Applied Business Project

“What are the potential benefits for SMEs in the Wholesale & Retail sector to effectively leverage big data analytics?"

By

Syndicate 2 [The Legends]

November 2024

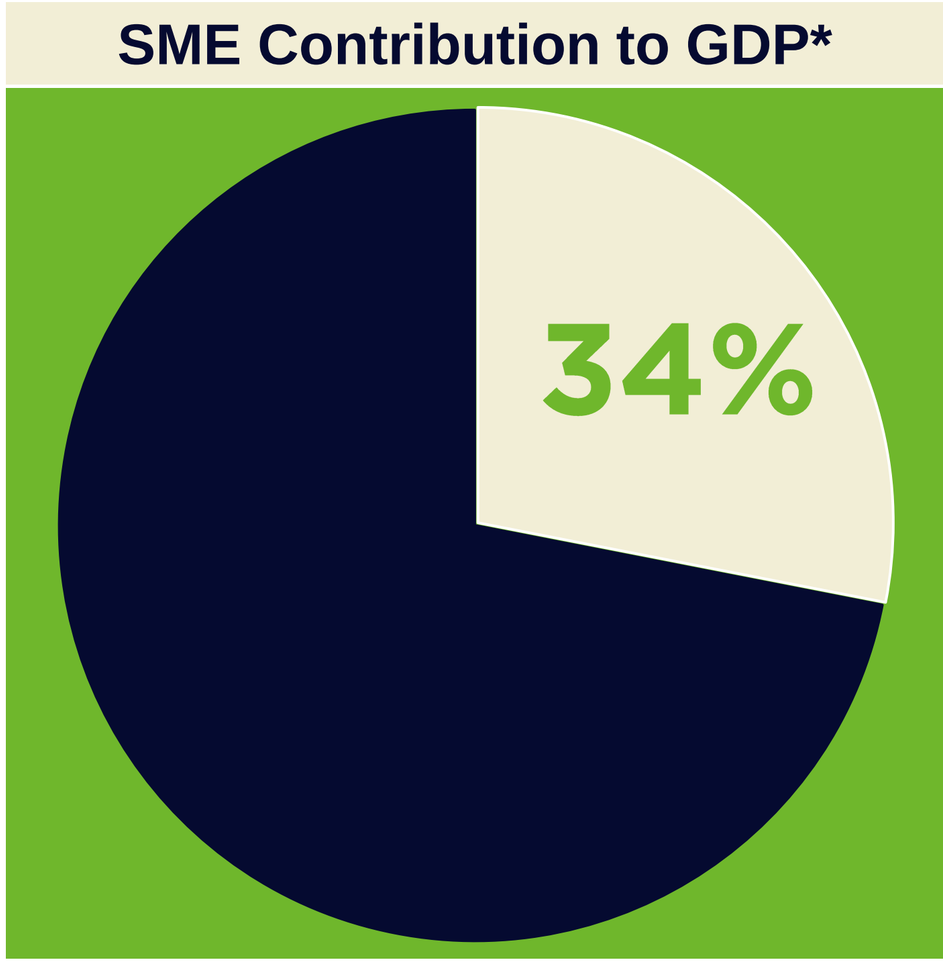
BIZBOOST

W&RSETA WHOLESALE & RETAIL SETA
Skills Development for Economic Growth

Gordon Institute of Business Science
University of Pretoria

DATA & SMEs

SMEs are the backbone of South Africa's economy, responsible for over 60% of employment



