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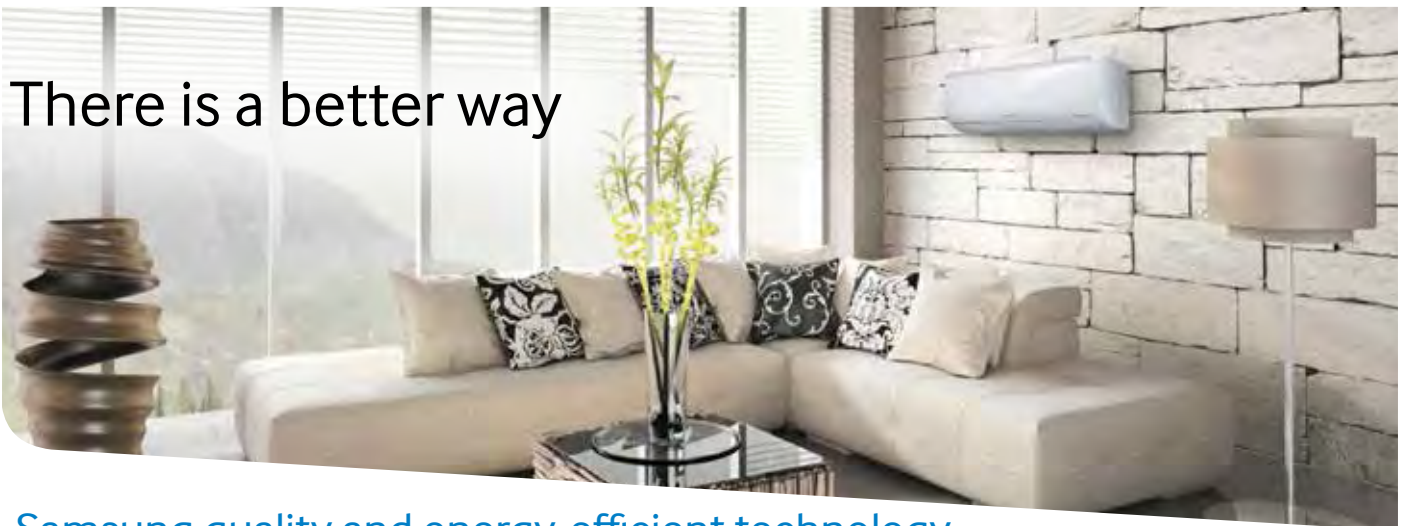


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Ed's Entre

Our lives are ingrained in technology-from smartphones, to the workplace, to our entertainment, to appliances and even our cars.

Our readers get a full dollop of technology as we refresh and inform them of trends in this sector. The more technology is used the greater the possibility of fraud and hacking too. As users we need to be mindful of the number of ingenious schemes that are being hatched to defraud you. The articles on ransomware and cyber security tips are timely reminders.

Zaheera Asvat Jina's first episode on unravelling the crises in mathematics education examines some of the fundamental problems dogging mathematics. Technology requires a higher level of competency in mathematics and the current educational curriculum could be putting learners at an early disadvantage.

On a relaxing and lighter note, Marc de Chelain's photography makes the bush, wildlife and nature enticing and an excellent diversion from technology and very relaxing indeed. Take a few minutes to reflect on this high impact visual presentation of our wildlife. It is a joy to behold.

Shareholders are reminded early about this November's annual general meeting and opening dates for AGM bookings. Please diarise the date and also ensure you book on time and not to miss out. Sorry! Book via our technology platform and no phone bookings will be entertained.

Enjoy the read and looking forward to meeting and networking with everyone at the AGM on 6th November.

Haroun Pochee
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CONTENTS

Editor, Haroun Pochee makes a strong case for "techpreneurship" in an ocean of opportunities.	02-03
Azim Omar argues how entrepreneurs provide hope for developing Africa.	04-05
Shaakira Rahima Saleh and Haroun Pochee visit Salaamedia, a new economy start-up in difficult times	06-07
Muhammed Matwadia says that the prevalence of ransomware attacks is growing and cautions vigilance about digital threats.	11
Unpacking the 4th Industrial Revolution and its Implications for South Africa with Ashraf Patel	12-13
Bruce Wolov focuses on possible equity opportunities arising from Britain's proposed exit from the European Union	22-23
In one's quest for business success persistence pays. Robert Bly asks but when do you call it quits?	24
Blast from the Past: Reflecting on the February 2016 article titled "THE FIGHT FOR THE POLITICAL HEART OF THE COUNTRY IS ON!"	26-27

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TECHPRENEURSHIP

– DIP THE TOE INTO AN OCEAN OF OPPORTUNITIES

By Haroun Pochee



The rapid proliferation of technology and the increasing adaptation of “old economy” processes into efficient and ease of use applications has made possible opportunities that never existed before. Entrepreneurs bold enough to pursue and bring to account their ideas into workable and profit generating enterprises have become role models for wannabee venture generators.

If one looks at the Facebook, Instagram, Uber and other similar Social Media application developers one is not astounded by the high levels of acceptance of these technologies, their impact on the adopters and of course, the massive valuations these companies enjoy when listed on an equity exchange. Mark Shuttleworth and Vinny Lingham are two of the more popular internationally renowned tech success stories from South Africa.

There are many exciting ventures in small businesses in South Africa. SouthAfrica.info reported in 2015 that six South Africans were on Forbes’ list of the 30 most promising entrepreneurs under 30 in Africa. Three of these were involved in technology based businesses. This is what South Africa.info reported:

- Doug Hoernle, 25, founder of Rethink Education:
Rethink Education was established in an effort to make current technology more useful in the schooling system. “We saw the gap in the market where you find people paying R100 000 a year in school fees and yet they still struggle with fractions,” Hoernle said. Rethink’s platforms give pupils access to high school mathematics and science content in a chat-styled interface via mobile phones and the web. To date, Rethink Education has distributed maths and science content to more than 500 000 South Africans and is launching in Nigeria, Ghana and Zimbabwe.
- Julie Alexander Fourie, 28, founder of iFix: Fourie started iFix in 2006 from his residence room at Stellenbosch University. The company repairs broken and faulty Apple products and Samsung smartphones, and employs 40 people across the country. iFix services more than 4 000 clients a month through its branches in Johannesburg, Cape Town and Durban.
- Rupert Bryant, 29, co-founder of Web Africa: At just 14, Bryant dropped out of school and started running his own web development company. Two years later he became the co-founder of Web Africa, one of South Africa’s biggest internet service providers. Web Africa, today an \$11-million (R133.5-million) a year business, was started with no money. In 2014, Bryant relaunched Accommodation Direct, an online tourism business that specialises in short-term accommodation rentals.

