



NOCCI UPINGTON

June 2010 Newsletter

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Every South African who has the best interests of this country at heart, will need to do his or her bit.

Make a positive difference, no matter how small, by developing a positive mind set; harness the power of community; engage in constructive participation; do not be overwhelmed by all that is still unacceptable or sub-standard; look around at the great things that are happening – i.e. the Soccer World Cup.

We should not only see the positive, but embrace it and contribute to it. Surely then, but only then will exponential benefits flow to all of us who share this beautiful country.”-

Christo Wiese

NOCCI shares in the development of //Khara Hais LED incentive programme

//Khara Hais employed the services of Kayamandi Development services to assist in the development of an LED Incentive programme for Upington. This programme will hopefully assist in attracting new investment to Upington and the development of a manufacturing zone.

The workshop embraced all the sectors from Agriculture ; Tourism; Education; Mining; SMME’s; to Manufacturing.

The workshop was held at the offices of SEDA and NOCCI would like to thank all its members who took time out from their busy schedules to attend and contribute information .Kayamandi will give us feedback towards the middle of July.

Our thanks to //Khara Hais for giving business the opportunity to partake in the workshop.



The holding of the Soccer World cup 2010 in South Africa gave all South Africans the chance to put aside their differences and Support the National team Bafana Bafana and South Africans rose to the challenge.

Wouldn’t it be great if that spirit of “**community**” could be applied to our every day lives. If people would stop having preconceived ideas about each other our beautiful town would go from strength to strength .

NOCCI continuously strives to make this dream a reality.

OUR TOWN HAS THE HEART AND THE TALENT, TOGETHER WE CAN MAKE THE DREAM A REALITY

Sanlam and Business Partners Entrepreneur of the Year[®] Competition



Initiated in 1989 by Business Partners, this annual Entrepreneur of the Year[®] award aims to give recognition to the vision, innovation, perseverance, drive and commitment of the individuals who run successful small and medium enterprises.

Previously only open to Business Partners clients, 2010 sees the competition open to all SMEs in South Africa,

with Sanlam as main sponsor. The three award categories this year, with R20 000 prize money each, are: Emerging Entrepreneur (business younger than three years old), a Small Business Entrepreneur (turnover up to R20 million) and a Medium Business Entrepreneur (turnover greater than R20 million, **but less than R200 million**).

The overall winner of the Sanlam / Business Partners Entrepreneur of the Year[®] 2010, will receive R100 000 in cash, the opportunity to attend an international conference or trade show, as well as extensive exposure in the public domain to get the sales rolling in.

Contact their website: www.eoy.co.za for more details.

**SOUTH AFRICA'S
AFFIRMATIVE
ACTION LAWS DO
NOT APPLY TO
FOREIGNERS
WORKING IN THE
COUNTRY**

NEWS ON AFFIRMATIVE ACTION

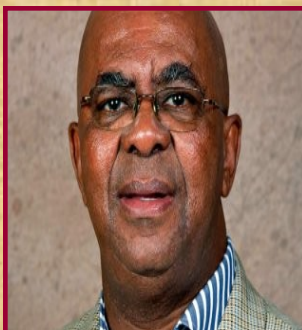
South Africa's affirmative action laws do not apply to foreigners working in the country, Labour Minister Membathisi Mdladlana said on Wednesday.

"Provisions are made in the regulations for employers to record and report on foreign nationals separately, however, they are not targeted for affirmative action," Mdladlana said in reply to a Parliamentary question from the Inkatha Freedom Party. The minister said that the Employment Equity Act sought to eliminate discrimination and implement affirmative action measures to ensure the representation of black people, women and people with disabilities.

"The affirmative action part only applies to designated employers and individuals from the designated groups." Mdladlana was also asked whether it was permissible for an employer to refuse to fill a post if a qualified white candidate had applied but there were no able black candidates. "Where a South African black candidate is not available for a post, and if all things are equal, the South African white candidate should receive preference," he said. South Africa's affirmative action laws do not apply to foreigners working in the country, Labour Minister Membathisi Mdladlana said on Wednesday.