*September 2024 SME Economic Forecast

CONTENTS

1 Introduction

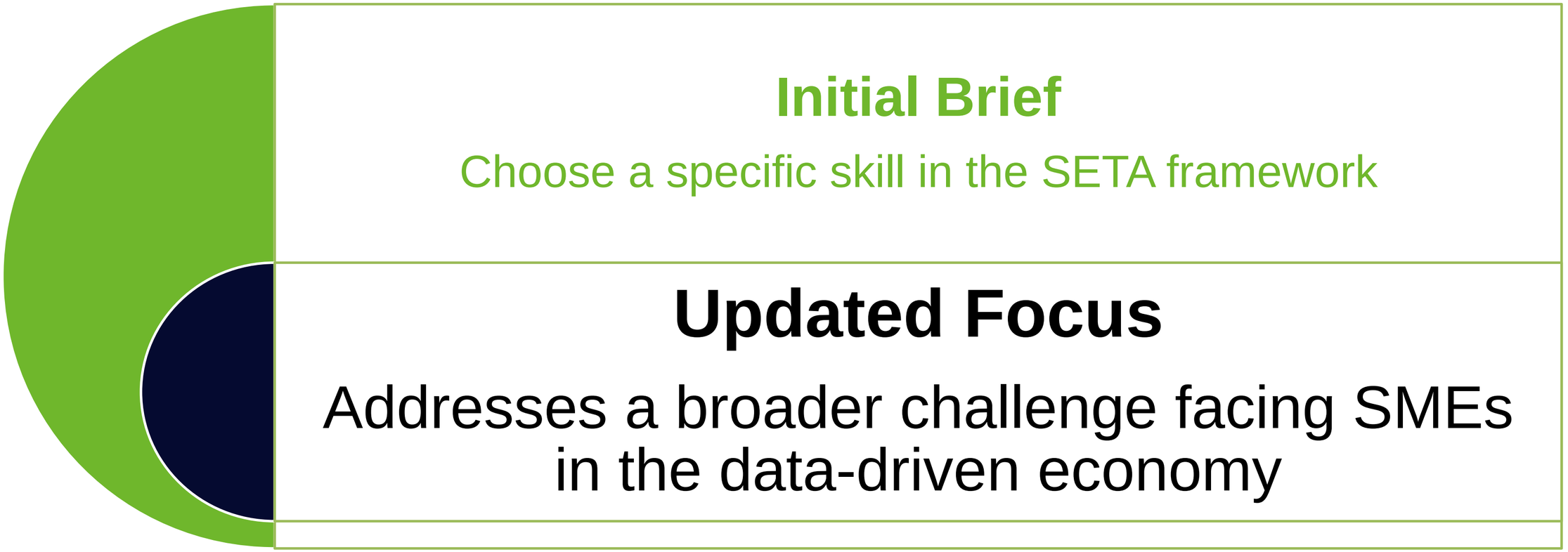
2 Methodology

3 Integration & Findings

4 Solution

5 Conclusion

RESEARCH PROBLEM



RESEARCH QUESTION

“What are the potential benefits for SMEs in the Wholesale & Retail sector to effectively leverage big data analytics?"

LITERATURE REVIEW – KEY HIGHLIGHTS

Missed Opportunities:	• Many South African SMEs in the retail sector are not leveraging data analytics effectively, risking competitiveness (Makhele, 2018; Chong, 2018; Nejkamp, 2021).
Digital Growth:	• Significant global increase in internet users and online shopping presents an opportunity for SMEs to harness digital data for competitive advantage (Gartner Digital Markets, 2024).
Transformative Potential:	• Data analytics can enhance SME performance and decision-making (Chong, 2018; Nejkamp, 2021; Maroufkhani et al., 2021).
Effective Data Management:	• Success depends on strong data management strategies, which lead to improved business resilience and performance (Carosella et al., 2022; Moonen et al., 2019).
Challenges:	• 64% of SMEs struggle to use their data effectively; 74% fail to maximize the value from data investments (Data Unleashed, 2023).
Competitive Disadvantage:	• SMEs are lagging behind larger firms in big data adoption (Coleman et al., 2016; IDC, 2021).