“The advantage of such a journey is the relatively low barriers to entry and the ability to fund one’s learning.”

Another success story is Latest Sighting, an online community for wildlife lovers and visitors to the Kruger National Park. Members share their sightings through Facebook and Whats App posts while driving through the park. Nadav Ossendryver, a wildlife lover and schoolboy founded this project. Latest Sightings began as a way of helping tourists see more wildlife in national parks—but it now provides important information about wildlife conservation too and posts very unique videos on You Tube.

These are young people excelling in technology. There may be many others out there and meeting the needs of their customers. Many a Facebook, Pininterest or Instagram page can be a tech start-up. They have positioned themselves well by developing a community, using the application to get their messages out and facilitating an environment from which to trade. The secret is to monetise the project and develop a business model that can make it a sustainable venture. Many Social media users merely broadcast what they doing and utilise the medium as a low cost advertising medium. Is that not a start?

One of the limiting factors is the lack of belief and know-how in making a success of a tech based business venture. All it requires is a little time to learn, comprehend and conceptualise a web platform like a blog or a website to cultivate your small business. There is a wealth of information on You Tube or the internet that provide the necessary learnings. Sites such as Udemy, Coursera and Safari online offer learning resources, reading and video based training in a chosen discipline. It is inexpensive and only requires time and effort to improve one’s skills and competencies. There are also many online training courses on offer and reputable South African universities offer certificate courses online.

The advantage of such a journey is the relatively low barriers to entry and the ability to fund one’s learning.

Any takers? Please email harpo@offinet.co.za if you want to share your techpreneur experience or your dreams of an app or an online business.



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Entrepreneurs provide hope for developing Africa

By: Azim Omar, EY Africa Strategic Growth Markets Leader

At a time when emerging markets are facing significant economic headwinds, entrepreneurs can continue to be a beacon of hope and drive economic growth.

These entrepreneurs are able to build innovative technologies and businesses that are solving critical socio-economic problems, while creating job opportunities. The enterprising individuals are building fast-growing companies in industries, such as food manufacturing, engineering, technology and hospitality.

In addition, entrepreneurs are also contributing to their economies by paying taxes, igniting the entrepreneurial spark amongst their contemporaries and, ultimately, also playing an important role in the continent's renaissance.

South Africa's target of creating jobs through the National Development Plan requires the creation of new small enterprises. This is where the job-creation role of entrepreneurs becomes a catalyst in achieving these targets.

According to the EY Global Job Creation Survey 2016, entrepreneurs are more than twice as likely to be hiring new staff this year as large corporates. The survey of nearly 2,700 entrepreneurs globally also finds that disruptive entrepreneurs (who change some or all of the rules of their sector) and innovative entrepreneurs (who have created a brand new product or service in the past year) are also growing their workforces at a much faster rate than more conventional entrepreneurs.

The survey also shows that the more disruptive and innovative the company, the more they hire and the faster they do it.

The most disruptive entrepreneurs – the 17% of respondents who say they have changed all or many of the rules in their sector – are 58% more likely to forecast an increase in their overall workforce in 2016 compared to their more conventional competitors. At 18%, the net workforce growth level of these most disruptive entrepreneurs is twice the average global figure. Even when companies changing only “some” of the rules are added to this, the impact of disruption remains clear: they are 46% more likely to grow their workforce compared to more conventional businesses and, at 12%, net workforce growth is still higher than the global average of 9%. This suggests that any level of disruption has a positive impact on anticipated workforce growth.

The study shows that the majority of entrepreneurs do well in business by challenging the status quo, and redefining the boundaries of sectors and industries. What is encouraging is that these disruptors are blazing a trail of growth in today’s fast-moving and transformative business environment, spotting opportunities and relentlessly executing on them.

The findings could be something of a stark warning to businesses that are not embracing change, innovation or disruption, as they risk being left behind by disruptors who, we know from the survey, are laser-focused on attaining the talent that will allow them to attract customers and drive growth. Business together with governments need to focus on fostering an environment in which innovative and disruptive entrepreneurs can flourish.

Entrepreneurs also play a significant part in economies as they act as important agents of change by developing new products and services, implementing more efficient production methods and creating new business models and industries.

As technology and innovation accelerate, there is always a new breed of entrepreneurs that create low-cost and scalable businesses that are able to tackle problems that have traditionally been difficult to deal with, such as lack of sanitation and clean water.

The positive impact that entrepreneurs have on societies and economies is borne out in the fact that, in 2015, the EY Southern Africa World Entrepreneur Award finalists, as a group, contributed a combined 31,000 jobs to the economy and have grown their businesses by an average of 23% over the last three years – well in excess of GDP growth rates.

EY’s Southern Africa World Entrepreneur Award celebrates the energy and ideas developed by African entrepreneurs to advance the continent’s economies and generate positive change. As such, EY has long recognised the potential of entrepreneurs, and has been adapting its experience, industry capabilities and resources to work for entrepreneurial, fast-growth companies.

Our commitment to entrepreneurial companies, particularly in emerging economies, helps to ensure that we are working with more of tomorrow’s global leaders, today.

Winner of the EY Southern Africa World Entrepreneur Award™ in 2015, Johann Vorster, Chief Executive of Clover, says: I believe that you should take calculated risks. If you take uncalculated risks, you become a gambler, not an entrepreneur. To be an entrepreneur, you must see the opportunities, and weigh up whether they are possible. They do not have to be easy, but they must be implementable.”

Entrepreneurs can help with building large organisations that add value to markets, develop skills on a large scale and create sustainable jobs. As such, their place in societies needs to be guaranteed if the continent is to achieve its goal of creating wage-paying jobs to sustain job creation and inclusive growth.

More on the Southern Africa World Entrepreneur Award programme can be found at www.ey.com/za

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BREACHING FRONTEIRS IN THE NEW ECONOMY

Shaakira Rahiman Saleh & Haroun Pochee



Salaam Media is an exciting new economy start- up business. Technology and media converging to deliver a business model primed for success. The timing of this venture in a difficult economy breaks the norm of any business start-up and the founders will be challenging conventional business models in their quest for sustainability and success.

Founder Azhar Vadi, a journalist by training, has a passion for news and humanitarian work. He grasped the opportunity to go into a business that was his passion. With fellow director, Shamsheer Khan they rapidly put together the core of a team which included experienced personalities like Ebrahim Gangat and Ponty Moletsane. He explained; " Ebrahim's is popular and his expertise is in the field of Radio Journalism and Community Work. Ponty Salaamedia's executive producer has a strong network of contacts and his years of production skills is just what the team needed.

