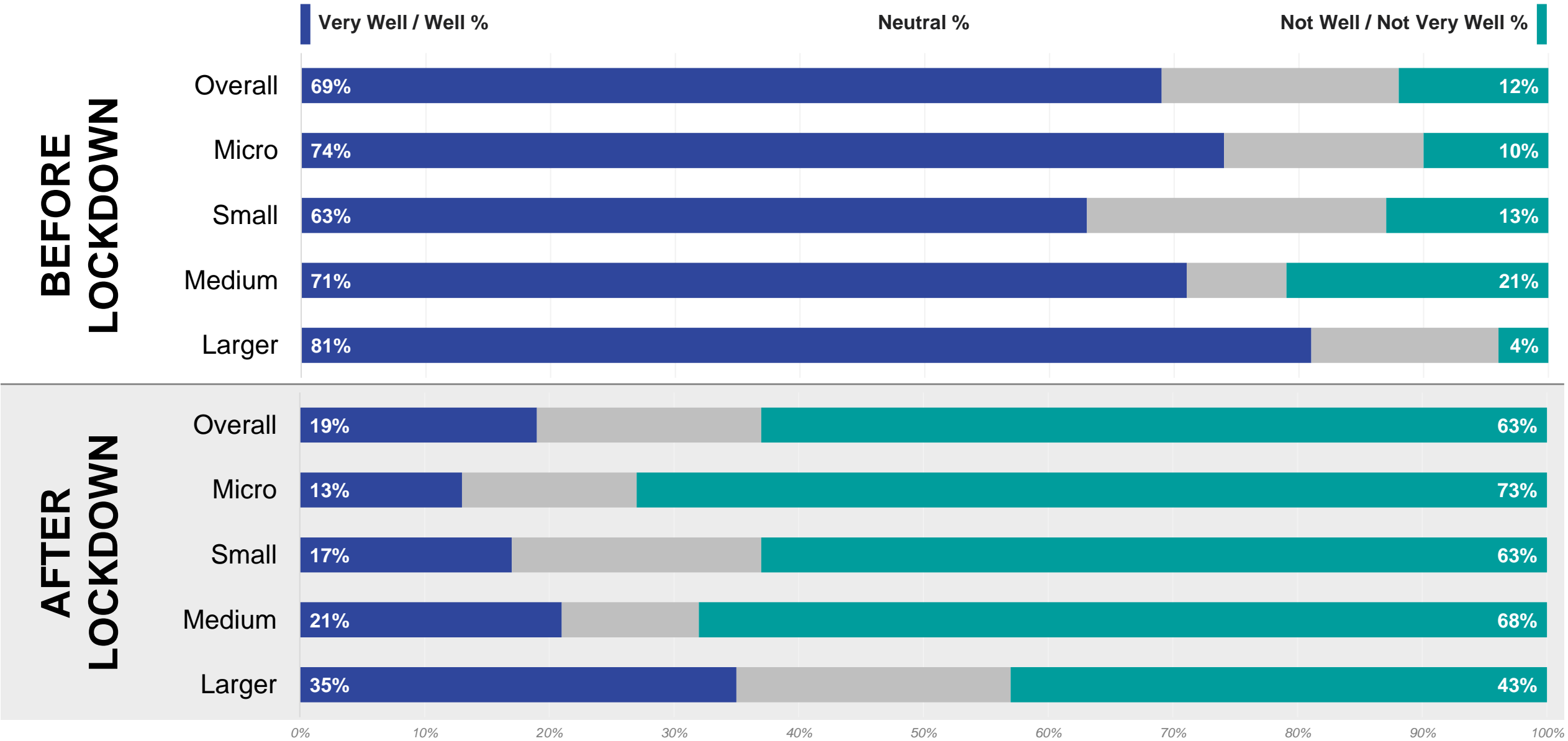
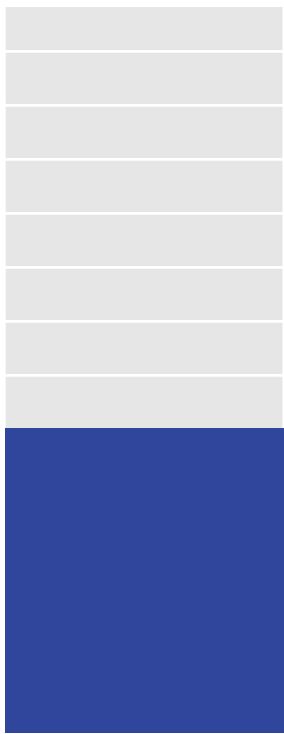


