

MAGAZINE

For business owners, by business owners

+ Let's get you back in the black!

Vouchers to make your business smile.

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+ 'Tis the season to crowdfund

Harness the power of the crowd to kickstart your 2021!

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+ Celebrating our winners

This was the toughest of tough years. We need to honour the victories, no matter how small.

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+ Lessons learnt

Tips & tricks from our Shifting Gears winners who survived 2020...

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BLACK PLUS FRIDAY

+ BRILLIANT B2B DEALS



'Tis your season to hustle!

Advertise for FREE in our next edition.

Create your festive season advert now! →



SCAN ME

Brilliant B2B Deals

Our small businesses have been hustling to bring you these Black Friday and beyond deals! Register on SimplyBiz to claim your deal.

Business Ad

25% off all services Black Friday...
by We are at your service 1

CV writing, Career Coaching, LinkedIn professional profile set - up, Job portal profile creation.



Get offer

Business Ad

Company Registration Black Frida...
by Faber Bookkeeping Services (Pty) Ltd

Register your company for only R300 and get this included! Official BEE Affidavit Business Bank Account PAYE Registration UIF...



Get offer

Business Ad

iCALC TRAINING ACADEMY "Blac...
by iCALC Training academy

iCALC Training Academy is a private TVET College in Welkom, Freestate that offers quality education. We offer a wide variety of...



Get offer

Business Ad

BLACK FRIDAY PROMO
by Dynamic Print Worx

Buy 1000 of our popular Chico ball pens, and we throw in an extra 100 free of charge. Pay for 1000 pens @ R2,73 each ex VAT and...



Get offer

Business Ad

BLACK FRIDAY! IMPUMELELO CIV...
by Impumelelo Civil Engineers

Does your house need some Tender, Love and Care? Do not worry, Impumelelo Civil Engineers is here for you. Call us now to...



Get offer

Business Ad

Black Friday website special!
by Insite Solutions

Save R1300 on a mobile-friendly website now only R2550. Offer valid until 20/12/2020



Get offer

Business Ad

BLACK FRIDAY- Rent-A-Car
by Neo Star Car Rentals PTY LTD

Rent a car this summer and enjoy our hot deals, ending 10 December 2020. For our full catalogue and a quote, email...



Get offer

Business Ad

Black Friday Cloth Mask Special
by Sizanimavoko Enterprise

Three layer cloth masks, we use 100% poly cotton for our outer layer, middle layer we use palon, inner layer we use fabric that it use fo...



Get offer

Business Ad

Black Friday exclusive Web Design...
by Rated Original (Pty) Ltd

Our Website Package Includes Design Of Your Website Full Access To Your Website Email Accounts SSL Activation (Secure) SEO Setu...



Get offer

Business Ad

Black Friday SALE - 20% OFF...
by TAKORA (CV Writing)

All our Packages are 25% OFF, offer is valid from 25th - 30th of November. Buy now and get a free LinkedIn profile review. So, Why...



Get offer

Business Ad

Black Friday Cleaning Special!
by Vhutshilo sons cleaning services

We are equipped to clean commercial and residential locations and we are committed to the totally satisfaction of our clients. Try...



Get offer

Business Ad

Accounting and Tax Services
by Harmony Professional Accountants

Accounting services at affordable prices by Registered Professional Accountants (S.A).



Get offer

Advertise in our next edition.

Place your FREE advert

LET'S GET YOU...

Back in the Black!

Black Friday offers to make your business smile!

We've partnered with some of SA's best to bring you these amazing offers on products and services that most businesses need. Register on SimplyBiz to claim your savings today.

Daily Deals

Daddy's Deals

Daddy's Deals is a lifestyle platform offering significantly reduced prices on experiences, holidays and products. Get an additional 15% off all offers and live your best life, for less!



15% OFF

Claim Voucher

Cleaning Services

SweepSouth

SweepSouth is an online home cleaning platform that facilitates the connection between homeowners and cleaning professionals.



R50 OFF

Claim Voucher

Food

Urban Foods

Urban Foods is a fresh food supplier, supplying some of Gauteng's top restaurants and largest food service operators with the best quality fresh produce daily. Urban Foods




R75 OFF

Claim Voucher

Laptops

Laptop

This voucher entitles you to a discount off any laptop purchased online from the HP Shop, www.hpshop.co.za.




