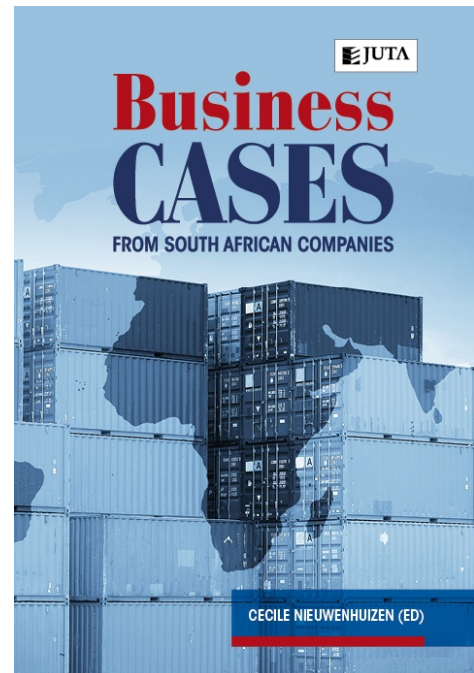


Business Cases From South African Companies

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About this Publication:

Business Cases from South African Companies is an engaging collection of case studies dealing with real-life businesses. Written by business owners, the stories are unique and inspiring to students, practitioners and would-be entrepreneurs. Owners, entrepreneurs and corporates (from SMMEs to larger companies) share their frustrations, successes, and challenges in starting and running successful businesses.

Key Benefits

- Case studies are written by the business owners themselves, in their own words
- Methods used to segment the market, making advertising decisions, the importance of customer service, niche markets, social responsibility and addressing customer issues are all discussed
- Aspects such as staff issues, purchasing, management and management issues, marketing, branding, co-branding, business growth, research, market segmentation and research are covered comprehensively.

Support Material

- Guidelines for use of cases
- Discussion questions

Contents Include:

Cases:

- 1st for Women Insurance
- 40 Foods Distributors
- Africa Media Online
- Bella Donna Finishing Classes
- Clover Danoa
- Clover Tropika
- Data Pathway
- Dial a Surprise
- Engen
- Europecar
- For a Kid cc trading
- Gary Rom Hairdressing
- Gelli Group
- Hippo.co.za
- Imperial Logistics
- Jam and Daisies
- Microsoft SA
- Momentum
- Nikon
- OBC Chicken and Meat
- Ocean Basket
- Suzuki Auto South Africa
- TFG: Foschini
- The Business Place
- Tracker South Africa
- Tshidullo Day Spa
- Tsogo Sun Projects
- Vital Health Foods
- Yuppie Chef Premium Kitchen Tools

Of Interest and Benefit to:

Entrepreneurs and Business students alike