

## Small businesses are a big deal!

November is Entrepreneurship Month. From Global Entrepreneurship Week, which takes place from the 18-24 November 2019, to Global Women's Entrepreneurship Day on 19 November, there are many ways to celebrate the men and women who have had the courage to build a business from the ground up.



Thomas Vollrath

"All great ideas start out small, but this doesn't mean they can't have an impact – some of the greatest business ideas in history were started in garages. Through innovation, tenacity and passion, small businesses are a key driving force for economic growth in multiple sectors," says internet entrepreneur and head of [local web-hosting](#) company 1-grid.com, Thomas Vollrath.

Around the world, small to medium-sized businesses (SMBs) outnumber large companies by a wide margin.

In South Africa, SMBs provide employment to roughly 47% of the workforce, with their total economic output accounting for around 20% of the Gross Domestic Product. "By providing much-needed jobs, products and services, small businesses are critical to helping resolve the country's most pressing challenges," says Vollrath.

Vollrath suggests celebrating Entrepreneurship Month by finding yourself a mentor, being a mentor or being a supporter.

“ *“Entrepreneurship, by its very nature, is reciprocal. If you are already an entrepreneur, make the effort to pass on what you’ve learned to someone else. If you’re just starting out, find someone to learn from. Most importantly, when you’re looking to make a deal with another business, choose an SM,”* ”

“As more people engage with businesses via digital channels, technology has become critical to an SMBs success. By leveraging existing online tools to expand customer reach, small businesses can focus on innovation and growth instead,” says Vollrath.

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