Salaamedia came to the fore as the water crises unfolded in Aliwal North. The story was a springboard and brought their fledgling team into the spotlight. The story made an impact and their purpose of humanitarian journalism became a reality.

Some of the challenges faced by the founders included raising finance, developing the business case for the project and the transition from being an employee to an entrepreneur. It took a lot of persuasion in securing funding.

Azhar Vadi says; " We drew up a business plan that was accepted to be a working document. It had to be revised as circumstances changed. We balanced capital needs with the requisite equipment, resources and infrastructure. Then the talent search started as we defined our niche and potential revenue streams"

He admits; "However, we have only started business and the need is still there. The need for additional resources and equipment to meet the high technical specifications is there and these are phenomenally expensive."

They are intent on delivering a high quality product and are intent on becoming financially strong and producing quality content. They also offer radio and social media advertising to reach targeted markets.

One of Salaamedia's strengths is the adoption of technology and the ability to reach a wide audience. Vadi says; "More and more media businesses are migrating to digital platforms. Technology and especially mobile smartphones are more accessible. We need to look at both traditional means of communicating with people on radio as a radio station and via digital platforms" Shamsheer Khan adds; "When one commutes to work one only has limited time during the trip to listen to the radio. The phone is on your desk and with wifi there a no limits. Thus Salaamedia is a combination of traditional satellite radio and digital media."

Ponty Moletsane supported this technology focussed offering; " Via the SoundCloud application you can listen to us from anywhere online. So even if you missed listening to Uncle Ebrahim or Azhar's live shows, you can catch online on SoundCloud after we have posted the audio links on Social Media. Once we are more established InshAllah we would like to be on DSTV and are taking the steps to get onto DSTV and other digital media platforms."



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According to Khan, Salaamedias is targeting an audience between late teens or early twenties to early forty-fifty-year olds. They claim it is a younger market that adapts and accesses the new platforms via the internet.

Azhar Vadi says; "We share the human story and this cuts across every aspect of people's lives. We tell the story of ordinary people and get their perspective on the topical issues. We recently did a story on the "poor white people" in South Africa."

The team assembled is capable of delivering the outcomes proposed in their business plan. Vadi quipped; "If you go onto our website you will see most of our team which comprises of me, Azhar Vadi, Shamsheer Khan, Uncle Ebrahim Gangat, Ponty Moletsane and Hoosen Khan on the technical side as a Studio Operator. Nabila Wadwalla is a Johannesburg based online contributor. Fatima Valjee is from Polokane. Rana Alshami is based in Gaza Strip and videographer Desmond Mongoai is an excellent videographer."

He thought that they had the makings of a great team. He felt Ebrahim Gangat is extremely popular and his charisma and charm motivate them and their audiences.

He admitted; "Media business is fickle and we need to work hard to grow and keep out audience."

Ebrahim Gangat a pioneer personality in Islamic Radio is happy at his new home and is looking forward to the challenges of this exciting venture and the platforms for broadcast. He smiled with a glint in his eyes; "Salaamedia can be compared to the nurturing of a little baby. It requires our attention and a fresh approach is needed to grow it. I can say that we developing Salaamedia differently with it's unique character and personality. The positioning is challenging when compared to the other radio stations."

The Salaamedia team identified gaps in the offerings of other Islamic Radio stations and would like to exploit these gaps. Gangat continued; "We are filling some gaps in the way we present the programmes and topics not covered by Islamic Radio stations. Our advisors asked us to "be different". We are looking to appeal to the youth, a segment of the market not adequately covered by Islamic Media. We want to involve the youth as we develop our programming capacity."

Let the games begin! Salaamedia is heading to breach uncharted frontiers in the new economy.

Growing Hands (an Entrepreneur Development NPO) and Albaraka Bank (a pioneer in Islamic banking In South Africa also known as "Your Partner Bank") have partnered to showcase talents of Entrepreneurs who are making an impact in their fields of endeavour and markets. The purpose is to promote business, give the businesses exposure and facilitate a forum for small and developing businesses.



They are intent on delivery a high quality product and are intent on becoming a financial strong producer of content. They also offer radio and social media advertising to reach targeted markets.

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Cyber Security – Basic Tips and Advice

Compiled by Muhammed Matwadia

The Internet is a powerful and useful tool, but in the same way that you shouldn't drive without buckling your seat belt or ride a bike without a helmet, you shouldn't venture online without taking some basic security precautions.

The National Cyber Security Alliance provides the following tips and advice:

KEEP A CLEAN MACHINE

KEEP SECURITY SOFTWARE CURRENT: Having the latest security software, web browser, and operating system are the best defenses against viruses, malware, and other online threats.

AUTOMATE SOFTWARE UPDATES: Many software programs will automatically connect and update to defend against known risks. Turn on automatic updates if that's an available option.

PROTECT ALL DEVICES THAT CONNECT TO THE INTERNET: Along with computers, smart phones, gaming systems, and other web-enabled devices also need protection from viruses and malware.

PLUG & SCAN: USBs and other external devices can be infected by viruses and malware. Use your security software to scan them.

PROTECT YOUR PERSONAL INFORMATION

SECURE YOUR ACCOUNTS: Ask for protection beyond passwords. Many account providers now offer additional ways for you verify who you are before you conduct business on that site.

MAKE PASSWORDS LONG AND STRONG: Combine capital and lowercase letters with numbers and symbols to create a more secure password.

UNIQUE ACCOUNT, UNIQUE PASSWORD: Separate passwords for every account helps to thwart cybercriminals.

WRITE IT DOWN AND KEEP IT SAFE: Everyone can forget a password. Keep a list that's stored in a safe, secure place away from your computer.

OWN YOUR ONLINE PRESENCE: Set the privacy and security settings on websites to your comfort level for information sharing. It's ok to limit how and with whom you share information

CONNECT WITH CARE

WHEN IN DOUBT THROW IT OUT: Links in email, tweets, posts, and online advertising are often the way cybercriminals compromise your computer. If it looks suspicious, even if you know the source, it's best to delete or if appropriate, mark as junk email.

GET SAVVY ABOUT WI-FI HOTSPOTS: Limit the type of business you conduct and adjust the security settings on your device to limit who can access your machine.

PROTECT YOUR \$\$: When banking and shopping, check to be sure the site is security enabled. Look for web addresses with https://, which means the site takes extra measures to help secure your information. "Http://" is not secure.

BE WEB WISE

STAY CURRENT: Keep pace with new ways to stay safe online. Check trusted websites for the latest information, and share with friends, family, and colleagues and encourage them to be web wise.

