



Message from SBU



The value of marketing one's company and services cannot be emphasised too strongly. In competitive markets - globally and nationally - top of mind prominence is all-important if one is to stay ahead of the game.

For maximum exposure, it is not only imperative to create awareness at inception, but to keep the momentum going if one is to maintain relationships with past and existing clients, and to generate new business.

The dynamics of marketing have changed beyond recognition in our technological world where social networking sites, the internet and e-mail have replaced conventional means of communication. Placing advertisements in print media and dependence on word-of-mouth is insufficient if one wants to be a major player in the 21st Century and most individuals are bamboozled about where best to sell their wares or expertise. This is where Shanduka Black Umbrellas and **blackpages** come in as a great starting point for any 100% black owned company. It provides a network second to none. Shanduka Black Umbrellas is proud to announce the third edition of the annual **blackpages** directory.

The inaugural **blackpages** was launched in May 2010. The second edition hit the streets in April 2011 and is a testament to the continued need to market 100% black owned SMMEs. For our third publication, we have tasked ourselves with encouraging BEE certification by our SMMEs as we firmly believe that in order for small businesses to succeed in a meaningful way, their understanding of procurement requirements and the importance of BEE certification is paramount.

This is in light of the stringent reporting requirements on procurement for the Codes of Good Practice, the revised tender requirements in terms of the PPPF Act and in order to enhance our offering to procurement managers and SMMEs. Shanduka Black Umbrellas continues with its vision to make **blackpages** a relevant and well utilised directory. We encourage SMMEs to take advantage of this opportunity to showcase their work and market their businesses in this upcoming edition. We look forward to receiving your applications before the deadline date of 2 March 2012. See details on how to register below.

Best wishes
Mark Frankel
CEO - Shanduka Black Umbrellas

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B-BBEE special offer

For businesses that do not have a B-BBEE certificate, **blackpages** will assist you with applying for an Empowerdex certificate for a discounted price of R855 (including VAT). This includes a 12 month listing on the Pastel's BEE123 suppliers' database.

You save R500 on standard pricing.

The first 1000 businesses to take up the above Empowerdex certification offer will also receive:

- FREE copy of Pastel My Business Online Accounting software for a 12 month period (**valued at R1680**).
- FREE copy of Pastel Legal Write software (**valued at R749**).

For all businesses registering:

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- SMMEs, advertise with us in **blackpages**
- Get a FREE professional website in minutes
- 10 minutes of your time

logging on to https://www.surveymonkey.com/s/SME_survey_Jan2012. Every business which completes the survey will receive a R400 free Google AdWords voucher.

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