

# MAGAZINE

For business owners, by business owners

## Meet Gen Z

Young entrepreneurs do business differently!

FIND OUT MORE

## Gen Z are in the workforce!

Is your business ready for the Z factor?

FIND OUT MORE

GENERATION

Z

## Youth - Get your hustle on!

10 business ideas to get you started.

FIND OUT HOW

### DID YOU KNOW?

For the first time ever, five generations may be working side by side.

simplybiz

ENTRIES OPEN  
**SOON**

see money differently

CALLING ALL NEDBANK SMALL BUSINESS CLIENTS

**WIN R20 000\***

IN CASH, COACHING AND ADVERTISING!

\* T&Cs apply



NEDBANK

# Gen Z are in the workforce

YOU NEED TO KNOW WHAT MAKES THEM TICK AND HOW TO ENGAGE MEANINGFULLY WITH THEM.

## So, what makes a Gen Z tick?

Naturally, these traits are generalisations, but they can be helpful in developing employee retention strategies and in trying to connect to the ever – growing youth market.

- They are not just tech-savvy like millennials; they are true digital natives.
- They are self-motivated to gain knowledge and skills online as and when they need it.
- Gen Z'ers are completely comfortable in the virtual world.
- They are known as the "8 second attention span" generation.
- They are free-thinking and do not relate well to hierarchy or red tape.
- The Boomers recognise their technical prowess and the Gen Z respect the experience of the Boomers.
- Work must matter. This is an extremely aware, empathetic generation.

- They seek connection on the human as well as the tech level.
- They are not afraid to talk about money and seek financial security.
- They do not 'get' workaholics. They want a real balance between work and the rest of life.
- Their combination of digital expertise and an innate creativity makes them innovative and adaptable.

[Read the full article](#)



### DID YOU KNOW?

46% of South Africa's population are Gen Z.

## Is your business ready for the Z factor?

Share your experiences in the comments section.

[Post your comment](#)

## SPOTLIGHT ON YOUNG ENTREPRENEURS

# Creative and unconventional

SOCIALLY AWARE, TECH-SAVVY AND A FORCE FOR POSITIVE CHANGE. **YOUNG ENTREPRENEURS DO BUSINESS DIFFERENTLY!**



At Mediherb Pharm we have produced a range of herbal tonics, tinctures, soaps, creams, capsules, and

ointments that have little or no side effects at all.

I would like to open an institute to teach people about herbs. I see this business opening doors for many others to start their own business.

**Nondumiso Mahomed**  
sainvestec@gmail.com



I was inspired by women building something for themselves and I feel like I could inspire other young women as I am the youngest Maid4U franchisee.

I am excited about employing, training and creating job opportunities for women.

**Nthabiseng Letlhage**  
letlhagen-thabiseng@gmail.com



I started my business as a legacy for my kids but mostly to become an example to the youth in my community that no matter how difficult life may be, it's possible to come from a disadvantaged place and still make it big.

Helping make people's lives easier makes me proud to wake up every morning.

**Mpho Dikhang**  
dikhangmp@gmail.com

# Youth - Get your hustle on!

YOUR GENERATION HAS A LOT TO OFFER. YOU ARE ENERGETIC, TECH SAVVY, WOKE, INNOVATIVE AND RESILIENT.

It's time to harness what makes you different as a generation and to use these characteristics to test and develop business ideas. It doesn't have to be your lifelong dream, to bring you an income and opportunities for future growth.

**Stop yearning. Start earning. Start learning.**

## Here are 10 business ideas to get you started.

1. Home deliveries
2. Become a 'Gofer'
3. Home tech guru
4. Online presence services
5. Mobile Cleaning
6. App development
7. Social media management
8. Music, video and graphic art
9. Tutoring and Au Pair services
10. Dog walking, pet care and house sitting

[Read the full article](#)

## Are you a Gen Z small business owner?

Share your experiences in the comments section.

[Post your comment](#)

### DID YOU KNOW?

South Africa had the highest unemployment rate for youth aged 15 to 24 in 2020, out of 189 countries. Self-employment is a logical option in this situation.

