CONTENTS

PREFACE 6

INTRODUCTION 8

CHAPTER 1. THE SMME SECTOR IN SOUTH AFRICA 9
  1.1 OVERVIEW 9
  1.2 DEFINITIONS 10
  1.3 DIFFERENT TYPES OF RURAL ENTREPRENEURSHIP 11
  1.4 DETERMINANTS OF SURVIVAL AND GROWTH OF RURAL, SMEs IN SOUTH AFRICAN RURAL AREAS 13
  1.5 SMME GROWTH AND CONSTRAINTS IN RURAL AREAS 15
  1.6 SOCIAL CULTURAL CHALLENGES FOR RURAL ENTREPRENEURSHIP 17
  1.7 INSTITUTIONAL CHALLENGES FOR RURAL ENTREPRENEURSHIP 18
  1.8 TECHNOLOGICAL IMPACT OF SME GROWTH 19
  1.9 FINANCIAL CONSTRAINTS OF RURAL SMES 20
  1.10 INFRASTRUCTURE OF RURAL SMEs 21
  1.11 RURAL ENTREPRENEURIAL RESOURCES 22
  1.12 CHAPTER RECOMMENDATIONS 24

CHAPTER 2. MARKETING AND NETWORKING OF SMMES 25
  2.1 INTRODUCTION 25
  2.2 MARKETING OF SMALL, MEDIUM AND MICRO ENTERPRISES IN RURAL AREAS 25
  2.3 MARKETING AS A STRATEGY 27
  2.4 MARKETING MIX 29
  2.5 SMMEs AND THE EXTERNAL ENVIRONMENT 30
  2.6 EXTERNAL FACTORS 31
  2.7 POLITICS AND LAW 31
  2.8 ECONOMICS 32
  2.9 TECHNOLOGY 33
  2.10 SMME NETWORKS 33
  2.11 TYPES OF NETWORKS UTILISED BY ENTREPRENEURS 35
     2.11.1 Informal networking 35
     2.11.2 Formal networking 36
     2.11.3 Personal networking amongst SMMEs 36
  2.12 Chapter Recommendations 37

CHAPTER 3. SOCIAL CULTURAL CHALLENGES FOR RURAL ENTREPRENEURSHIP 38
  3.1 INTRODUCTION 38
  3.2 SOCIAL NETWORKING (SN) TECHNOLOGIES 39
3.3 Social Networks in the South African Context
3.4 Diffusion and Adoption
3.5 Culture and Diffusion of Technology Adoption
3.6 Cultural Influence
3.7 Defining Social Media and Networks
3.8 Social Media and Social Networking in the South African Context
3.9 Social Media and Social Networks in Rural KZN
3.10 Social Media as Promotional Marketing Tool for Rural SMMEs
3.11 Chapter Recommendations

Chapter 4. The Role of Technology in Rural Enterprise Promotion
4.1 Introduction
4.2 Importance of Technology in the Access to International Markets
4.3 Use of Technology in Rural SMEs in KZN
4.4 Technology Availability for SMEs in Rural Place
4.5 Benefit of Internet Connectivity in Rural Places
4.6 Broadband Availability in Rural South Africa
4.7 The Impact of E-Commerce
4.8 Chapter Recommendations

Chapter 5. Entrepreneurship and the Environment - Green Marketing
5.1 Introduction
5.2 KwaZulu-Natal Manufacturing Sector
5.3 Environmental Marketing Evolution
5.4 Definition of Green Marketing
5.5 Importance of Green Marketing
5.6 Green Marketing Strategies
5.7 Green Marketing Mix
5.8 The Green Product
5.9 Green Pricing
5.10 Governmental Pressure
5.11 Cost or Profits Issues
5.12 Chapter Recommendations

Chapter 6. Education and Training for Rural SMMEs
6.1 Introduction
6.2 Education
6.3 Training
6.4 Value of Education and Training for SMMEs 66
6.5 Managerial Skills 68
6.6 Skills of Personnel 68
6.7 SMMEs’ Access to Finance 69
6.8 Complexity of SMME Management 70
6.9 Enabling Environment for Sustainable SMME Development 71
6.10 Chapter Recommendations 71

CHAPTER 7. DETERMINANTS OF SURVIVAL AND GROWTH OF RURAL SMES IN SOUTH AFRICA 73

7.1 Introduction 73
7.2 Business Environment Factors 73
7.3 Resources 75
7.4 Finance Factors 76
7.5 Source of Funding 77
7.6 Entrepreneurial Transition 77
7.7 Infrastructural Factors 79
7.8 Chapter Recommendations 80

CHAPTER 8. RURAL ENTREPRENEURSHIP INTEGRATED MARKETING COMMUNICATION MIX 81

8.1 Introduction 81
8.2 Integrated Marketing Communication Concept in Rural SMMEs 81
8.3 Forms of Marketing Communication Tools Used by Rural SMMEs 82
  8.4.1 Definition of Digital Marketing 83
  8.4.2 Understanding the relevance of digital marketing in survival and growth of rural SMEs 84
  8.4.3 Growth of digital marketing in rural South Africa 84
  8.4.4 The benefits of digital marketing for SMEs 84
  8.4.5 Barriers to the use of digital marketing by South African rural SMEs 85
8.5 Benefits of IMC to Rural SMMEs 85
8.6 Why IMC in Rural SMEs 86
8.7 Chapter Recommendations 86

CHAPTER 9. RURAL MARKETING INTELLIGENCE 88

9.1 Introduction 88
9.2 Marketing Intelligence and Communication 89
9.3 SMME Marketing in Rural Areas 90
9.4 Marketing Intelligence (MI) 90
9.5 Types of Marketing Intelligence 90
9.6 Importance of Marketing Intelligence 91
9.7 Integrated marketing communication concept of rural SMMEs 91
9.8 Integrated marketing communication orientation of rural SMMEs 92
9.9 Why integrated marketing communication for rural SMMEs 92
9.10 SMMEs use of marketing intelligence 92
9.11 Chapter recommendations 94

CHAPTER 10. BUSINESS CREATION, DEVELOPMENT AND ENTREPRENEURSHIP IN RURAL CONTEXT 95
10.1 Introduction 95
10.2 Business creation in a rural context 96
10.3 Rural development 97
10.4 Benefits of rural entrepreneurship 98
10.5 Rural enterprise and SMME development in KwaZulu-Natal rural areas 98
10.6 Chapter recommendations 99

CHAPTER 11. LEADERSHIP AND CORPORATE GOVERNANCE OF SMES IN SOUTH AFRICA 100
11.1 The role of strategic leadership for sustainable SMEs growth in rural South Africa 100
11.2 The economic context of SMEs 101
11.3 The role of SMEs in the South African economy 101
11.4 Chapter recommendations 104

BIBLIOGRAPHY 105