THINK BEFORE YOU ACT: Be wary of communications that implore you to act immediately, offer something that sounds too good to be true, or ask for personal information.

BACK IT UP: Protect your valuable work, music, photos and other digital information by making an electronic copy and storing it safely.

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As dependency on technology increases and the importance of data increases the prevalence of ransomware attacks is growing among organizations and consumers alike. In this connected world, it is of utmost important to be vigilant about these digital threats

What is Ransomware

Ransomware is a type of malware (malicious software) that accesses a victim's files, locks and encrypts them and then demands the victim to pay a ransom to get them back. Cybercriminals use these attacks to try to get users to click on attachments or links that appear legitimate but actually contain malicious code.

Ransomware is like the "digital kidnapping" of valuable data – from personal photos and memories to client information, financial records and intellectual property. Any individual or organization could be a potential ransomware target.

Ransomware Statistics

Cisco security reports that 9515 individuals pay ransomware every month. They further state that one ransomware campaign, the angler, has gross annual revenue of 34M USD.

The Most Common Way Ransomware Arrives

- You receive an email containing an attached document.
- The document looks like gobbledygook.
- The document advises you to enable macros "if the data encoding is incorrect."
- The hackers want you to click on the 'Options' button at the top of the page.

Once you click Options, ransomware (in this example, the Locky variant) will start to execute on your computer. As soon as it is ready to ask you for the ransom, it changes your desktop wallpaper:

If you want your files back, you will have purchase digital currency (bitcoins). Ransom could range from one bitcoin to a several hundred. The current rate for one bitcoin is 681 USD.

What can you do?

Become more conscious of the security risk of cyber crime and the possibility of being held ransom.

References

- Cisco Annual Security Report 2016
- National Cyber Security Alliance – stopthinkconnect campaign
- Sophos Security White Paper – How to stay protected against ransomware



Unpacking the 4th Industrial Revolution and its Implications for South Africa

By Ashraf Patel

When the 2008 Financial crisis shocked the economic and financial world it precipitated low economic growth and job losses. This made leading policy makers and visionary entrepreneurs to look at policy reforms and initiate new business models via new wave of innovation.

New modes of technology disruption emerged that are creating business model innovation and opportunity – as well instability as a consequence. Ubers successes aptly symbolises this new wave of disruptive business models whose key features include monetisation of new apps, 3D printing (for manufacturing), agile micro-grids (for energy) and workplace design. These have major implications for economies, with potential for mega wealth creation but also disrupting standard every day modes of business and social life as we know it.

Hence, the World Economic Forum's (WEF) 2016 theme at Davos on 'Unpacking 4th Industrial revolution ' was a clear signal that the global economy is entering a new mega trend phase. Amongst others it is about managing successive waves of economic crisis: stabilising the financial system; countering concerns of regional disintegration; and increasing urgency about unemployment, unfulfilled social contracts and inequality. The tide of technology proliferation has been rising, bringing with it promise and peril for the global economy.

The MD of the WEF International board observed at the WEF Davos Annual Meeting 2016, that "technology shifted from a supporting role to the spotlight. More than

2,500 participants from all walks of life came together in Davos to prepare for a future of exponentially disruptive change as assumptions about growth models were overturned, the international balance of power continued to fray, and scientific and technological breakthroughs stood poised to transform economies."

The key mega drivers identified include:

Big Data for decision making and development: Big data and the collation, use, analysis of information for decision making in both corporate, public and NGO sector is the latest anchor in the 4th industrial revolution and a common priority. The proliferation of mobile devices, online sensors, ERP systems, social media and other means of collecting information digitally has

made it possible to obtain detailed, accurate and real-time data on everything from purchases to patient care. Digital platforms, including sharing-economy apps such as Uber and supply-and demand matching services such as Airbnb, allow for instant interaction, information exchange and closer and broader collaboration. Conversely, they also disrupt local sectors and regulations and by-laws, with ongoing disputes relating to turf wars, revenue sharing and loss of jobs.

Micro and agile technologies and 3D manufacturing: But distributed production is growing fast, and smart batteries Mini PV panels, tailored to individual household needs, and smart grids are on their way to reinventing the whole electricity industry. Instead of giant utilities generating and selling energy, the world will soon see a grid of millions or even billions of households and companies alternately consuming, producing and storing energy in the most efficient way possible. The consumerisation of 3D printing systems and the rise of the micro factory shall be the defining feature of innovation opposition for all. However, cost and access and usability shall define the layers of conclusion to this new industrial economy. Are our regulators, investors, and business ready for this business model? Probably not!

ICT's for Development (ICT4): Information and Communication Technologies (ICT) is spreading even to the very oldest economic sectors, with information systems and apps, the de facto lifeblood of every sector. As mobile phones allow farmers in developing countries to access data on weather and markets, deliver daily crop prices and allow mobile money transfers and remittances that spur trade and savings across borders, ICT and mobile apps shall dominate daily economic and social life, creating many opportunities for innovators and entrepreneurs.

Innovations in Corporate Social programs: With that idea in mind, many corporations are moving away from the old model of corporate social activity as a charity or sideline. They are embedding social programmes into their core activities and looking for buy-ins from all levels of management. If senior management integrates social innovation into long term planning, with transparent metrics to demand and measure progress, the whole company will respond.

Well, where to from here? It is timely and opportune for the debate on the 4th Industrial revolution in our country. Are South African policy makers and corporates ready for riding the 4th industrial wave? If so how? More pertinently, what are the impacts on key economic, business industrial, labour and social policies in an age when job creation is critical and a perennial issue for conflicts? More importantly, are our educational and skills system and policies gearing to meet these demands? If so, how and what are the successes?

Is South Africa ready and geared for the fourth industrial revolution wave?

Yes and No!

South Africa as a middle income developing country is fairly, yet unevenly integrated into global manufacturing circuits and service value chains. As a member of the WTO, WIPO, BRICS and G-77 and G 20 economic groupings we are prominent on the international stage, but lack the big ticket tech corporations, innovation, inventions and scale so crucial to make inroads in the ultra-competitive global Science and technology markets. Moreover, our SME base is fairly underdeveloped with very little technology innovation and R&D support and expenditure.

