience.
- 👉 Give a free 'tips 'n tricks' class.
- 👉 Donate equipment or tools.
- 👉 Provide access to the internet.
- 👉 Be a mentor.
- 👉 Assist with distribution.
- 👉 Do business with a small business.
- 👉 Buy from a small business.
- 👉 Provide training and support.
- 👉 Promote a business on social media.

Post your offer here



MASTERCLASS

4 Ways to navigate your way through uncertainty

Deshun Deysel
High Altitude Mountaineer,
& Business Coach

WATCH NOW

MASTERCLASS

Learn how to fall forward

Margaret Hirsch
CEO Hirsch Group



WATCH NOW

Talk to us

IT'S BEEN ROUGH, TELL US HOW THE CRISES HAS IMPACTED YOU AND YOUR BUSINESS AND LET'S FIND SOLUTIONS TOGETHER.

U30 and running a business or side hustle?

Please tell us what your most pressing challenges are and how your business has been impacted by the crisis... [Click here](#)

Business owners - share your experience.

Share your views about doing business with young entrepreneurs and how your business has been impacted by the crisis... [Click here](#)

When disaster strikes... keep your business going!

Business continuity, disaster recovery, risk analysis, crisis management, critical function recovery... for the average entrepreneur, these are not common terms, yet small businesses need to plan for disasters as much, if not more than larger businesses, because a failure to do so could literally mean the end of the business.

Some (not so) fun facts

- 51% of companies admit to not having a crisis management plan in place. (RockDove Solutions)
- 90% of businesses with no disaster recovery capabilities close after a major failure. (Nexstor)
- 60% of small businesses that lose significant data close within six months.
- \$3.6 million is the global average cost of data loss. (Ponemon Institute)
- 40,000 South African businesses were looted, burnt or vandalised during the July 2021 riots. (Bloomberg)

Can you afford not to plan for a disaster?

One day you will arrive at your business expecting an ordinary day of hustle and hard work. Out of the blue, the unimaginable happens. You cannot predict what the event will be or when it will occur, but you can plan for its inevitability.

[Read the full article](#)

▶ **Definitions Demystified**

▶ **How to develop a business continuity plan**

▶ **Why is a communication plan necessary?**

DID YOU KNOW?

51% of companies admit to not having a crisis management plan in place.

7

Wellness skills to help you deal with civil unrest

IN TIMES OF TURMOIL, IT IS ALWAYS THE WAY WE CHOOSE TO RESPOND TO SITUATIONS THAT DETERMINES OUR WELL-BEING. ARE WE CHOOSING TO BE REACTORS OR CREATORS? THIS IS A PERSONAL CHOICE, AS IS EVERYTHING WE DO AND ARE IN THIS LIFE.

CATCH YOUR THOUGHTS

Be the monitor of your own thoughts. If you feel yourself spiralling towards the negative, ask yourself: How else could I see this? Is this true?

UNDERSTANDING THE NERVOUS SYSTEM

Crisis situations engage the sympathetic nervous system of 'fight/flight/freeze' mode. When this happens, we cannot think clearly and revert to survival reactions.

SEEK SELF UNDERSTANDING AND EMPATHY FOR OTHERS

Tap into our shared humanity by trying to stand in a protestor's shoes for a moment.

DIGESTIBLE BITE SIZES

Choose when and where to expose yourself to trauma if you can.

TAKE ACTION IF NEARBY

Do something, anything to help. By taking action you begin to take back your power. Look at the amazing clean-up efforts happening right now.

SEEK COMFORTS AND BE GRATEFUL

Do the small things that bring comfort. E.g., enjoy a lovely meal or take a walk in the sunshine. Spend time reflecting on what we have to be grateful for in our lives and pray for those directly affected in a way that is true for you.

YOUR LIFE VISION

Ask yourself the BIG questions: Who do I choose to be in this situation? What do I choose to think? How do I choose to act? What can I learn about myself from this situation? If you are living consciously, the answers should align with your life vision and purpose.

Can we learn something from this unrest – definitely. Can we use it to test our resilience – absolutely. Can we continue to focus on wellness in such times – a must.

By Paula Cotton of The Peace Portal
Creative Consciousness Coach, UK Psycho-
Therapeutic counsellor and Reiki Healer.
Contactable on WhatsApp, 083-798-0626 and
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[Read the full article](#)

Building resilience muscle as an individual

THE REALITY IS THAT DISASTERS ARE A PART OF LIFE, IT IS HOW WE PLAN FOR AND ADAPT TO THEM THAT DETERMINES HOW WE WEATHER THEM.

Building our "Resilience Muscle", as individuals and in our businesses has never been more important.

So what can you do?

Your fears about the future of your business and livelihood are probably clouding every decision you make, or worse, causing you to freeze. Stop, breathe and try to practice the following:

- ✓ Nurture your positive relationships.
- ✓ Be supportive and ask for help when you need it.
- ✓ Surround yourself with positive people and input.