"Provisions are made in the regulations for employers to record and report on foreign nationals separately, however, they are not targeted for affirmative action,"

An extract from Polity.org.za



**LABOUR MINISTER;
MEMBATHISI
MDLADLANA**

**SOUTH AFRICA'S DEBT IS EXPECTED TO BALLOON
BY 44% OF GROSS**

DOMESTIC PRODUCT BY 2015/16

BEFORE DECLINING GRADUALLY SAYS FINANCE

MINISTER PRAVIN GORDHAM



South Africa's national debt is expected to balloon to 44% of gross domestic product (GDP) by 2015/16 before declining gradually, Finance Minister **Pravin Gordhan** said on Thursday. Africa's largest economy emerged from its first recession in 17 years last year, but still struggles with lacklustre RE consumer spending, high unemployment and uncertainty about the outlook for Europe, its biggest trading partner.

South Africa's consumer inflation slowed to a four-year low in May signifying prices are still depressed, and with consumer demand lagging behind an overall recovery, the central bank could cut rates further next month. It will not be possible to reduce government debt by 2013," Gordhan said in a written reply to questions in Parliament. He said that a marginal decline in non-interest expenditure, combined with rising budget revenue will cause a narrowing of the primary budget deficit over the next three years.

"As a result, our forecast is for debt to rise to 44% of the GDP in 2015/2016, after which it will begin to decline gradually," Gordhan said.

He said that government would manage finances to return to a "sustainable position" without penalising future generations with a debt burden.

"It must be borne in mind that a sustainable part of the debt is used to finance infrastructure (such as) electricity generation, dams and roads, that will last beyond the current generation," Gordhan said.

South Africa will spend more than R1-trillion developing infrastructure over the next five years, Gordhan's Cabinet colleague and Economic Development Minister **Ebrahim Patel** said in March.

Article courtesy of Polity.org.za

NUUS FLITSE VAN AHI



Nuwe Uitvoerende Hoof vir Eskom

Die AHI wil graag namens al sy lede ons gelukwense oordra aan Eskom, en in besonder Mnr Brian Dames, met sy aanstelling as die nuwe Uitvoerende Hoof van Eskom. Sukses word Mnr Dames toegewens in die uiters gedugte taak om Eskom korrek te posisioneer om uitgebreide kapasiteit te skep om aan die energie behoeftes van Suid – en Suider Afrika te voldoen. Ons is vol vertroue dat hy oor besondere bekwaamhede beskik wat noodsaaklik sal wees om Eskom suksesvol te lei na 'n nuwe era van energie voorsiening vir ons land.



Samewerking met die Nasionale Departement van Koördinerende Regering en Tradisionele Sake (CoGTA) oor Plaaslike Ekonomiese Ontwikkeling (LED – Local Economic Development)

Soos lede bewus is, het die AHI 'n geruime tyd al 'n konstruktiewe bilaterale werksverhouding op verskeie terreine met die betrokke departement. Een hiervan is 'n gesamentlike onderneming saam met die Duitse Tegnieë Hulpverlening en Ontwikkelingsagentskap (GTZ) en Idasa waar sekere dorpe deur CoGTA geteiken is om loodsprojekte te ontwikkel. Laasgenoemde beoog om dialoog tussen die owerheid en die sakektor in die dorpe te bevorder, watter prioriteite vir plaaslike ontwikkeling daar in daardie dorpe gestel kan word en hoe die plaaslike gemeenskap hande kan vat om plaaslike ekonomiese ontwikkeling in die gemeenskappe te bevorder.

