

More ATMs a must for 2010 demand

THE 2010 Soccer World Cup is a little more than 200 days away and with tourism and urbanisation in SA rapidly expanding, the requirements for safe and cost effective cash dispensing points are rapidly on the rise. The World Cup is set to attract large numbers of visitors who will demand cash, and the big question is: Will we be ready?

Comments Marc Sternberg, MD of independent ATM supplier Spark ATM Systems, "With a massive influx of visitors expected in SA during 2010, an accessible and secure place to withdraw cash will undoubtedly be a high priority, and independent ATMs are bound to be increasingly appreciated by both customers and merchants.

"Traveller cheque usage has dropped off in recent years and those visiting South African cities during the World Cup will require plenty of hard cash to spend at hotels, restaurants, bars and other areas of entertainment.

"As the host country, we need to ensure that we can offer this as the majority of visitors will be from countries where it is the norm to

find independent ATMs readily available.

There is a shortage of ATMs in the hubs in and around 2010 stadiums and we are already seeing demand, which we expect to increase in the months leading up to kick-off," Sternberg says.

The global reality is that consumers are accustomed to finding secure ATM points in the majority of retail and hospitality outlets.

This ranges from small independent pubs and convenience stores to larger nationally franchised retailers and hotel chains.

In the context of SA they are of particular benefit in smaller towns and rural locations where banking facilities are sometimes extremely limited.

It is Sternberg's aim to enable consumers from Pretoria to Khayelitsha and further afield into neighbouring African countries to have immediate access to their cash through the roll-out and installation of independent ATMs.

Over the past decade, there has been a global increase in the demand and use of independent

ATM systems, a service traditionally dominated by the big banks.

Since the very first ATM was installed by Barclays Bank in London way back in 1967, ATMs have rapidly become part of the mainstream banking system and are now the most commonly accepted means to obtain cash in most developed and developing countries.

Internationally there are estimated to be more than 1,5-million ATMs in use, with access points increasing daily.

This all points to the fact that cash is still king, in spite of the success of transaction cards and online banking.

In developed countries, such as Australia, Canada, the USA and the UK, independent ATMs now deliver more than 60% of cash dispensing services in each country.

In SA, the demand has grown rapidly through tangible benefits for both the consumer and vendor, and independent ATMs now represent more than 15% of the market.

SA has a developed banking system that is ranked eighth among countries with a population of more



Marc Sternberg, MD of independent ATM supplier Spark ATM Systems

than 20-million, ahead of France and Japan, and is destined to become the Hong Kong of Africa. There is therefore an enormous potential market for independent ATMs throughout SA and the rest of the continent.

The 2010 World Cup will bring almost a million visitors demanding convenient, safe, and efficient access to their cash.

Finland helps SMMEs

A NEW project funded by the Embassy of Finland aims to support the development of established small-scale manufacturing businesses, with a special focus on the handcraft and furniture sectors.

Known as the ETU Programme (a Finnish word meaning "benefit"), it is a new approach that goes beyond the business plan and a training course support strategies of many interventions, into practical and hands-on business development support for SMMEs wishing to grow to a new level.

Facilitated and developed by not-for-profit business development organisation Zamori, the programme will enable five to 10 promising small-scale manufacturing businesses to receive intensive business and product development, brand building and market access support as well as systems development over an initial 12 month period, to be extended to 36 months depending on outcomes.

The intention is to increase the viability and competitiveness of these South African craft and small-scale manufacturing businesses by both building sustainability in the domestic market, and by growing exporting potential into Scandinavia and beyond.

Catherine Wijnberg, MD of Zamori, says that the aims of the project are to enhance the sustainability of these small businesses, stimulate interest in Finland/SA trade opportunities and encourage design links between SA and Finland.

Programme managers are seeking high-potential businesses that want to strengthen their position domestically through improved systems, branding and product refinement,

and also successfully penetrate European export markets. Whilst the aim is to accelerate economically viable businesses, those with additional social and community benefits are especially valued.

A national call for participation is in progress, requiring participants to complete a short self-assessment from which an initial pool of applicants is being identified. Interviews and site visits, an entrepreneurial scorecard, financial health and product assessment will be included in the selection process. Established small manufacturing businesses who wish to be considered in the next round of selection are invited to email their details to info@zamori302.co.za.

RUSHAAN TOEFY
FINANCIAL SERVICES

Tel: 021 421 2870 • Fax: 021 421 1374 • Cell: 083 445 2868
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The Business Place is a national network of youth-friendly, walk-in centre's. Created to enable entrepreneurs to explore their ideas and potential and encourages implementation in an un intimidating environment.

SERVICES OFFERED

- Consultation
- Legal Advice

- Internet Access (no email)

- Use of Computers and Information
- Video Screenings on Entrepreneurship

Through one-on-one navigation, entrepreneurs are encouraged and guided through the "how to's and next steps". Clients are nurtured along an entrepreneurial path in order to provide an option for determining the economic component of their lives.

WORKSHOPS IN NOVEMBER

Please note that **NO ENTRY** will be allowed into workshop after 10 minutes!! (All Bookings and payments are to be made 2 days prior to date of workshop)

GROUP	DATE	TOPIC	FACILITATOR	TIME	COST
2	5 November	Marketing Specifically for Small Business	Delona Martins	09:30h - 11:30h	R15.00
2	6 November	Business Strategy	David Brian	09:30h - 11:30h	R15.00
1	9 November	Basic Financial Forecasting for Small Business	Humisa	09:30h - 12:30h	R15.00
2	10 November	Basic Recordkeeping	The L&B Group	09:30h - 12:30h	R15.00
ALL	11 November	2010 Business Information Session	Laverita Naidoo	09:30h - 12:30h	FREE
2	12 November	Managing your Business	ActivPro	09:30h - 11:30h	R15.00
1	13 November	Intermediate Tendering	Ricardo Persens	09:30h - 12:30h	R15.00
ALL	14 November	Financial Literacy	Living Maths	10:00h - 14:00h	R10.00
3	16 November	Advanced Tendering	Ricardo Persens	09:30h - 12:30h	R50.00
3	23 - 26 Nov	Micro - MBA	L. Leo & A. Sibinda	09:30h - 16:30h	R400.00
Trading Bz	27 November	Speed Networking Session	Avunika Sibinda	10:30h - 13:00h	R50.00

The Business Place, 1st Floor, 7 Anton Anreith Arcade, Foreshore
Tel: (021) 425 7816 Fax: (021) 421 1982 Email: ekapa@thebusinessplace.co.za