- ✓ Develop a sense of humour!
- ✓ Practice an abundance and gratitude mentality and actively look for opportunities.
- ✓ Take time to think and make realistic plans.
- ✓ Ask 'what can we do?' – avoid focusing on what we can't.
- ✓ Acknowledge your fears, but don't give in to them.
- ✓ Make the tough decisions sooner rather than later.
- ✓ Try to help others – it is truly empowering and feeds into a sense of positivity.
- ✓ Ask 'why not?' – then do it!
- ✓ Remember South Africans are renowned for being able "to make a plan".

[Read the full article](#)



Glass half empty or half full?

WOMEN ACCOUNT FOR JUST 19,4% OF BUSINESS OWNERS IN SOUTH AFRICA, WHILE UGANDA (39.6 PERCENT) RANKS FIRST IN THE WORLD WITH THE HIGHEST NUMBER OF WOMEN BUSINESS OWNERS, FOLLOWED BY BOTSWANA (38.5 PERCENT), AND GHANA (36.5 PERCENT).

While this is a sobering and concerning statistic, it also shows that there is an opportunity for women entrepreneurs to change the narrative in South Africa.

Glass Half Empty

We asked what some of the challenges are confronting South African women entrepreneurs, and this is what you had to say:

- ✗ Access to funding challenges
- ✗ Financial and digital literacy gap
- ✗ Gender bias
- ✗ Family responsibilities

Glass Half Full

Society and the business world are not going to change overnight, but women entrepreneurs can try to navigate around the challenges by:

- ✓ Changing your own attitudes to asking for business or finance
- ✓ Harnessing strengths
- ✓ Finding your voice
- ✓ Networking
- ✓ Getting knowledge and skills
- ✓ Creating and adapting

[Read the full article](#)

DID YOU KNOW?

Women account for just 19,4% of business owners in South Africa

Sistas are doing it for themselves!

MEET 15 SIMPLYBIZ WOMEN IN BUSINESS. BE INSPIRED BY HOW THEY GOT STARTED AND GET THEIR TOP TIPS FOR SUCCESS.



I realised the lack of support that black business owners experienced when it came to the financial aspects of their businesses. This, together with my inherited entrepreneurial blood, gave me a strong nudge to venture out on my own.

And here I am today!

We utilise our passion and expertise in the accounting and taxation industry to create and maintain lifetime client relationships by providing each business with the best value and professional service.

Top tip: Do something you love. This will help keep you going during the difficult times.

Zuziwe Kubuli

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My mom needed full time care.

She was wheelchair bound and we could not find a suitable, affordable, ethical home for her. So we started our own facility in 2011. Resthill has been providing quality residential care specialising in memory care for 10 years.

Top tip: If it does not bring peace, purpose or profits, then do not give it your time, energy or attention.



Esmarie Venier

Restihill Memory Care
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www.resthill.co.za



I started doing a mixture of things including responding to Government tenders and RFPs as I was not too sure what my value proposition was. I am now clearer about it and what the persona of my target market is.

I am inspired by the fact that I get to make a difference in people's businesses.

Giving small businesses an opportunity to access funding through the service of application support, and just mentoring people who want to go into business but are not sure how to go about it.

Top tip: Have a plan, formalise your idea into a business plan and a business model canvas.

Teboho Seretlo - TL Seretlo Business Consulting

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I started my business in my bedroom with two inherited sewing machines and R500.

We manufacture clothing products, homeware and corporate clothing. We are accredited with FP&M-SETA proving sewing skills training to girls falling in the NEET category. We provide employment opportunities and restoring dignity to women in our community.

Top Tip: Get up, get dressed, show up!

Suraya Williams

Design Twenty Six
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I'm inspired by leadership.

The vision of the business is to unearth potential, empower leadership and enable performance excellence globally. That's why we provide learning and accredited leadership development programs and career coaching.

We empower individuals, entrepreneurs, teams and corporates. All our programs can be accessed online. We are leading in terms of using AI for recruitment, development and people management practices.

Top tip: Your business must be anchored by a greater vision and purpose, then you have to take small gradual steps to achieve it.

Marie Sebueng

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I started a digital marketing company from nothing with my last bit of savings. I'm coming up on the first anniversary of the business launch. I have grown to eight full-time clients as well as working on several other short term projects. I have also landed a new day job so things are pretty busy!

Top tip: Just go for it! It's scary, thrilling, stressful and hard work but so worth it!

Katherine Watts

Standout Digital Media Solutions
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I started in 2015 with just one client who decided to have faith in me and thereafter more of them followed. I eventually landed a corporate contract in 2017 which helped me generate revenue of almost 7 million in 14 months. Because of the pandemic we unfortunately lost the contracts we had and we are currently working on getting back onto the market!