METHODOLOGY

Approach:

Mixed-methods approach

Combination of interviews and surveys

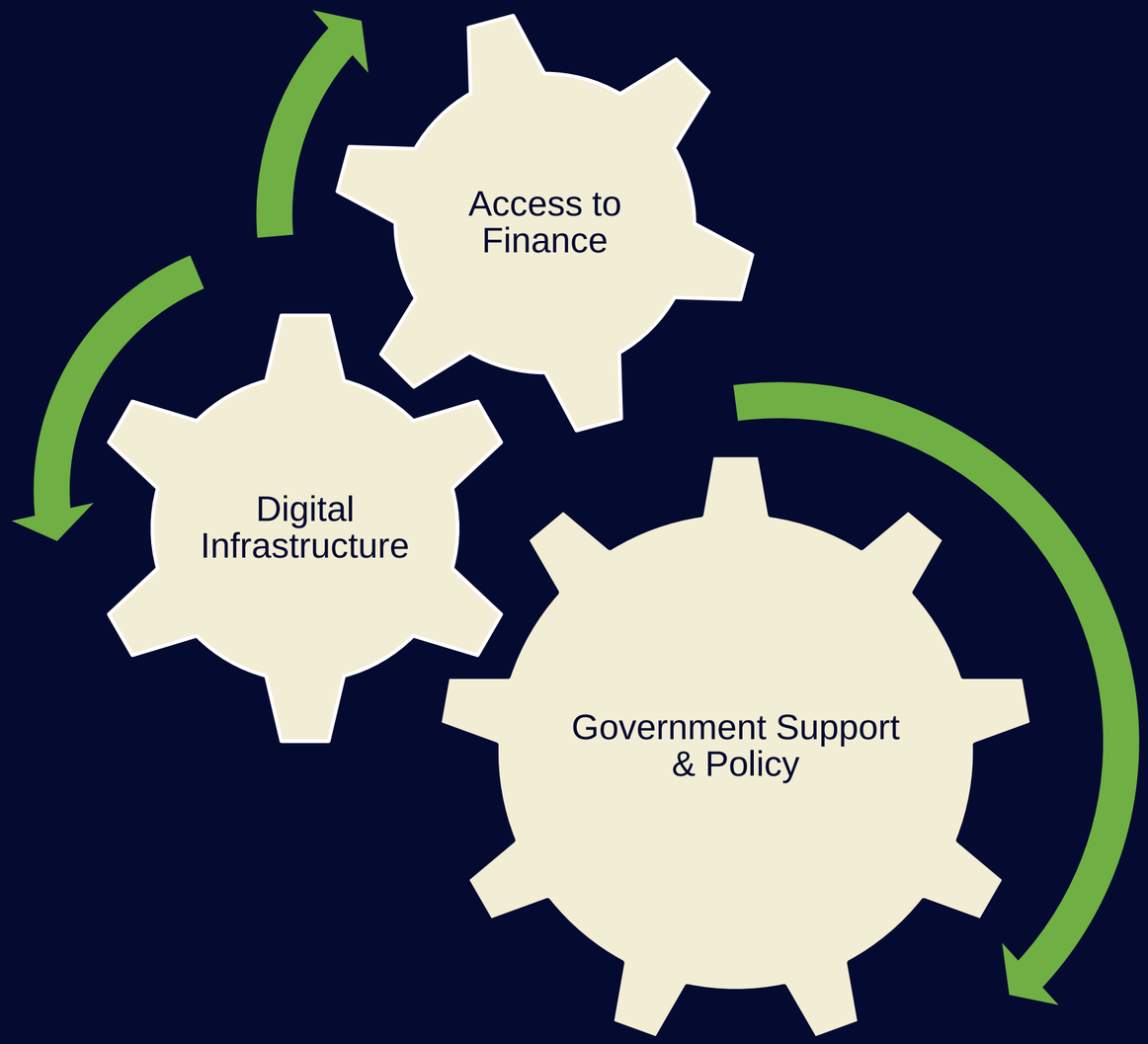
Target:

Senior managers from SMEs in W&R sector

Ethics: Informed consent, confidentiality, and anonymity

Focus on understanding data utilisation benefits

COUNTRY COMPARISON & KEY LEVERS



FINDINGS

IMPORTANCE OF DATA ANALYTICS

46%

recognise the importance of data in decision-making processes

60%

acknowledge they do not always have time to review data monthly

IMPLEMENTATION CHALLENGES

48%

express they do not understand how to use data effectively

RESOURCE LIMITATIONS

- Lack of dedicated personnel
- Preference to upskill existing staff over hiring new talent to maximize resources

FINANCIAL CONSTRAINTS

Uncertainty about the costs associated the use of data

COMPETITIVE DISADVANTAGES

SMEs feel outmatched by larger corporations, affecting confidence and stifling potential

We’re not just talking about ideas — we’re offering a real, practical solution that addresses the core needs of SMEs.

BIZBOOST

Empowering Small Businesses with Big Data Solutions

SME'S FOREVER FORUM

- Are you an SME in the Wholesale & Retail sector?
- Do you have business data and do not know how to leverage it?
- In an ever-changing data space do you need a friend to help you along the way?

YOUR ANSWER

- Accredited data focused modules
- Networking
- Sharing of ideas

CONTACT US
123-456-7890

ONCE OFF

Once off Registration Fee of **R200** gets you access to 3 accredited data centric modules

MONTHLY

Continued Monthly Subscription of **R500** unlocks access to all the features BizBoost has to offer

SOLUTION

Addressing constraints through education and affordable platforms

BizBoost Offering:

1. Accredited online short courses in data analytics
2. Networking and resource libraries
3. Seminars

TIER 1 - TRAINING MODULES

Module 1: Basics of data & data-driven culture within SMEs

Module 2: Inventory optimisation & customer insights

Module 3: Practical workshops & interacting with data tools

TIER 2 – FORUM BASED OPPORTUNITIES

Networking opportunities – Events : monthly seminars, webinars, and Q&A forums with experts

Newsletters

Library of resources

*In addition to Tier 1

AFFORDABILITY

BIZBOOST

TIER 1

Once-off registration fee for annual access to the platform's educational videos (3 modules)

R200 (once off)

TIER 2

Monthly subscription for premium access to networking events, workshops, and all additional resources

R200 (once off) + R500 (monthly)

TOTAL BUDGET FOR IMPLEMENTATION

	Expected Budget for implementation
Capital expenditure	
Training Video Development	500,000.00
Web design & Maintenance	300,000.00
Cloud internal hosting	30,000.00
Cloud usage	15,000.00
Payment Gateway	100,000.00
Developer & Technical Staff Laptops	80,000.00
Branding	400,000.00
Total Capital Expenditure	**1,425,000.00**

FORECAST

YEAR 1:
Registration with correct target marking 300 registrations with 75% turning into subscribers

YEAR 1 REVENUE
R60k and opex R500k*

YEAR 2:
Additional 350 registrations with 60% turning into subscribers

YEAR 2 REVENUE
R1.3mil and opex R1.2*

*Opex includes employee costs, developer costs and data analysts on retainer, regulatory costs, seminar costs, commissions

KEY PARTNERSHIPS

W&RSETA
WHOLESALE & RETAIL SETA
Skills Development for Economic Growth

Gordon Institute of Business Science
University of Pretoria

Financial Institutions

Freelance Developers

BIZBOOST isn’t just a solution, it’s ***the solution***.

BizBoost is more than a tool—it’s a community, a support system, and a way for SMEs to harness data for growth.

It’s a platform built for South African SMEs to level the playing field and stay competitive.

