

In Short

Business Advantage consists of the best business support tools to assist you when growing and managing your business.

- Dedicated support for your business
- Networking opportunities
- Best practice seminars
- Expert advice and guidance
- QuickBooks accounts software
- Business Skills courses & videos
- Software & IT Skills courses & videos
- Marketing Planning software
- Business Planning software
- All upgrades and updates

Monthly fee is R245 (including VAT).

Become a Business Advantage Member

To register for the exclusive Business Advantage package from Absa, please contact your Small Business banker.

Business Advantage



The right tools and
the right people for
your business success

Member of the
 **BARCLAYS**
Group


ABSA
Today, tomorrow, together.

Absa Bank Ltd, Reg No 1986/004794/06.
Authorised Financial Services Provider. Registered Credit Provider Reg No NCRCP7.

Introduction

Business Advantage from Absa is specifically designed to give you the very best chance of business success and growth. With this exclusive package, we combine business advice, opportunities to network and extra support services, including world-leading business software valued at over R21,000*.

The Business Advantage package combines the value of the Business Essentials software package with the benefits of networking and best practice seminars – offering you the best business support tools to manage and grow your business with confidence.

The Benefits

- Get access to a dedicated Small Business banker who:
 - understands you and your business
 - helps you to grow your business
 - provides an additional level of support for you and your business
 - will put you in contact with other Business Circle members to help you grow sales and cut costs
- Attend best practice seminars to get the latest business practices and know-how in order to grow and manage your business with confidence and success
- Regularly meet and develop relationships with other Business Circle members to help you find new customers and form relationships with reliable and cost-effective suppliers and business partners
- Learn and share best practice with other local business owners to find practical solutions, which can help you to resolve key issues that impact you and your business
- Receive an SME magazine with the latest business issues and opportunities that affect you and your livelihood as a small business owner

Business QuickBooks Pro, the world's bestselling bookkeeping software, valued at R4,000*:

- Accurately track money in and out of your business
- Record who owes you money and whom you owe money to
- Know which of your products, services and customers are most profitable
- Record and manage your VAT with ease
- Understand how profitable your business is at any time

Business Planning Software worth R1,200*:

- Produce a winning business plan
- Access over 500 sample plans
- Create break-even forecasts and sales forecasts

Marketing Planning software worth R1,800*:

- Produce an effective marketing plan
- Raise customer awareness and increase sales
- Identify competitors and know how to compete

Business Skills courses, valued at R7,000*:

- Effectively deliver great customer communications
- Negotiate the best deals with suppliers
- Provide great customer service and grow customer loyalty
- Implement the latest sales and marketing techniques in your marketplace
- Manage your time and your business projects with confidence

Software and IT Skills courses, valued at R7,000*:

- Run your business in the best possible way through utilising the best business software
- Drive sales by developing a customer database and first-class presentations
- Cut the costs of creating and supporting your own business IT infrastructure
- Build your own technical capabilities and confidence to save you time and money
- Gain access to professional training



*Prices correct at time of going to print