

SME South Africa to launch its first SME Landscape Report

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[SME South Africa](#) launches its inaugural *SME Landscape Report 2018/2019* on Wednesday, 21 November 2018, in Johannesburg.



The report *An Assessment of South Africa's SME Landscape: Challenges, Opportunities, Risks & Next Steps* canvassed over 1,000 entrepreneurs (SME owners) to gain greater insight into the local entrepreneurship landscape they are operating in.

[Adclick Africa Media Group](#), a diversified digital media company and publisher of SME South Africa, commissioned the research consulting firm In On Africa (IOA) to conduct a comprehensive assessment of the state of SMEs in South Africa, with a focus on the key challenges, opportunities, risks and the proposed next steps.

“Our aim for this report is to build an understanding of the SME landscape,” says Velly Bosega, CEO of Adclick Africa Media Group. “We’re identifying the factors impacting this important sector of the country’s economy, and plotting opportunities and best practice to guide the way forward.

“There are many challenges and opportunities that we felt needed to be explored further and shared with the entire SME ecosystem,” he adds.

The publication is said to present key findings and recommendations out of the research that was conducted.

Among its key findings, the report uncovers:

- The demographics of South Africa’s SME owners;
- How SMEs are operating in the current regulatory environment;
- Where SMEs are sourcing business support and funding;
- How SME owners are using technology;
- The challenges SME owners face and opportunities available.

The report will be available to the public on Thursday 22 November 2018. You can request a copy of the downloadable PDF version of the report, [here](#).

Additional information

[SME South Africa](#) is an online publication which focuses on providing content for SME owners.

It is a division of Adclick Africa Media Group, a diversified digital media company and publisher that provides cutting edge

solutions for the Digital Media industry. It serves both publishers and advertisers, and helps them to achieve market-leading positions through a solutions approach to digital media.

The research was conducted from IOA's offices in Johannesburg and through a web survey with more than 1,000 SME owners across the country. The respondents of the survey are on the database of SME South Africa.

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