

## Contact details

### Investing in Entrepreneurs™

Business Partners is committed to investing in South Africa's entrepreneurs in every way by providing them with integrated full-service investment and business solutions.

Should you have any questions or would like additional information, we invite you to call any of the offices listed below.

### Business Partners Limited Corporate Services

Business Partners Centre  
5 Wellington Road, Parktown, Johannesburg  
Tel: +27 11 480 8700  
Fax: +27 11 642 2791  
E-mail: [enquiries@businesspartners.co.za](mailto:enquiries@businesspartners.co.za)  
Website: [www.businesspartners.co.za](http://www.businesspartners.co.za)  
Company registration number: 1981/000918/06  
ISO 9001:2000 certified

### National offices

#### Bellville

Tel: (021) 919-3242  
Fax: (021) 919-3333

#### Benoni\*

Tel: (011) 422-2640  
Fax: (011) 845-3005

#### Bethlehem

Tel: (058) 303-7842  
Fax: (058) 303-6801

#### Bloemfontein

Tel: (051) 446-0536  
Fax: (051) 446-4978

#### Cape Town

Tel: (021) 464-3600  
Fax: (021) 461-8720

#### Durban (Westville)

Tel: (031) 240-7700  
Fax: (031) 266-7286

#### East London

Tel: (043) 721-1525/6/7  
Fax: (043) 721-1528

#### East London (Arcadia Park)\*

Tel: (043) 743-5485  
Fax: (043) 743-0596

#### East Rand (Jet Park)

Tel: (011) 397-2616/7/8  
Fax: (011) 397-2619

#### George

Tel: (044) 873-6112  
Fax: (044) 873-3397

#### Johannesburg (Industria)

Tel: (011) 470-3000  
Fax: (011) 470-3123

#### Kimberley

Tel: (053) 831-1778  
Fax: (053) 832-2389

#### Nelspruit

Tel: (013) 752-3185  
Fax: (013) 752-4669

#### Polokwane

Tel: (015) 297-1571  
Fax: (015) 297-1461

#### Port Elizabeth

Tel: (041) 582-1601  
Fax: (041) 585-2297

#### Pretoria (Centurion)

Tel: (012) 664-3397  
Fax: (012) 664-2641

#### Pretoria (Waterglen)\*

Tel: (012) 993-5513  
(012) 993-5415  
Fax: (012) 993-4490

#### Queenstown

Tel: (045) 838-1004  
Fax: (045) 838-1008

#### Richards Bay

Tel: (035) 789-7301  
Fax: (035) 789-6727

#### Springbok

Tel: (027) 712-1120  
Fax: (027) 712-3519

#### Stellenbosch

Tel: (021) 809-2169  
Fax: (021) 809-2187

#### Upington

Tel: (054) 331-1172  
Fax: (054) 332-2334

\* Property Services only

# Tailor made for Entrepreneurs

## Introduction to Business Partners



# Tailormade for entrepreneurs

## Company profile

Business Partners is South Africa's leading investment company for small and medium enterprises. Established in 1981, it is an unlisted public company with an asset base of over R1,5 billion and it has invested R6,7 billion in more than 30 000 businesses owned and run by entrepreneurs during the past twenty-five years.

Using an internationally-recognised investment model developed by the company, Business Partners provides integrated investment and added-value solutions for small and medium enterprises, from single-owner businesses to partnerships and multi-owner ventures. Services offered include customised investment financing, asset management, property broking, property management, specialist industry advice, business consulting and mentorship.

## Company vision

The company's vision is to be a world-class, added-value investor in small and medium enterprises, thereby facilitating wealth generation, job creation and economic development in South Africa and the other African countries in which it operates. It seeks to do this by investing capital, skill and knowledge into viable entrepreneurial enterprises.

## Shareholders

The company's major shareholders are several large JSE-listed companies, the Business Partners Employee Share Trust and Khula Enterprise Finance Ltd.

## Investment focus

Business Partners invests up to R15 million in small and medium enterprises across all sectors, with the exception of farming, on-lending and non-profit organisations.

Investment financing is offered for businesses at all stages of development, including start-ups, expansions, outright purchases, management buy-outs, management buy-ins, franchises, tenders and contracts. The company also manages a number of specialist funds, which provide investment financing for defined-profile entrepreneurs.

## Investment criteria

Business Partners assesses applications for investment financing primarily on business viability, as well as on the vision, integrity, drive and experience of the entrepreneur.

Should a business be considered viable on this basis, a customised investment and added-value solution is developed for it. Applications are considered from entrepreneurs who have capital or security, as well as from those who do not, and individual deals are structured accordingly.

## Investment options

Business Partners' investments are structured using equity, shareholders' loan accounts, royalties and term loans or any combination of these. Individual solutions are structured after having assessed the potential return of the venture and level of risk.

## Defining and assessing risk

There are two aspects of risk Business Partners considers when investing in a business, commercial risk and financial risk.

Commercial risk is influenced by such factors as the life stage of the business, the sector and regulatory framework in which it operates, the level of competition it faces, the marketability of its products or services and the competency and experience of the entrepreneur.

Financial risk refers to the monetary investment Business Partners contributes to a venture. Capital and/or security contributions made by the entrepreneur will have a bearing on how this risk is calculated and the overall return earned by Business Partners will depend of the nature and extent of the risk.

## Repayment of investments

Business Partners, in consultation with the entrepreneur, establishes an appropriate repayment period during the initial investment negotiations. On average, the repayment period is five years and is never longer than ten years. In some cases, Business Partners takes a minority shareholding in the business for the duration of the repayment period. Once all Business Partners' loans have been paid in full, Business Partners may wish to sell its shares in the business at market value. The entrepreneur is always offered the right of first refusal on these shares.

## The Business Partners difference

Business Partners has been investing in entrepreneurs for twenty-five years and is the leading specialised investment company for small and medium enterprises in the country.

The company's risk financing model is internationally regarded as highly innovative and ideal for use in a developing economy. Similarly, the Business Partners' due diligence process is thorough, tried and tested, often exposing inherent risks in a deal. This however is no guarantee of success and it is ultimately the skills and dedication of the entrepreneur that determine the level of success.

Business Partners' systems and processes are ISO 9001:2000 certified and the company is the first financial institution in the country to be accredited in this way.

Some of the many services the company offers to assist and enable entrepreneurs include:

- a free business planning model, which is accessible on the Business Partners web site at [www.businesspartners.co.za](http://www.businesspartners.co.za)
- easy access through a nation-wide network of offices
- a range of information leaflets, available free at all Business Partners offices
- a free initial consultation for entrepreneurs with a viable business plan at any Business Partners office
- the best expertise and experience in the small and medium enterprise sector that the country has to offer
- personal service from a team of dedicated Portfolio Managers
- a database of over 400 business consultants, mentors and sector specialists that are available to entrepreneurs
- a property broking service to assist entrepreneurs in finding rental premises or suitable properties to purchase for their businesses
- a property management service both for entrepreneurs with their own large premises to manage or with investment premises that require intensive management.