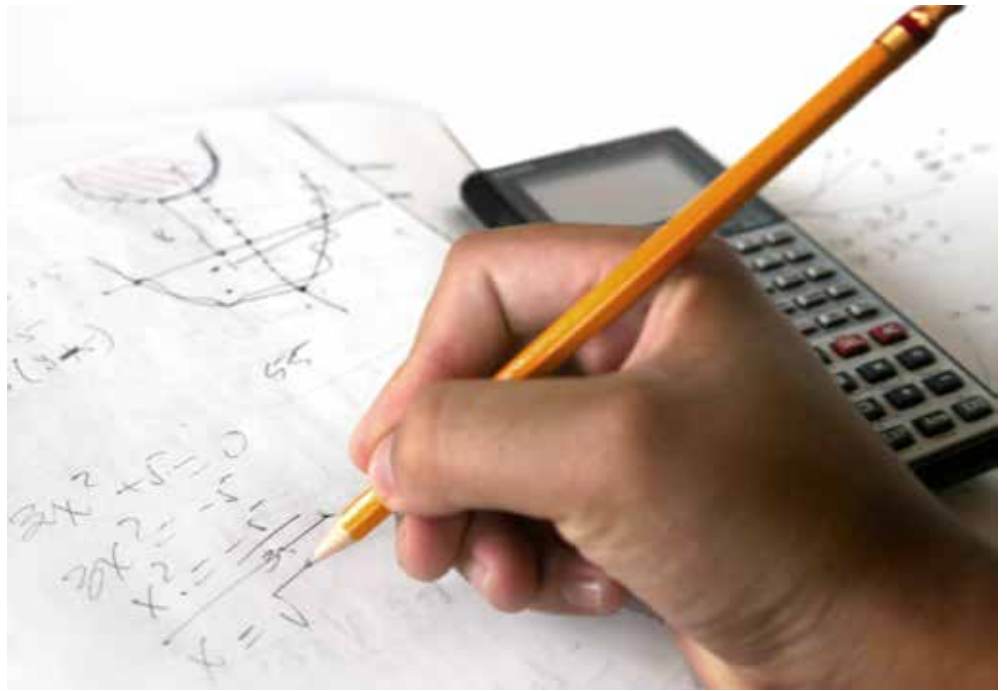
Factors working in South Africa's favour include:

1) A world class banking and financial sector; 2) sophisticated and robust legal system, 3) quality urban infrastructure in key urban nodes, 4) elements of a National System of Innovation (NSI) and fairly modest Science and Technology R&D incentive support system. The recent revised BBBEE Codes (2015) creates system that puts premium on enterprise and supplier development (ESD) and Social Economic Development (SED) is mainstreamed in the respective codes
Factors that inhibit taking advantage of this new wave include: lack of developmental capital, high cost of venture funds; lack of mentors; low level appreciation by SME's on tech; the persistent high costs of communications and low broadband penetration, weak consumer regulation, technical skills deficit; a weak technical training sector; and lack of development capital for innovators.

There is a need for better co-ordination by private and public and academic sectors, as well as the new generation of tech entrepreneurs. SMME need to be supported and incubated in order to develop new product and service innovation and local champions. The more South Africans can innovate, register patents, export and earn scarce foreign exchange, the more skilled jobs we create as well as develop regional and city nodes, and the more rapidly we can climb up the 'uber competitive global innovation value chains'.

Are South African SMME's and emerging black industrialists ready? It would need concerted efforts by all stakeholders to make this happen, starting yesterday. Welcome to the brave new world!

.....
Ashraf Patel is a management consultant specialising in management strategy, innovation and enterprise development and SME CSI programs for corporates and public sector. www.baoabgreentech.co.za



Unravelling the Problem: Presenting Research on the Crisis in Mathematics Education in South Africa

By Dr. Zaheera Jina (PhD, WITS)

South Africa is a nation of great disparities in all avenues with significant differences in the socio-economic sectors, health care and education. We have among the highest levels of income inequity in the world (National Planning Commission, 2011). South Africa has two systems of health care and education: one, a functional system for the wealthy (where performance compares favourably to international standards); the other, a largely dysfunctional system in crisis serving the majority of South Africans living in poverty (where performance is amongst the lowest of participating countries) (Reddy, V., Zuze, T., Visser, M., Winnaar, L., Juan, A., Prinsloo, C., Arends, F. & Rogers, S., 2015; Fleisch, 2008).

In this article I focus on the crisis in education by presenting some of the problems in mathematics education in present day South African classrooms.

Social transformation in education is aimed at ensuring that the educational imbalances of the past are redressed. During the apartheid era, education in South Africa experienced a crisis. The crisis was characterized by among other things, major inequalities, high dropout and failure rates, relatively poorly qualified teachers, examination orientatedness with a major emphasis on rote-learning and unimaginative teaching methods (Steyn & Wilkinson, 1998). Twenty-two years and three curriculum revisions later, policy still persists to ignore inequality in the

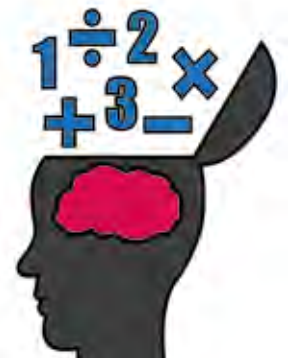
context of implementation (Graven, 2016). The first post-apartheid curriculum foregrounded teacher autonomy and professionalism. Two decades on, however, the response to the continuing crisis in education has been an increase in managerial systems such as the recent Annual National Assessments and the Integrated Quality Management System for schools and teachers. This shift reflects wider international trends.

A review of our first post-apartheid curriculum showed that integration across subjects created setbacks for fields of knowledge such as mathematics, in which attention to progression is structurally important (Chisholm et al. 2000). Hence, learners developed a weaker understanding of the fundamental concepts which consequently created confusion of concepts in subsequent grades (Chisholm et al. 2000, Graven, Venkat, Westaway & Tshesane, 2013).

Gaps in learners' mathematical knowledge are clearly evident in the Department of Basic Education's systemic analysis of its own Annual National Assessments, which reflect the findings of regional and international comparison studies. Analysis indicates that by grade 4 (aged 9-10 years) most learners are already two grades behind expected levels of mathematical competence and by grade 9 (ages 14-15 years) this gap is considerably bigger (Spaull & Kotze, 2015).

