

# SWEETS GIVE BIRTH TO PUBLIC PHONES

Pic's and Story: Milton Malatse



Umama Zanele Mbhatha from Ithusi section in Ermelo

Mama Zanele Mbatha from Thusi section in Ermelo started her business entrepreneur from selling sweets and zimba chips in Ermelo taxi rank and now she managed to grow her business to buy the public phones.

Through her perseverance, commitment and budget, she bought six public phones from 2008.

Her dream is to buy a container of public phones. Mama Zanele believes that God will give her strength to buy the container because it was her new year resolutions with God.

Mama Mbatha said that the business is maintaining her two

kids Thandiwe and Thabiso of 18 and 15 years respectively. She added that despite the challenges, she comes across the business, some clients phone their friends and when they reach a voice mail, they want their money back , but she tries to explain to them that it's not her fault but the phone their calling is off.

She accepts that it is a challenge of each and every business in the world. Other challenge is that when it is raining, it's difficult to run the business because she has no shelter.

She emphasised that despite being a single mother but what makes her proud is that even her daughters respect that business because even if she's not there they run the business

professionally.

She advised women out there that they should create budget in life and they should avoid using their money on wants but mostly in needs.

She highlighted “ as women we spend a lot of money on buying unnecessary things and we regret later”.She concluded by saying that women must fight hunger by creating jobs for themselves, because they are the leaders of South Africa.



# FIVE STEPS BUSINESSES CAN TAKE TO GET INTO THE SOCIAL MEDIA GAME

BY:COLIN MAKALA

I'm often asked, “Should I be using social media in my business?” My answer is, “That depends. If you don't like change, you are going to like irrelevance even more.”

Blair Evan Ball, president of Prepare1

One thing is clear: We are in the middle of an accelerating transformation from traditional marketing to social media marketing. When businesses underestimate the power of the connected consumer, the time window narrows and the end of business as usual is at hand.

Your customers today are more empowered through constantly changing technology where social media becomes only part of the

disruption. Social media platforms, smartphones, tablets, review sites and geolocation are producing a new breed of consumer and businesses are largely missing them altogether.

The pace of change is accelerating; however, there are steps you can take today to get in the game.

1. Decide what social media marketing platform is right for you. According to current research the top five are Facebook, Twitter, LinkedIn, Blogging and YouTube, followed closely by newcomer Google+.
2. Develop clear policies and guidelines for all company staff. More than 50 percent of businesses do not have a written policy, and

that percentage is higher for small businesses than for large.

3. Train everyone involved to provide clear expectations. Inspect what you expect. Prepare and train for disasters. Dell was unprepared when someone videotaped their laptop on fire because of battery issues. Unfortunately for Dell, they had no social media presence to respond.
4. Develop a clear strategy to implement. Seventy-six percent of businesses do not have a strategy to implement when using social media marketing. Without a strategy you will waste precious time and become frustrated. Most have strategies for their respective businesses, and social media is no different.

5. Be committed, consistent and flexible. Be clear about your goals and objectives, but be flexible about the process to get there. Social media is a fast moving target. Who knows the players in the future? One thing is certain, change will be constant and come quickly. Be prepared.

Steve Jobs put it best: “This is a very noisy world. So, we have to be very clear what we want them to know about us.”

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# The High Price of beauty!



Shoppers at a cosmetics store in London watched in horror as a series of procedures used to test make-up on animals were carried out on a restrained human victim. Artist Jacqueline Triade volunteered to draw attention to the plight of helpless animals around the world that are subjected to animal testing by undergoing some of the more

minor experiments in the shop window of a Lush Cosmetics store in Regent Street, one of the busiest streets in Britain. Passengers from passing buses and passers-by gasped, covered their mouths and turned away at her pain, which was clearly not all an act. She was force-fed, had her skin roughly exfoliated, was



smothered in creams, had stinging drops poured into her eyes, and even had a strip of hair shaved off for the show, which was deliberately aimed at shocking onlookers. Triade's brave spectacle was part of the Humane Society International's campaign to draw attention to what cosmetic testing consists of. She wore a body

stocking and endured 10 hours of public humiliation to help spearhead calls for an end to cosmetic testing on animals. The display was part of the largest-ever global campaign to end animal testing for cosmetics. It was launched to coincide with World Week for Animals in Laboratories, and was rolled out in more than 700 Lush stores in

47 countries, including the USA, Canada, India, and New Zealand.

In worldwide action that took place on April 24, Lush staff and animal activists took to the streets to raise awareness about animal testing, and we hope that their efforts are not in vain. Are you joining the fight against animal testing?