R1000 OFF

Claim Voucher

Stationery

Bidvest Waltons

Bidvest Waltons stocks a wide range of stationery, office hygiene, technology, office consumables, office furniture and Optiplan filing solutions.




10% OFF

Claim Voucher

Corporate Gifts

NetFlorist

South Africa's largest floral and gifting service. Leveraging world-class technology and global sourcing, enables the delivery of bouquets, arrangements, gifts, perfumes etc.



R100 OFF

Claim Voucher


Visit Business Solutions for more useful offers!

[Go to Business Solutions](#)

Printing

Flyer printing

Use this R100 voucher to print flyers and grow your business. Offer available for a minimum spend of R500 for first time customers only.




R100 OFF

Claim Voucher

Transportation App

Bolt

Bolt is an affordable transportation app that connects passengers with drivers, helping them reach their desired destination fast and reliably




R120 OFF

Claim Voucher

PC Hardware

Hard drive

This voucher entitles you to a discount off any hard drive purchased online from the HP Shop, www.hpshop.co.za.




R200 OFF

Claim Voucher

PC Hardware

Printer

This voucher entitles you to a discount off any printer purchased online from the HP Shop, www.hpshop.co.za.



R250 OFF

Claim Voucher



Black Friday and Cyber Monday are effectively the start of the silly season shopping frenzy. No business can afford not to take advantage of the hype, especially after a year like 2020!

Sales and Marketing

2 min read

10 promotions to boost your sales

Here are some of the most popular types of promotions that will help you catch some of the increased spend... [Read more](#)



Sales and Marketing

3 min read

3 things you must get right when running promotions!

The big guys have been planning their specials and promotions for months and they have the advantage of bulk buying. If you have just looked at your calendar and shouted 'eek!', relax, you can still get in on the excitement. However, you need to start your planning now...[Read more](#)

Visit Business Solutions for more useful offers!

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It's the most wonderful time of the year...

To crowdfund!

Be a BackaBusiness Campaigner

Things are DIFFERENT now so start doing business differently. Harness the power of the crowd to kickstart your 2021! Your customers helped you survive 2020, now enlist their help to thrive in 2021.

Give your backers a reason to buy now and redeem later by offering discounted vouchers or rewards, thus ensuring continued feet in your store, after the festive season.

[START A CAMPAIGN](#)

It's a win/win. Your customers are looking for gifts and treats, and you need the funds – give them an incentive to do their festive shopping with you.


Early Bird Incentive!


The first 25 campaigners who start a BackaBusiness campaign and raise R500, will receive a digital marketing campaign from SimplyBiz, valued at R1 500 (consisting of the creation of one Facebook and one Google digital advert plus advertisement boosting and free Google My Business placement).

Be a BackaBusiness Backer

Support other small businesses by doing your own festive season shopping with them.

[SUPPORT A CAMPAIGN](#)

 Buy gift vouchers from BackaBusiness campaigners for your clients, employees, family and friends... it's a gift that keeps on giving.


 Like and share their campaigns.

More brilliant B2B deals...

Business Ad

Black Friday at iCALC TA
 by iCALC Training academy

You can @ iCALC




[Get offer](#)

Business Ad

Black Friday Custom Design Dress
 by Sizanimavoko Enterprise

Customary design dress, you can wear it in a formal and casual occasions , we have used quality fabric that last long and easy to get...




[Get offer](#)

Business Ad

CV & LinkedIn Revamp
 by TAKORA (CV Writing)

BLACK FRIDAY SPECIAL !!! You haven't had the opportunity to revamp your CV or your finances couldn't allow you? Well this is your...



[Get offer](#)

Advertise in our next edition.

[Place your FREE advert](#)



Sizanimavoko Enterprise

Kuvonakala Mavunda

[@Sizanimavoko](#)

What was the impact of Covid-19 and lockdown on your business? Covid-19 has had a positive and negative impact on my business. The positive impact was that it gave us the opportunity to produce cloth masks however, there was a negative impact whereby people stopped buying our other products such as school uniforms and designer clothes.

What lessons did you learn? As a leader, I learnt that good communication is very important when running a business. There were times where I was forced to sit down and communicate with my employees, and I had to use my emotional intelligence to show them that times are hard but we shall rise again.

[READ THE FULL STORY](#)

Celebrating our winners...

Let's end 2020 on a high

This was the toughest of tough years. We need to honour the victories, no matter how small.