A wide range of research (e.g., Schollar, 2008, Graven, Venkat, Westaway & Tshesane, 2013, Graven & Heyd-Metzuyanin, 2014) has found that learners tend to associate mathematical success with teacher dependence, obedience and careful listening rather than independent thinking and problem solving. The teaching culture in most present day schools, portray learners as passive, learning as teacher-dependent and the focus of teaching on compliance to national assessments and producing documentation for district officials. Teachers teaching mathematics tend to avoid discussion with learners and often simplify procedures for them. In doing so they maintain control over the learners but at the same time eliminate enthusiasm and excitement in their classrooms (Nystrand & Gamoran, 1991). It seems as though the teachers follow a script and the purpose of the patterns of interaction is to test learners' knowledge. Consequently, learners develop procedural knowledge that is of limited use in new and demanding situations. The notion of dependence and compliance is a specific aspect of

apartheid education as this system disempowered people politically, economically, socially and educationally. I believe that it is indeed time for stakeholders (researchers, teachers, parents, learners, policy makers and community members) to redress apartheid's legacy of compliant, passive and dependent learners, to find ways to develop creative and actively participating mathematics problem solvers as envisioned by our developing country.















references available on request - contact: mariam@roshgold.co.za

Join me, Dr. Zaheera Jina as I unravel issues with the crisis in mathematics teaching and learning in South African classrooms, in order to present solutions to assist all stakeholders.

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Adolescence = Bonkus Monkus Havoc

By Azraa Sujee

Agitated! Nerve tangling! Door slamming! Mood swinging!

This stage of adolescent life isn't a pretty one. It's blotchy, rugged and utterly confusing. Let's drop the sugar coating and say it as it is: adolescence = havoc.

I ask myself- WHY?

Why take the time to painstakingly prepare PowerPoint presentations that will wow them? Why throw bubble gum prizes at them or create an Instagram account? Why try to get their minds directed to things their minds aren't directed towards? Yes this must be tiring to simply read, so imagine my struggle in trying to answer these mind boggling "WHY'S".

Perhaps some background knowledge for you. Without a doubt our folks didn't have the easiest of lives back in the day. Things we could get done in a jiffy, took them hours to finish. But before we launch into "21st century luxuries" and the "spoilt for choice" teenagers, would you mind if I introduce your perspective to a 360 degree turn?

We the teenagers, are born into the technological era. We lament, encyclopaedia, what sickness is that? Google has become our reference, and our ipads have are our leather bound diaries. We've never known life where "mail" meant going to the post office or "phoning" someone meant getting through to the server. Our attention span is narrowed because we are so familiar with instant results. Our heads are bowed, transfixed on our devices because every aspect of our lives is being controlled by it. We are exposed to the world and it's so called "icons". Daily we compare ourselves to filtered selfies and photo shopped lives of our social media feed. We have the freedom of holding unlimited power at our fingertips, and yet it is expect us to find interest instead in a Nancy Drew novel. Like hello! There are bigger mysteries out there! For instance where has Kim Kardashian's old face gone to?

Wow! Hold the trigger sir! I don't mean to justify our nonchalant, sometimes rude behaviour. All I'm saying is, this age or time isn't easy and trying to fit us into a box we not familiar with, does not go to go down too well.

Now that you are familiar with the type of foreign species we are dealing with (21st century teenagers), perhaps we can delve into my torrent of "WHY'S". I'm a teenager too and in all honesty growing up wasn't simply about the scraped knee and sunburnt nose. It was about trying to find a spot in this rapidly changing world. The evolution is fast paced and happens without our doing.



But, others need support and do not have to have it as rough. Someone that they can relate to and figure their problems out. , Someone that can help them through the storms of life.

A platform of support is needed at their bonkus monkus stage. And so the "squad" was the born to share and be the sounding board.

What is Deen Squad 14 hundred? We are a group of giggling, vibrant teenagers trying to root ourselves as we bloom. The point of it is to help girls find themselves, through finding their Creator. I quote; "truly he who knows himself, knows his Lord" - prophet Muhammad S.A.W. Each week we drop our phones, ditch Instagram for an hour and meet up to get one step closer to ourselves. The struggle, err actually getting the girls to my house!

The broadcasted Messages had to be worded so carefully that it had to interest teenagers and not their mothers. The meet-ups have to be fun enough for them to want to come for the next session the following week. The lessons learnt had to be relatable and enjoyable. The challenges posed had to get them wondering and thinking.

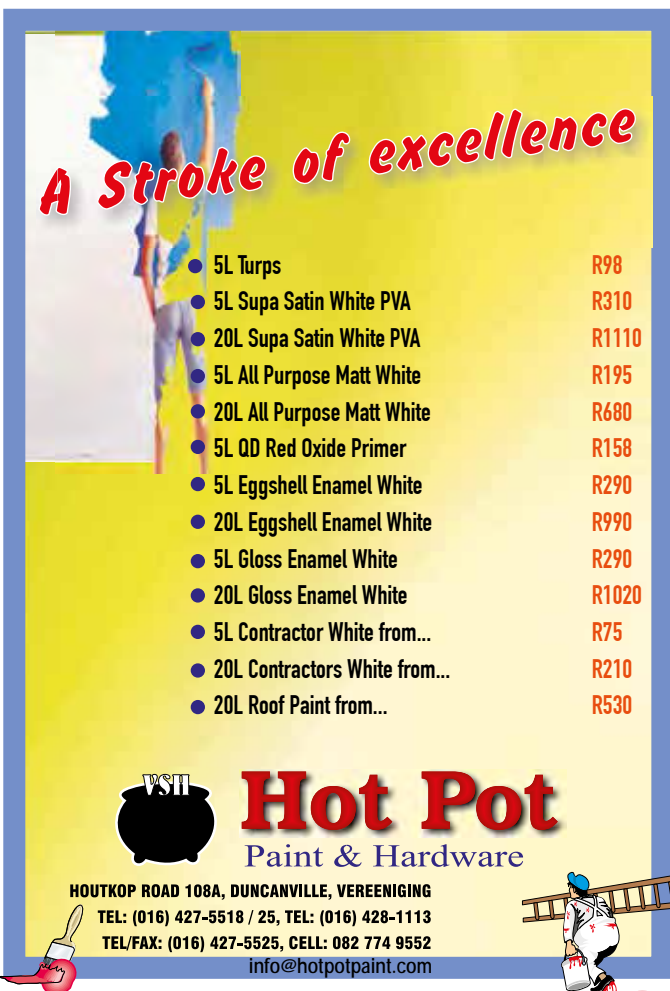
Old school style -behind tables and chairs or huddled around the fireplace, the Deen Squad 1400 was born to ignite the love of Him, the Supreme, the Ultimate, to fall head over heels in love with Him and not fall out of love with deen...and while all this love was been passed around, we unconventionally are on the path to finding bits of ourselves.

We intend to explore beyond, to delve into the unknown, field trips and excursions, showcasing the beauty and vibrancy of our deen, of knowing ourselves, our Rabb...it's still a baby project, Our intentions are pure and our goal set out.

Our dream is to create a network of teenagers who can lend similar support and platforms for youth in their localities and co-operate with what appeals to the bigger squad and make it work for many youth across the country. Are there any takers? The more the merrier.