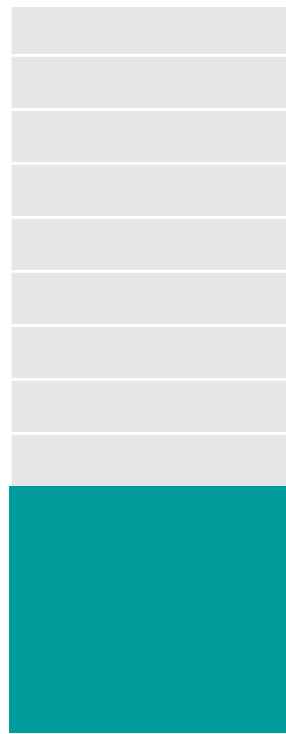
BUSINESS PERFORMANCE





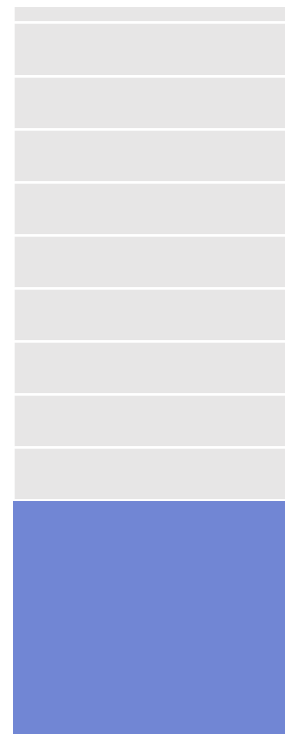
42%

Having an
emergency
fund / savings
for my
business



34%

Continuing to
optimise my
operations



32%

Diversifying
my business
and expanding
our business
portfolio



30%

Employing
fewer but
more
experienced
employees



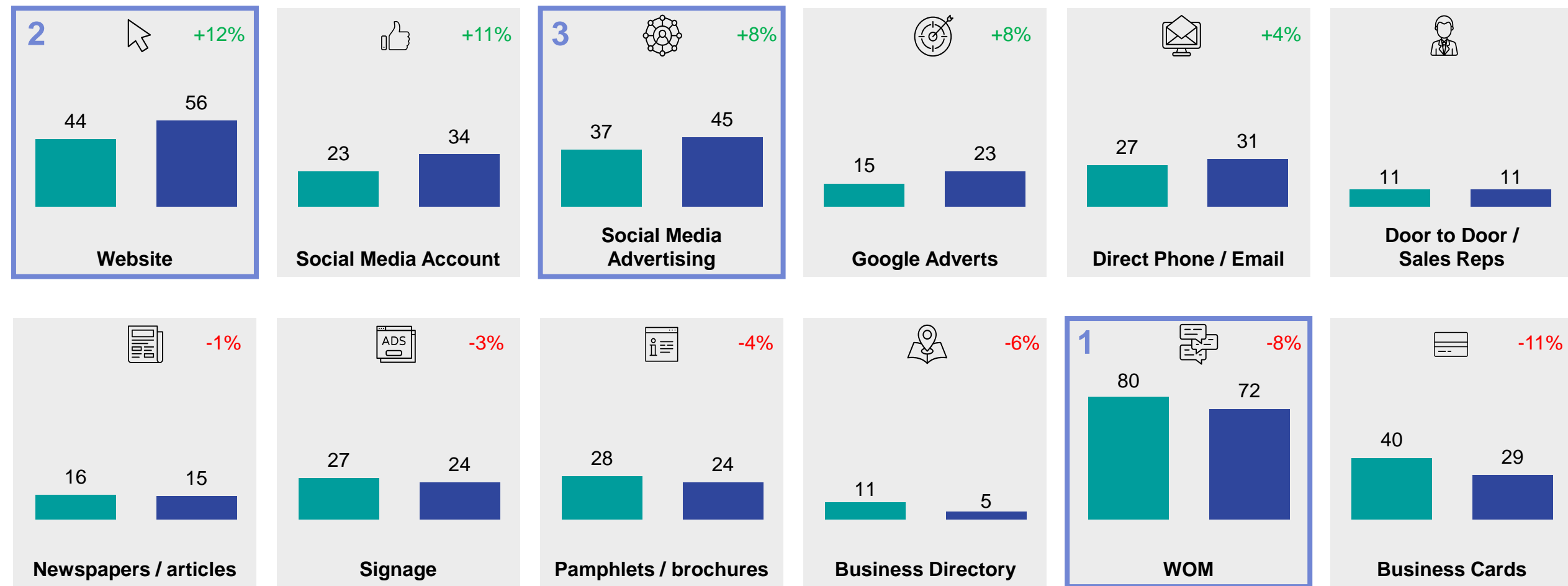
20%

We have
started
marketing
digitally and
will continue to
do so

HOW HAVE THEY CHANGED THEIR MARKETING APPROACH?

Overall
SMME

Overall we see the biggest increase has been in using Websites. Interestingly, Google Adverts is only used by roughly a quarter of the segment



“

