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FOR IMMEDIATE RELEASE:

SMALL BUSINESS OWNERS AFFECTED BY COVID-19 OFFERED TRAINING TO SHARPEN THEIR MARKETING SKILLS

Johannesburg, South Africa - 26 August 2020 The Marketing Incubator invites startups and small business owners to apply for the second cohort intake for 2020. Our virtual startup incubator enables successful development of startups and small businesses by providing entrepreneurs with an array of targeted marketing resources and insight. These services are developed by the incubator and offered in virtual workshops to easily reach incubatees who are not able to visit our offices in Johannesburg.

“Due to the COVID-19 a lot of businesses have been severely affected in terms of operational and economic activities, the latter has forced many small businesses to either cease to exist or to rapidly downscale in the form of retrenchments and low production outputs. The changes have forced many businesses to relook at their business models” said Lebogang Makola, the Chief Executive Officer of The Marketing Incubator.

“Some have figured out solutions while many small businesses lack the external advisory to guide them and keeping their businesses afloat. Our business incubator has been inundated with requests for advisory services and have tailored our programmes to suit the immediate needs of entrepreneurs in the short and long-term going forward” concludes Makola.

The main goal of business incubation is to empower startups and small business owners a learning opportunity that will leave the incubation programme financially viable and freestanding. These incubator graduates have the potential to create jobs, revitalize neighbourhoods, commercialize new technologies, and strengthen local and national economies.

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The Marketing Incubator can be reached on the following communication channels:

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