We are DEEN SQUAD OF THE GENERATION 1400, and we are on the journey of our lives. One step at a time!

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“When words become unclear, I shall focus with photographs. When images become inadequate, I shall be content with silence”. Ansel Adams



Marc de Chalain, an amateur enthusiast credits his wife, Stella for his creative and stunning photography. He loves being in the bush and outdoors capturing wildlife and landscapes.

He says; “She inspired me with a story of her childhood, a story in which she was in the Kruger National Park, and saw a full pride of lions with cubs playing with the older lions. I had not had any such privilege as I grew up. This had fascinated me.”

They, then visited the Kruger, equipped with no more than a very basic digital camera. The experience he describes as a love affair with nature and wildlife.

With wildlife photography, he discovered the endless need for good equipment. They have travelled with every opportunity, Kruger being a fairly frequent destination, as well as the Serengeti in February 2015. Stella recently acquired her own DSLR (digital camera) and they looking forward on continuing this journey of self-discovery.

Enjoy the beauty of nature and wildlife through Marc’s eyes and lens.....



Kruger one afternoon near the Shitlhave Dam. No real action from the game. We see this brown snake eagle. We wait. He eventually begins to fly and I capture his early flight, his beady large yellow eye a feature of this amazing raptor. ...



For three years we have looked for this leopard, known to hold territory near the Lubyelubye rocks near the Lower Sabie camp in the Kruger. It is afternoon, without particular expectations, we look. Suddenly, there he is. We stop, he moves towards us. He turns, heads to the river where he surveys his riverine territory.



Springboks are agile and fast. They are generally found in arid areas. This one is part of a herd we are looking at in the Kgalagadi. Suddenly panic breaks out. A predator is too close. I manage to focus on this one and follow him as he performs a fear filled escape



The Chobe in Botswana in an underground hide. Herds of elephant come in, interact with one another and this herd is at the water hole as the light gets its glorious reds of dusk. Eventually the matriarch seems to indicate that they are to move on. This image, multiple PSSA salon acceptance winner, was nominated as a finalist in an international publication.

The Winged Predator is a multiple award winning image too many to repeat. Shot in the Chobe, we were on a boat when we saw that this and another eagle, had not fed. We positioned our boat well and waited...and waited. Eventually, almost without warning, this eagle swoops. We shoot. The images are as expected. This image was painted and the painting sold in the US.



We are on the H5 in the Kruger. We see a male leopard. He seems intent on something. We look at see a few unaware impala. Drama....will he stalk them? He drops down low, he approaches.... Will he or wont he. A noisy vehicle sadly spoils everything and he vanishes into the bush.



Kgalagadi, known for its great light and its lions. Evening approaches and this male lions, after a lazy afternoon, begins to rouse himself for the activity of the night.



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SMALL CAP NEWS – GAME CHANGERS?

There have been a few company announcements which may be transformational for these companies and their share prices.

JASCO Electronics – Jasco recently completed the sale of the beleaguered MAYASELA Technologies (MTECH) for R60 million, with R20m distributed in May 2016, and monthly instalments of capital and interest, commencing 1 November 2016 and ending May 2019, this has resulted in a nice recovery in the share price with Jasco announcing its intention to make acquisitions and introducing a potential share buy-back program.

ASCENDIS HEALTH announced recently the finalization of two European acquisitions and proposed a rights issue which will double the market capitalisation:

1. The entire issued capital of Remedica Holdings Limited a pharmaceutical company based in Cyprus, for a consideration of EUR 260m – Eur 335m
2. The entire share capital of SCITEC International, a European sports nutrition company, for Eur 170m

Although Ascendis has had a huge run in its share price over the last 18 months, we expect the growth to continue into the long term as the acquisitions are consolidated.

ACCENTUATE Limited, is involved in infrastructure supplies to the flooring and cleaning industries, and recently expanded into the water treatment sector.

Although, this company's historic share performance has been extremely disappointing. We have been recommending the company for more aggressive portfolios, the recent announcement of a working agreement between ION Exchange SAFIC, a joint partnership between Accentuate and ION exchange India, with Stefanutti Stocks which will foster a working relationship in the water sector in South Africa.

ION exchange is one of the largest water purification companies in the world. Management of Accentuate is extremely excited about the venture , the share price has responded very well). This may be the start of exciting times for shareholders.

GLOBAL Asset Management Limited (GAM) which is in the renewal energy space announced negotiations with African Rainbow Capital a subsidiary of Patrice Motsepe's African Rainbow Minerals whereby ARC would inject R40 million, by way of a subscription for shares resulting in ARC holding 26.3% of GAM. The proceeds are envisage to be utilized in various renewable and clean energy projects which Global is undertaking.

This together with the injection of capital by Future Growth, an Old Mutual investment vehicle, should also be transformation for this micro cap.

I believe the upside to be good.

UNCERTAINTY & VOLATILITY PRESENTS OPPORTUNITY

By Bruce Wolov, PSG Konsult

Recent and the expected future global and local financial and political events have caused extreme turmoil in financial markets and currencies.

The British Exit from Europe, the pending US election with erratic candidates and the inability of the European union to stimulate growth are factors impacting on the global front, and domestic municipal elections have wreaked havoc with markets worldwide, complete with specific currency weakness in both the Euro and the Pound.

Financial and Banking shares on the London Stock Exchange as well as JSE companies with exposure to the UK have been negatively impacted, providing opportunities for investors who believe that normality will return in due course.

Two of my colleagues recently attended a SA listed property roadshow in the UK and Europe days before

the BREXIT vote took place, and were really impressed by both INTU and Mas Plc. Both companies fell dramatically after the announcement and will represent very good value once the dust settles.

Capital and Counties has fallen the most of the three counters. It is exposed to the high end of the property development market, and can be considered as a speculative buy.

Other companies with large UK exposure are Brait with its investments in Island Foods, Virgin Active and New Look. Brait has fallen from a recent high of R182, to current levels of R120.00

Old Mutual, who recently announced the appointment for Bruce Hemphill, the former CEO of Liberty Life, and director of Standard Bank, to facilitate the unbundling and sale of certain international assets. Management is heavily incentivised to unlock value for shareholders.



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WHEN DO YOU CALL IT QUILTS?

By Robert Bly

“ So my question is: Should you persist without end at something you are not having success at? ”

I want to explore an important issue in business success, the answer to which I am not certain of.

The issue is persistence.

Many motivational speakers, authors, as well as countless others claim that persistence is the supreme secret of success.

The idea: as long as you keep trying, you haven't lost. When you give up, you have.

