

DISCUSSION POINTS

1. Target Market

Customer Profile

- Who are they?
- Where are they?
- What does their life look like?
- Why would they buy?
- How do they buy from you?

Benefits of understanding your target market

- Understand customer pain points.
- Offer better products, attract more customers.

2. Financial Management

- Understand revenue streams
- Understand expenses
- Plan expenses (Budgeting)

3. SARS and CIPC

Declare correct income. Yes, you do not need to file zeros if you have received income.

WANT TO KNOW MORE?

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REFLECTION

Where are you in your business journey?

Ideation

- Still an idea, no business yet.

Seed Stage/ Start-up

- The initial phase where the business is launched and establishes its presence.

Growth Stage

- A period of increasing customers and market share.

Expansion Stage

- The stage where the business scales its operations, enters new markets, and expands significantly.

Maturity Stage

- The stage where the business reaches stability and focuses on maintaining its position.

Decline Stage

- The stage where the business experiences a decline in sales, profits, and market share.

CBAS

Accounting | Tax | Advisory

BUSINESS WORKSHOP PROGRAM

1. Introduction- P. Zwane
2. Networking Session
3. Presentation -S. Choshi
4. SEDA- M. Matladi
5. Vote of thanks

Want to find out more? we are always excited to engage with you. We are even on WhatsApp.

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