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Case Study 18

Customer Needs Analysis in the Western Cape, Eastern Cape and Northern Cape

Client

Small Enterprise Development Agency (SEDA)

Objectives

Probe the needs of small enterprises and attempt to segment or categorise these according to enterprise size classification, viz. survivalist, micro and small enterprises.

Tactics

Developed a structured questionnaire which was administered through focus groups, in-depth interviews and a dipstick survey

Outcomes

- From a product-offering perspective, SEDA appears to be meeting the needs of most clients
- Almost everyone believed that communication from SEDA could improve, especially the dissemination of information
- Some businesses requested sector-specific support related to their industries