Some of you started a BackaBusiness campaign; maybe you Shifted Gears; maybe you hung in by sheer grit or lady luck smiled on you. **We asked our winners and this is what they had to say...**



Airboat Afrika

Chris Grosch

www.airboatafrika.com

What was the impact of Covid-19 and lockdown on your business? Lockdown brought our revenue to zero until August. The ban on inter-provincial travel meant our core markets (Gauteng: Joburg and Pretoria) couldn't get to us anymore in Harties

What lessons did you learn?

There's always room to shift gears, reprioritise, re-strategise and modernise.

Do you have any tips for other small businesses? Always keep an open mind - never discard ideas outright, rather keep notes to refer back to in times of stress.

[READ THE FULL STORY](#)

Our winners' lessons learnt.

Tips & tricks from our Shifting Gears winners



"Always be hungry for knowledge and think out of the box. Shifting Gears made me go back to the drawing board and change a little bit of the future plans of my business."

Lebogang Mtimunye
Zazu Financial Solutions



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Remove judgments, administration and garnishee orders. Debt mediation and consolidation.

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info@zazufinancialservices.co.za
www.zazufinancialservices.co.za



"You need to believe in yourself and believe that you can. If you fail you get up, you show up and you continue, possibly in another direction but you do forge on. I have also realised that I need to make sure that I am the best leader I can be in terms of the people I work with, and sometimes this means that I must change something. I believe in the empowerment of people in order for each person to become the best versions of themselves."

Mylene Bosch - iCALC Training Academy

Accredited TVET College focused on engineering qualifications and skills development programmes.

www.icalta.co.za

Call +27573521535 Email mylene@icalta.co.za

ABSA Bank Building, 2nd-4th Floor, CNR. Ryk & Elizabeth Streets, WELKOM, 9459



"Shifting Gears is a great initiative to create a firm stepping stone towards achieving your goal as an aspiring entrepreneur."

Bankies Matlou
Botle Sanitary Towels

Botle SANITARY TOWELS

Quality you can rely on

AFFORDABLE SANITARY WEAR

Affordable sanitary wear and female sanitary towels to help lower income communities

Tel: 061 498 5686 | www.botlesanitarytowels.co.za



"I started a new business that will do even better than the one I been busy with for years. This program has helped to refresh my mind and start new ideas"

Moses Dima
Way Reaching Cleaning Services



"Shifting Gears should be compulsory when you open up a Nedbank business account!"



Leroy Mametsa - **Menyao Studio**



"The trick to success is to keep on changing gears and to never stop. The road is long and rocky but giving up is never an option. If you want to achieve your ultimate goal, be persistent and one day when you look back, you can be proud of your achievement."

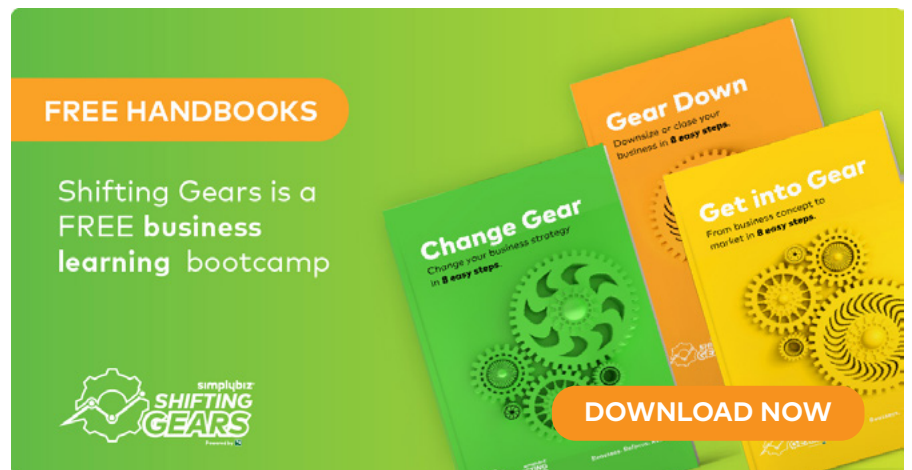
Abubaker Sampson
Just in Tyme Packaging



"Shifting Gears has been helpful to me and my business. I have learnt a lot about running a business. I would highly recommend it to any entrepreneur."

Mzwandile Nzuzi
Value Village Handyman

Look out for more winners in the next edition!





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