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FOR IMMEDIATE RELEASE: 6/11/2017

Sphetho Siyengo launches his book

“The South African Entrepreneur”

The South African Entrepreneur is a handy guide to starting and running own business, including practical information about all aspects of business start-ups and growth. Case studies of successful South African entrepreneurs are included, while a list of support bodies makes this an invaluable handbook for aspiring or actual South African entrepreneurs.

The book covers a wide range of topics, including:

- what it takes to be an entrepreneur,
- informal businesses and challenges they face as well as their transition to formal business,
- a step-by-step process to establish and run a business,
- advice on financial, marketing and people management,
- business development and growth as well as support available from the private and public sector and
- transformation as a business imperative, its challenges and action needed.

The book will provide more insight into business management and challenges associated with this important function. It was written based on the author’s experience in running his own business as well as the advice he had given to others who have travelled similar paths.

Page 5-9 of the book is about his journey: “My Story”, *The South African Entrepreneur*. His entrepreneurship journey was not easy, but was worth travelling. He learnt valuable lessons, with some of them shared in this book.

“Anyone can start and run their own business if they put their mind to it. “Success comes with passion, hard work, dedication and sacrifice. And failure can have a positive aspect, if the aspirant entrepreneur is prepared to learn from his or her mistakes.”

One of the book’s intentions is to advise others so that they do not make some of the mistakes he made.

The book will be launched during the Global Entrepreneurship Week on 13 and 15 November 2017 in Cape Town and Johannesburg respectively.

Currently the book is available in various Gauteng, Western Cape, Eastern Cape and KwaZulu Natal channels. It will be available in all nine provinces by the end of the year. You can buy the book directly at the provincial channels, as shown on the Facebook page. You can also place an order with our head office at 2 Eaton House, Century City, Cape Town, 7441. You can also contact us via phone (021 525 9003) or email info@buyolo.co.za. Also see the links below for further details:

<https://web.facebook.com/www.buyolo.co.za/>

<https://web.facebook.com/The-South-African-Entrepreneur-155569861712601/>

The price of the book is R200. A 5% discount will be offered to all those who buy from tomorrow till the end of the Global Entrepreneurship Week. Bulk buying discounts will also be considered. Targeted media houses will get free copies of the book.

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