Op Maandag 21 Junie het Prof Stef en Marius Louw van die AHI saam met CoGTA (op senior vlak), GTZ, en Idasa 'n

besoek aan Bela Bela (Warmbad) as een van die geteikende dorpe gebring. Die opkoms vir die vergadering was

uitstekend en is bygewoon deur onder andere die Burgermeester, die Munisipale Bestuurder en sy span afdelingsbestuurders, die AHI Sakekamer met 5 verteenwoordigers (waarvan 4 vroue!), die AHI Provinsiale Voorsitter, Mnr Corinus Du Toit en die besigheidssassosiasie vir informele sake vanuit die plaaslike swart gemeenskap. Ruimte laat ons nie toe om oor die inhoud en verloop van die vergadering te berig nie, maar ons was aangenaam verras met die hoë vlak

dialoog wat reeds tussen alle die belangegroepes op die dorp bestaan, die deelname aan prioriteitsprojekte soos die opgradering van strate en die algemene verfraaiing van die dorp, die bevordering van toerisme, die opleiding van

aspirant entrepreneurs en 'n opregte soeke na besigheidseleenthede vir veral die swart gemeenskap. Een van die uitkomstes van die vergadering was dat GTZ onmiddellik sal begin om 'n munisipale ekonomiese insigverslag vir die dorp en sy omgewing te fasiliteer om strategiese projekte vir die dorp te ontwikkel en so ekonomiese inspuiting te verseker. Die Munisipale Bestuurder en die sakegemeenskap het onmiddellik hulle volle ondersteuning vir die proses beloof. Ons wil ten slotte net byvoeg dat ons daar weg is met opgewondenheid oor wat ons ervaar het, veral die vlak van openhartigheid en samewerking wat op die dorp heers. **Ons glo daar is vele ander dorpe in die land waar dit ook so gaan en ons versoek lede om ons van hulle eie ervaringe in die verband te vertel.** Uiteraard was Bela Bela maar die eerste dorp wat besoek is onder die inisiatief en 'n paar loodsprojekte in ander dorpe lê binnekort voor.

Ons gelukwense gaan aan Bela Bela vir hulle vele gesamentlike inisiatiewe

I JUST LOVE MY GRAND KIDS,THIS IS PRICELESS.....

WORLD CUP HUMOUR

Ag. My...



Oops silly me, did my foot get in the way? Sorry!, but you don't have to cry.....

RETARDED GRANDPARENTS

(this was actually reported by a teacher)

After Christmas, a teacher asked her young pupils how they spent their holiday away from school.

One child wrote the following:

We always used to spend the holidays with Grandma and Grandpa.

They used to live in a big brick house but Grandpa got retarded and they moved to Bates Bay where everyone lives in nice little houses, and so they don't have to mow the grass anymore!

They ride around on their bicycles and scooters and wear name tags because they don't know who they are anymore.

They go to a building called a wreck center, but they must have got it fixed because it is all okay now. They do exercises there, but they don't do them very well.

There is a swimming pool too, but they all jump up and down in it with hats on. At their gate, there is a doll house with a little old man sitting in it. He watches all day so nobody can escape. Sometimes they sneak out, and go cruising in their golf carts!

Nobody there cooks, they just eat out. And, they eat the same thing every night --- early birds.

Some of the people can't get out past the man in the doll house. The ones who do get out, bring food back to the wrecked center for pot luck.

My Grandma says that Grandpa worked all his life to earn his retardment and says I should work hard so I can be retarded someday too.

When I earn my retardment, I want to be the man in the doll house. Then I will let people out, so they

Retirement Humour



Are you ready for retirement or should I say retardment yet?

Is my business model optimal?

It is important to note that the question is not "Do I have the best business model" but rather "Is my business model optimal?" That means that we want to address the issue of making sure that all the elements of your business model are structured in such a manner that you arrive at the optimal result, because there is no universal best business model. There is however, a business model that will deliver the optimal results for your specific business.

Where do I start?

