

The IFC wants to hear from small businesses in South Africa - take the survey!

Issued by [Kantar](#)

18 Mar 2019

In collaboration with [Kantar](#), the IFC, a member of the World Bank Group, is asking small business owners in South Africa to share the challenges and opportunities they face through an online survey.

If you are a small business owner in South Africa, please click [here](#) to take the survey, it will only take 5 -10 minutes of your time to complete.

Small businesses are an important part of South Africa's economy, but many struggle to access the finance and markets they need to thrive. The IFC wants to better understand what it will take to strengthen South African micro, small and medium enterprises and help them become bigger engines of job creation and growth. The small business voice is crucial.

In March, the IFC formally released [The Unseen Sector: A Report on the MSME Opportunity in South Africa](#), an in-depth look at the market profile, size, and key barriers to growth. The IFC is now engaging directly with small businesses to generate innovative solutions to support small businesses. The survey is part of this initiative.



- " **The Blueprint for Brand Growth. An evidence-based framework that defines the future of marketing** 15 May 2024
- " **South Africa shines in the global 2024 Kantar Creative Effectiveness Awards** 25 Apr 2024
- " **Creative trends 2024: Crafting effective digital ads** 1 Feb 2024
- " **Navigating media trends in 2024: adapting strategies for consumer engagement** 25 Jan 2024
- " **10 marketing trends for 2024** 5 Dec 2023

[Kantar](#)

KANTAR

Kantar is the world's leading evidence-based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology we help our clients **understand people** and **inspire growth**.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>