BIZBOOST

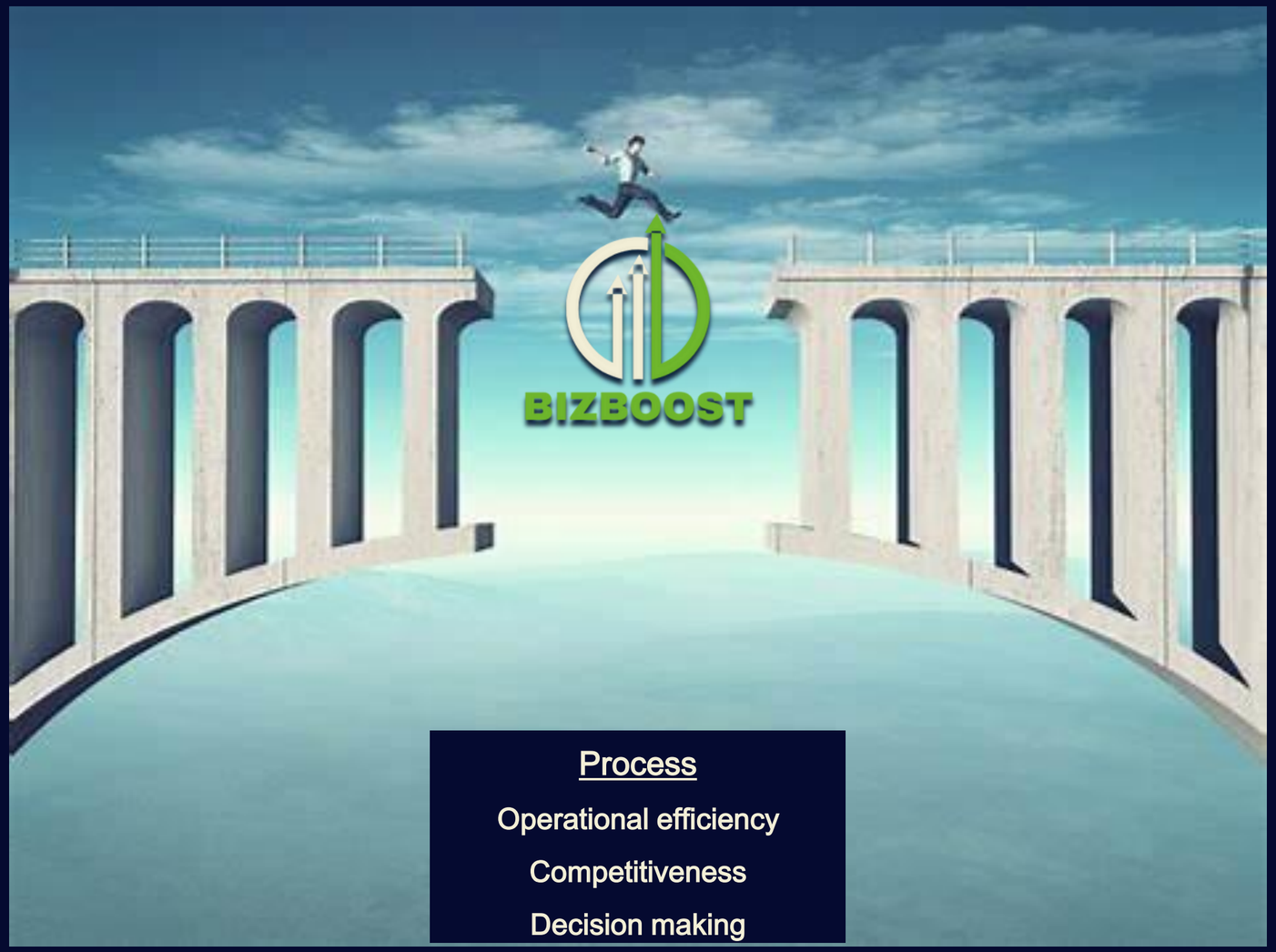
CONCLUSION- BRIDGING THE GAP

Challenges

Awareness

Resource constraint

Technical expertise



Benefits

Educational resources

Networking opportunities

Continuous learning

BIZBOOST

Empowering SMEs with the tools and knowledge to utilize data effectively

=

Data decision-making to drive sustainable growth and innovation

THANK YOU

BIZBOOST

Empowering Small Businesses with Big Data Solutions