Start with the end in mind. In this case, the end is your customer. Remember that your customer is the only reason why you are in business. No customer, no business. Ask yourself the following questions: Does your product satisfy the needs of your customer? How does your product rate against your competition? Or is your product unique? Why should someone buy your product and not that of your competition? Answering these questions will help you re-think your value proposition. Remember that we are equating product here with service. So the product of a garden service will be a neatly cut lawn at a time contracted with the owner of the garden. It is very important to know exactly what your customer wants. If the customer wants his lawn cut some time this week it allows you a lot more flexibility than when a customer wants his lawn cut on Wednesday this week.

What is the optimal Price?

The price of your product is part and parcel of your value proposition. A customer will only complain (not buy) about your price if the price is higher than the perceived value. That is why your product does not necessarily have to be the cheapest. However, it has to offer optimal value. So we are back to the customers again. Do the customers want the cheapest product possible, or are they prepared to pay more for a better quality product? If your product is unique you can in theory ask whatever price you want, but remember your customers will only pay for perceived value.

Everything to everybody?

When you start focussing on your customers you will soon realise that people are diverse. Everybody does not want the same thing. To be everything to everybody is a tough ask. And remember you have to turn a profit. This reality will make you realise that you have to segment your market into homogeneous groups of customers and target only a few of these groups or segments (your target market). In some instances it might even be better to focus on one market segment only. The sharper you focus, the better the end result will be.

How do I get customers to buy my product?

By now you know who your customers are, what they want and how much they are prepared to pay. The next step is to find out how your customers want your product to be distributed to them. Does the customer want to come to you or do you have to go to your customer? Here the nature of the product plays a major role. Your customer can't bring his/her lawn to you to be cut! But the location of your coffee shop will have a huge impact on its success.

Promoting your product

You have to tell your target market about your value proposition. You can waste a lot of money talking to the wrong people, therefore it is very important to make sure that you use the correct channel to talk to your target market. If your target market is only in the Western Cape and you advertise on a national radio station you will be paying to speak to the whole of South Africa, so most of your advertising budget will be wasted.

Delight your customer

By the time you actually do business with your customer you have worked very hard to get to that point. Now make the most of it. By giving excellent service to your customers, you will make sure that they come back. Remember if your customers do not come back you have to start all over again to get new customers. That is why it is much more cost-effective to do business with existing customers. So make sure they come back again and again!

Article by Kobus Engelbrecht : Marketing Manager, SANLAM

Members Bulletin board

Position required:

Franco Maass



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Telephone: *082 575 9022*

Address: *37 Disa Avenue*

Blydeville

Uppington

8801

GENERAL

Own A Reliable Vehicle

South African Driver's License – Code B

EDUCATION

University of Stellenbosch

2010

B Comm Degree (Financial Planning)

International Computer Driver's License

EXPERIENCE

Vacation Work | **URB Klank & Beeld**

December 2008 to January 2009 – December 2009 to January 2010

Computer Technician

SKILLS

- Friendly
- Hardworking
- Purpose Driven

Advertise on our Members Bulletin Board:

Send your advert to Lesley@nocciupt.co.za



*Upington's Voice of
Business*

Why you should join the Chamber of Commerce?

A recent national study reveals that membership in a chamber of commerce can significantly boost a business's image among consumers, as well as other businesses.

In a scientific survey of 2,000 U.S. adults, The Schapiro Group, an Atlanta-based strategic consulting firm, found positive perceptions of

chamber members in a number of areas, including overall favourability, consumer awareness and reputation, and likelihood of future patronage.

The study showed that when respondents were told that a particular business was a member of a

chamber, they were 44 percent more likely to rate it favourably than study respondents who were not told of the chamber affiliation. Respondents were also 63 percent more likely to want to purchase goods or services from a small business that is a chamber member.

Join your local chamber today!

We are on the web: www.nocciupt.co.za

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PROFILE OF A PRESIDENT.

Lekuka More–

President Nocci Upington.

Status: Single.

Birthday: 25th June

Educated at:

High School: Kgabutle High school '95

University of north west '00

Employer: Becker; Bergh; More Attorneys