Top tip: Never give up, especially in the current situation, be more fierce about your dreams and aspirations.

Basing Serape - African Lifestyle Travel

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We started with cleaning of houses and now we are cleaning big department stores. I love what I do and that I can make a difference in my community to help our young people

Top tip: Do not give up because you are an inspiration to someone out there, no matter how small.

Barbara Isaks

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We are the first 100% black women owned customer experience management consultancy in South Africa.

We work with organisations across the globe to prioritise and champion customer centric improvements that unite organisations to reliably deliver experiences to customers leading to organisational commercial value. The business is designed to drive local economic development through customer experience management in order to integrate local businesses to bigger value chains and improve the global competitiveness of South African brands.

Top tip: The pandemic has opened up global opportunities, we can no longer set our eyes on local currencies only.

Mandisa Makubalo - Unlimited Experiences SA
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www.theunlimitedco.com



I started by blending healing oils based on my knowledge of aromatherapy.

My range was simplistic and consisted of 7 healing oils. I currently have grown the business to include skincare and body products and currently have 5 agents and my products are currently been sold in 2 different locations in Cape Town.

Top tip: Passion is important. Understand why you doing this and keep that focus. This will keep you focused when things go pear shaped.

Rizia Coenraad
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My daughter has a history of eczema.

I discovered shea butter and used it on her for a few days and I was impressed. It is a great alternative for people who prefer unscented skincare products. I did research on how to best source shea butter and a few months later, Ostibel Africa was born. We provide holistic beauty and wellness products made from indigenous, natural and organic ingredients. We supply organically certified shea butter.

Top tip: Start a business that compliments your passion and skills. Research is very important.

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product-category/ostibelafrica



I registered my firm in March 2020, literally days before the hard lockdown started, which couldn't have been more of a bad time.

Starting a business is challenging enough as it is, but now we have added challenges as a result of the pandemic. For this reason I had to be aggressive with my marketing efforts, which is now proving to be fruitful. I'm not where I hoped to be almost one year down the line, however, my business is definitely growing. I'm proud of what I've accomplished and there's no turning back now.

Top tip: Don't ever give up, you never know if you're just one call or meeting away from landing your dream client.

Kim Sebastian-Khan

Kim Sebastian-Khan Attorneys

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Kim Sebastian-Khan
Attorneys



I started my business as a side hustle.

Being a mother to two kids, I find the flexibility of running my own business and building client relations very rewarding.

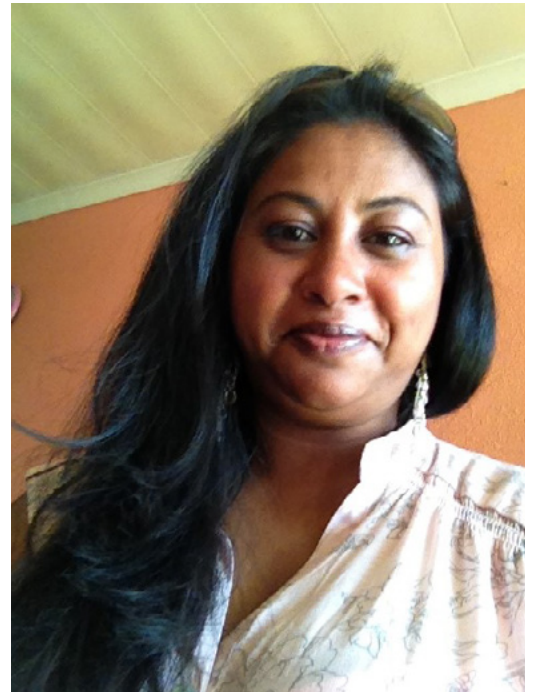
Top tip: Persevere, dedication and respect. Never let anyone break your commitment to yourself.

Safura Araf

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www.kickstartsolutions.co.za



I used my bonus from work in December 2020 to get started with 20 chicks.

I'm now at 350 birds and in a process of building a proper room for my chicks.

Top tip: be affordable and communicate with your customers regularly.

Amanda Zwane

Khulangethez

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I started my cleaning business during lockdown.

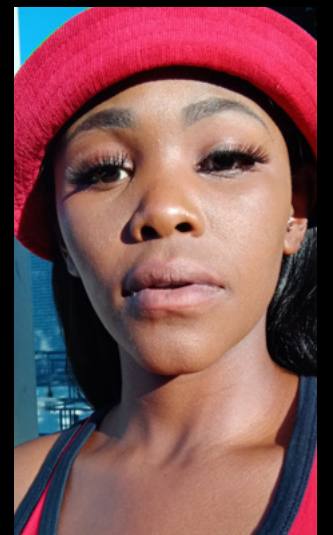
Initially my customers came from my neighbourhood for house cleaning. As time went on, I decided to target a niche market of cleaning recording studios.

Top tip: Wish less. Do more.

Zimkhitha

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