As I said previously, we've never been good at marketing. Now it has become much more difficult to do

“

I have created, with the help of an IT expert, my own invoices, marketing materials and quotation forms using my own letter head.

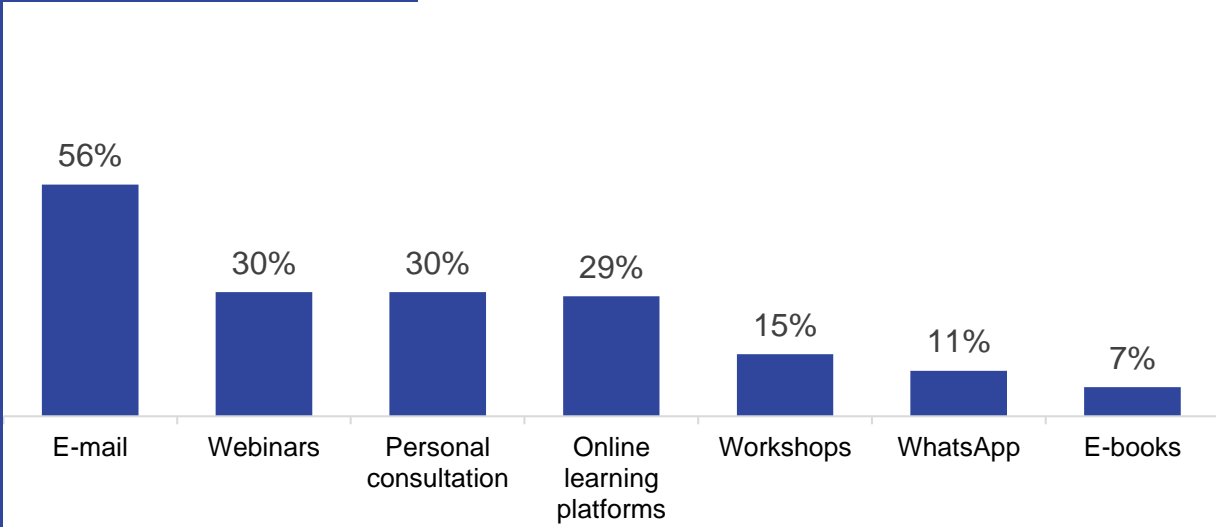
OVERALL DASHBOARD: SUPPORT & ADVISORY

Overall
SMME

Top Needs (10% +)

Guidelines on how to access available relief funds	20%
Access to an emergency loan to meet business expenses	19%
Tax assistance	17%
Marketing and sales support and information	17%
Linking business to bigger businesses	16%
VAT refund	14%
Freeze on existing loan repayments	14%
Access to funding for example crowdfunding or investors	11%

Preferred Platforms



Top 3 Needs

