



Monthly Chat up.

November 20, 2023
Issue #3

INSIDE

Business Strategy

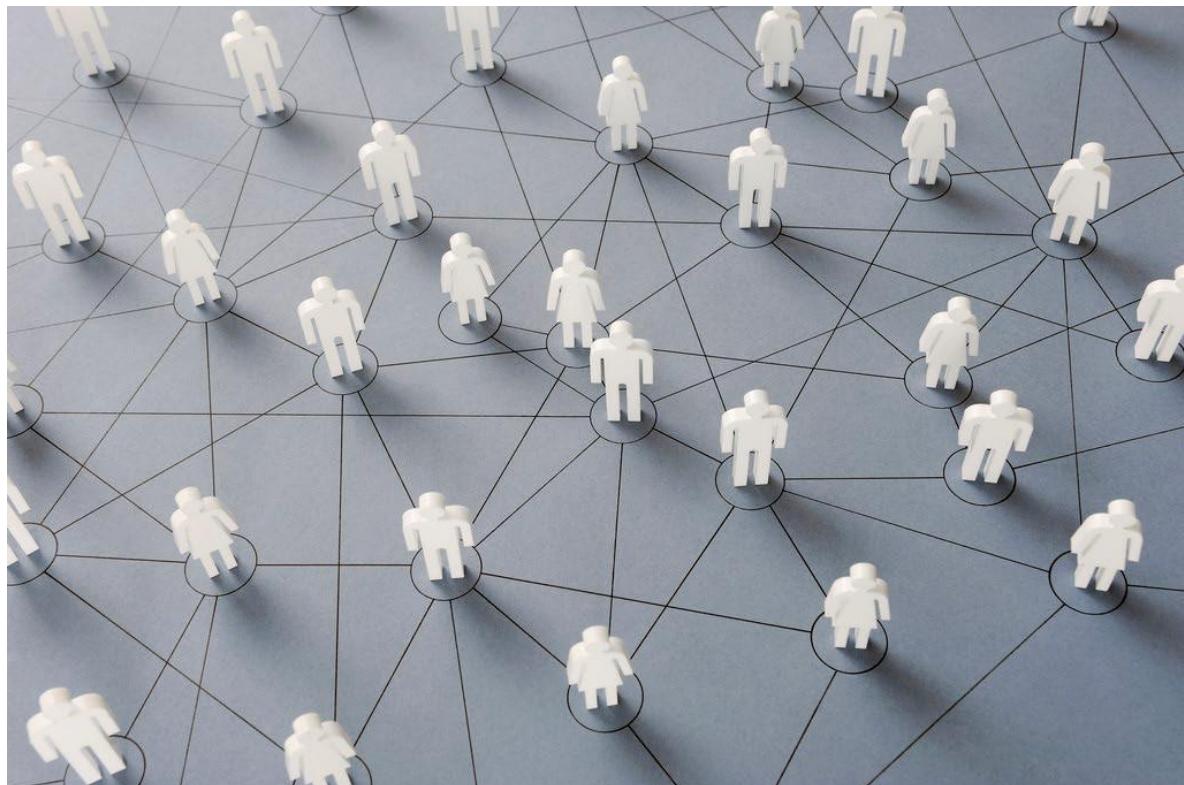
The one thing that many entrepreneurs struggle with.

Statistics from Stats SA

3 surprising stats you were not aware of.

Corporate newsletter

December updates and goal setting time for 2024.



Business Strategy: The “How To” in achieving business goals/ targets.

-By Tshepo Motsoeneng

All of us agree, whether it is playing chess, soccer, swimming or planning for exams, there needs to be a strategy of sort. I remember playing chess in high school with the top chess guys and winning 1 in every 20 games. I was just happy to win and gloat that I beat the top chess player....

The issue was, if you had to ask me how I beat them in that dismal 5%-win streak, 10\10 I would tell you I just adapted to what moves I played. Meanwhile in their heads, they had, a strategy that included an opening plan, how they would have me making mistakes, play to their strengths and would result in a 95%-win streak. What my 5%-win ratio helped them to understand was the weaknesses in the strategy for scenarios they had not planned for or were unaware of.