## SPOTLIGHT ON YOUNG ENTREPRENEURS

I believe in energy efficiency and saving the planet from dangerous emissions that traditional power solutions to clean air gas heating and cooling.

My hope is that every single home would save both power and money by installing gas, which has the effect of reducing our carbon emissions and hence reduce the effects of global warming and pollution.

**James Theunissen**  
james.theunissen@gmail.com



SK Roof & Painting provides quality exterior and interior painting and roof cleaning. We believe we have a social obligation to create job opportunities for others.

I'm excited about growth possibilities and providing employment to youth.

**Imraan Smith**  
smithimraan@gmail.com



Mcusi Accounting Services helps SMEs become compliant while managing their finances and planning for business growth adequately.

I'm excited about teaching our clients how to manage their business' finances effectively. We want our clients to be more confident and comfortable when it comes to talking numbers. Basically, we're excited about SME financial literacy and freedom.

**Sam Nkabinde** samn@mcusi.co.za

**PLACE  
YOUR FREE  
ADVERT  
NOW**

# 6 Tips for success

WE ASKED OUR YOUNG ENTREPRENEURS TO GIVE US THEIR TOP TIPS FOR SUCCESS AND THIS IS WHAT THEY HAD TO SAY...

**There will be times where you won't know what you are doing, so get assistance from a mentor.**

Gugulethu Lethurajuli  
Pull Incorporated

**Take advantage of social media marketing, about 80% of my customers come from social media.**

Nosipho Mbobosi  
Food By Nosì

**Don't be afraid to start, just begin and every challenge will be a lesson.**

Siyabonga Nathane  
BCUBED Marketing

**Start small but dream big. Learn from everything and everyone. Be patient**

Tshepo Makhubedu  
Lapologa Construction

**No one ever said running a business is easy but you need to learn from your mistakes and keep on grinding.**

Khaya Ngwenya  
Youth With Open Minds NPC

**Get support from friends and family.**

Jenevieve Tsokotsiyana  
LJT  
Fashions

**Are you a young entrepreneur?**

Share your top tips with other small-business owners.

**Post your top tip**

# SPOTLIGHT ON YOUNG ENTREPRENEURS



Pinel M recycles plastic to change our communities from waste dumping zones to clean environments. I felt a need to create employment opportunities for youth and to save our environment.

**Pinel Motswagole**  
pinel05@hotmail.com



Counselling is something that I love to do and every client has their own unique story.

**Lynette Fouche**  
lfcounsellor@gmail.com

**LYNETTE  
FOUCHE**  
COUNSELLING



We custom design and make leather shoes, sandals, belts and earrings. The journey has been an exciting one, starting in a back room to now trading at retail level. The plan is to have a ready-to-wear range.

**Bongani Moko**  
bonganimoko@yahoo.com

Starting a business is risky and difficult but it can be life changing. I love being my own boss and having the opportunity to help others.



Owning my own company excites me every day because of the opportunities to grow and create a better life for myself. I want to win an award as the best company one day!

**Nomasonto Ngwenya**  
Projecteng07@gmail.com



**NOMASONTO ENGINEERING  
PROJECTS (PTY) LTD**



## 6 WAYS SIMPLYBIZ WILL GET YOUR BUSINESS GOING...

Your **free** go-to place to start, run and grow your business.



### Get connected

Get access to a library of articles, webinars and templates in Community.



### Get funding

Explore funding options with Nedbank, investors and crowdfunding in Funding.



### Get advertising

Market your products and services to other businesses in Directory.



### Get discounts

Get discounts on day-to-day items most businesses need in Business Solutions.



### Get leads

Generate leads and advertise new business opportunities in Marketplace.



### Get skills

Get vital skills and tools for every stage of your business' life cycle in Academy.

Register on [SimplyBiz.co.za](https://www.simplybiz.co.za) and start doing business differently.

# simplybiz

Powered by 



[www.simplybiz.co.za](https://www.simplybiz.co.za)