



## 2010 FINANCIAL YEAR

**THEME:** 'EFFICIENT AND EFFECTIVE MANAGEMENT OF BUSINESS THROUGH INFORMATION COMMUNICATION TECHNOLOGY'

**LIBSA DISTRICTS BUSINESS SEMINARS CONCEPT DOCUMENT: (MOPANI, SEKHUKHUNE, WATERBURG, CAPRICORN, and VHEMBE)**

### Introduction

LIBSA recognize the need for enterprises to improve their business outlook and operations, focus on economic sectors which have growth potential in order to stimulate economic development in every district of Limpopo Province. Through business seminars, LIBSA aims to inculcate the use of ICT in small businesses since the lack of ICT usage thereof has hampered progress and sustainability in the majority of businesses operating in Limpopo Province and South Africa in general. The Limpopo Employment Growth and Development plan adopted by the Limpopo Provincial Government points to many sectors that carries growth path for the province and it is on that basis that success in the sectors will depend on the extent to which entrepreneurs embrace the use of ICT to enhance their business developments and operations.

### Background

Limpopo province is mainly rural and access of telecommunication is a major challenge facing communities and entrepreneurs in particular, however, the advent of ICT e.g. cell phones, emails, fax to email, internet provide SMMEs with new opportunities to do business efficiently and effectively. Research conducted by LIBSA shows that majority of business have access to cell phones and business accounts, although they lack the knowledge to use these gadgets to the maximum in conducting business transactions, hence this proposal. Entrepreneurs are also limited to access business opportunities from big businesses (corporate) online due to lack of understanding and to information.

### Stakeholders

It is envisaged that the success of this model is based on partnership between LIBSA and other institutions that play a catalyst-role in enterprise development in Limpopo Province and South Africa at large. To that end, LIBSA has identified the following stakeholders and partners to ensure that the business seminars become successful and achieve its objectives:



- LEDET, Provincial Department of Economic Development, Environment and Tourism
- MTN SA Foundation, whose developmental role in Limpopo Province is well documented
- GCIS, Provincial Department which facilitate dissemination of information through community based media
  - NYDA, that advocate for Youth development programmes
  - BANKS
  - Universities

The above stakeholders provide both financial and non-financial support to enterprises and possess vast knowledge regarding the state of business development in the country and Limpopo Province in particular.

**Potential sponsors/ participants**

Government Agencies	Provincial
Provincial Department	GCIS, LEDET and Municipalities
Private sector	Financial institutions, Multimedia Companies
Organized business	Provincial

**Marketing of event/publicity**

- The event will be to advertise through:
  - LIBSA newsletter
  - Combo radio (Mungana Ionene, Thobela FM, Phalafala and Capricorn FM)
  - Print(newspapers)



## **Target audience**

Enterprises (SMME / Co-operatives) and independent traders in the five districts of Limpopo Province.

On an annual basis, LIBSA facilitate the participation of selected businesses in the local, national and international trade fairs to promote and expose SMMEs and Co-operatives to markets. As the markets become more and more competitive, the need to improve on quality of service and products and turn-around on delivery become critical for survival. It is on that basis that LIBSA recognize the need to collaborate with like-minded institutions to provide business related information vital for business sustainance.

## **The ultimate objectives are:**

- Provide business related information in a more collaborated manner
- To expose entrepreneurs to the ICT facilities to enhance business operations with a view to improving quality and efficiency
- To market the services of financial and non-financial business support agencies and institutions to the business communities

## **Conclusion**

This business seminars will facilitate the interaction between institutions and entrepreneurs in Limpopo Province.

Compiled by LIBSA's Marketing and Communications Unit