In essence that simple scenario indicates how an entrepreneur that deals with their business on a day to day (scenario to scenario) bases is mostly to win 5% of the time, compared to a company that has invested into strategic planning and has allocated the resources necessary to achieve their goals. But what is strategy and more importantly business strategy. Webster Dictionary describes Strategy as:

- **A plan of action resulting from strategy or intended to accomplish a specific goal, or**
- **The science and art of using all the forces of a nation to execute approved plans as effectively as possible during peace or war.**

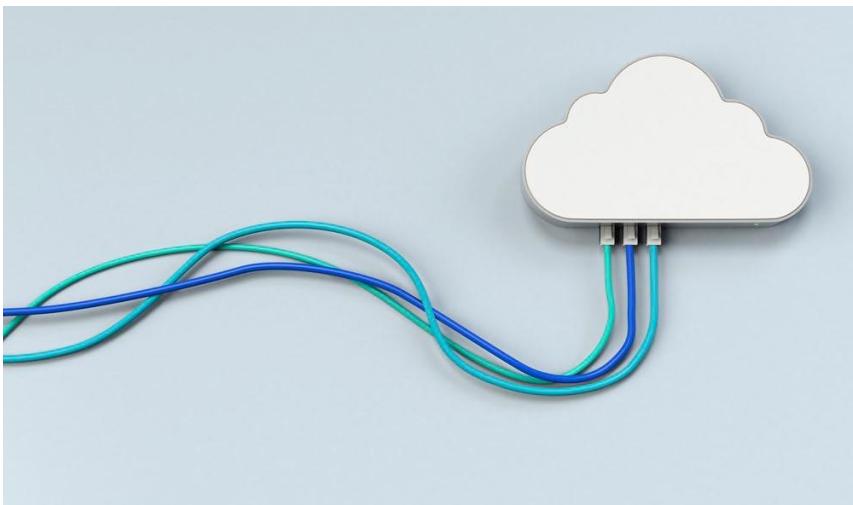
While Micheal Boyles (Lecture at Harvard Business school) defines business strategy as:

- **Business strategy is the strategic initiatives a company pursues to create value for the organization and its stakeholders and gain a competitive advantage in the market.**

I would really simplify business strategy as **plan of action, that uses all the company's resources (such as personal, pricing, market share, equipment, etc.) in creating current and future value for the customers and the business, while gaining an advantage over the competition.** But the question remains why you need to understand strategy. The answer is really simple, strategy allows you to dictate a path that plays to your company's strengths and forces your competitors to react to changes you bring onto the market. It allows you to capitalize on gaps in the market yet to be discovered by your competitors, position yourself to offer the best value and to increase your market share.

The important question that we understand what strategy is and its importance, is methods used for strategic analysis, decision making, execution and monitoring. In the subsequent newsletters I will be going in depth on the varies aspects of this critical, yet highly overlooked aspect, especially when it comes to entrepreneurs.

I believe that strategy management is what separates the self-employed from the entrepreneur, and hence when speaking with clients, I always over emphasize the importance of strategy and business plans.



Statistics of the month.

On Average it takes 735 – 1095 days for a start-up business to be profitable - Dept of Small Business (2019)

29% of all start-up businesses operating in South Africa have funding requirements between R25000 to R1 000 000. (GDP)- Stats SA (2019)

Corporate newsletter

It is reflection time and Goal setting time for 2024 .

As a company, we have been going through a revamp. We have been ensuring all our business tools are still relevant and useful going into 2024. Yes, we may not know what innovations might come up in our way, however we are ready to receive and scrutinize all that comes our way. Even so we are currently researching tools and sessions that will add value to you, our clients, readers, and followers. We are working hard to hopefully make an announcement in the 1st quarter regarding a program we are looking to venture into, in the training aspect, but in due course. But looking at programs from all over, we are confident in what we are developing, so watch this space.

For us as a company, poverty and the South African market can only be improved by small/medium business that remain successful in their pursuit of the vision. Ours is to embolden the owner, to delegate work to those who have the skills to do so, and to focus on new growth paths and opportunities while not forgetting the weakness and threats to her or his business.

Our eyes see that single administrative job, as one more family moved out and above the poverty line, an extra spending power to buy nutritious food, an extra car to be serviced by an independent mechanic, extra income to save for plot of land.

That is why we believe that problem solvers should not be bogged down in the day-to-day functions, but rather seek the thrill of solving existing problems or discovering new plans and gaps in the market, capitalizing on them, employing people to run the solution and one to the next cycle. That is the vision that drives our company, allowing our clients to fulfil their destiny.