When asked to give a commencement talk, Winston Churchill stood up, walked to the podium, stared at the crowd, and said: "Never, never, never give up." That was his entire speech. Then he turned and sat back down.

Calvin Coolidge famously said, "Nothing in this world can take the place of persistence. Talent will not: nothing is more common than unsuccessful men with talent.

"Genius will not; unrewarded genius is almost a proverb. Education will not: the world is full of educated derelicts. Persistence and determination alone are omnipotent."

But years ago I was at a book publishing convention where Stephen King was the keynote speaker.

Someone in the audience asked him, "How many rejection slips should an author get before deciding writing is not for him and giving up?"

Without missing a beat, King replied: "Six is too few. Six thousand is too many."

In other words, you reach some point where the world is telling you: you may be smart and ambitious, and you may be successful at some point, but not at this time in

this particular activity or enterprise.

Another guy I know, AS, barely gets by as an unsuccessful commercial real estate agent.

He is convinced that any day he will hit those big multi-million dollar deals and collect huge commission checks.

But it has not happened yet. Even once. And this is his 13th year in the business.

Yet AS is convinced that the whopper deal that will put him on easy street is coming any day yet, so he sticks with real estate and ignores advice that maybe he should try something else.

So my question is: Should you persist without end at something you are not having success at?

Or is there some point where you say to yourself, "This is not for me. I need to try something else."

I have read some authors who put a limit on persistence and say that an entrepreneur should not give himself forever to make his business work.

The rule of thumb I have heard is that if you can't make a profit after 5 years in the business, it's not going to work for you.

In such cases, you should close it down and try another business venture or get a 9-to-5 job, as friends and relatives are urging AS to do.

BOB BLY is a freelance copywriter and marketing consultant with three decades of experience in business-to-business and direct response marketing.
www.bly.com

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BLAST FROM THE PAST

The article titled "THE FIGHT FOR THE POLITICAL HEART OF THE COUNTRY IS ON!" in the February 2016 issue of Roshgold News hit the mark on the 2016 Local Government Elections. Here are excerpts for your reflection....

South African politics and especially during the year of an election can be very engaging and interesting. The advent of the Economic Freedom Fighters, their obstructionist tactics and the taking on of the established order has added a fizz and spark to the electioneering.

What a battle this elections has been. The Democratic Alliance and the fledgling, Economic Freedom Fighters certainly added fizz and have succeeded in notching big gains in votes. The poor turnout of voters, especially from the townships has certainly impacted on the final vote tally. It is widely reported that such an abstention vote is a protest against the ruling party's track record and leadership woes.

Like any other country, it is the financial impact of the poor economic growth on the pockets of South African voters that is bound to be a telling factor. The parlous state of our local municipalities services delivery has to be uppermost in deciding where voters put their cross on the ballot box.

The nation has spoken and this has far reaching reverberations that will be felt in the years to come.

The days of rhetoric and promises are over. The South African electorate will deliver their judgement at the ballot



box. The ANC will have to galvanise their campaign and if social media is to be believed the current leadership is under immense pressure to deliver.

The ANC did not galvanise their campaign. The rhetoric and some of the actions and comments on the campaign trail left a lot to be desired. Delivery is what the nation wanted and they have spoken with their vote. The ball is in the ruling party's court and their continued rhetoric from the Election Centre will make their task for the next national election even more difficult. The opposition parties, including the IFP have smelled blood and they are going to go all out to consolidate and increase on their gains.

However, it is the youth or "born frees" especially in the urban areas that are bound to make a telling impact on election day. They want jobs, they want service delivery and they want government to deliver on promises. Many are deeply indebted to financial institutions and are crying out. The ANC loss of voters in the Metropolitan areas in the 2014 elections is expected to continue in the 2016 local elections. Analysts are divided about the extent of the swing and some of the constituencies are considered to be marginal.

Need we say more? The swing especially amongst urban voters has been dramatic. It will be really interesting to see how the fallout will be handled.

The galvanisation of voters has begun. Since the beginning of the year racism in various forms has escalated the debate and political parties have not gone unscathed. Members of the DA have placed the party in awkward position as racism issues have embroiled the party in bitter public spats. Old arguments surface and the racial dynamics of politics in South Africa continues to persist. As voters, we should not abstain but we need to vote to make that one vote count!

The damage of the racism, the public spats and the dialogue of Apartheid past has damaged the cause of nation building and inspirational leadership is needed to build our country to face the many challenges South Africa faces. Will it be possible to unite a fragmented country by the ruling party?

The next few months will be crucial to the outcome of the elections. The ANC being the dominant party will have to show voters they have the will for delivering and implementing positive policies for the betterment of the country. They will have to earn the trust of a cynical country and as foreign investment dissipates for economic or political reasons South Africa is heading towards the economic scrapheap with our debt being downgraded to junk status if radical action on government spending is not taken.

Can we expect any "positive politics" after such a result? Will the ANC be able to mobilise and deliver leaders who have the courage and will to make the requisite changes for a job creation, economic growth and a flattening of a bloated bureaucracy?





ZAHAB TAKES A LESSON in PET CARE

Hi Roshgold Kiddies

Shaakira Rahiman Saleh

It is Zahab, the Kiddies club, camel hope that all our Kiddies Club Members are well. Have you survived the cold winter break? I wasn't feeling well and caught a ghastly flu, the kind that made my hump quiver every time I sneezed. It was terrible!

Luckily a little birdie chirped, I would get the best help for my winter blues at the Peoples Dispensary for Sick Animals (PDSA) in Soweto, Gauteng. It was quite a journey, and as you know I can cover kilometres with ease, even with my flu! I am now as fit as a fiddle having received not only the best care but a lot of LOVE and good advice from the brilliant PDSA Team.

I share with you some of their advice on pet care and how to keep your pet healthy by visiting to your local VET or animal welfare clinic.

I will share these pearls of wisdom on the two most common pets found in many households, can you guess which pets I am talking about??? YES!! You have guessed it!! If you are looking to adopt a cute curious kitten or a playful pouncing puppy, here are a few pointers below on how to take care of them:

WHAT IS A VACCINATION AND WHY DOES MY PET NEED IT?

A vaccination is medication which is also sometimes called an "immunisation". It helps your pet's body to fight against different diseases. Your pet will enjoy a better quality of life if they get their vaccinations on time.

AT WHAT AGE SHOULD MY KITTEN OR PUPPY GET HIS/HER FIRST VACCINATION?

All pets should be vaccinated at 6, 12 and 18 weeks of age and then once every year thereafter.

WHAT IS A STERILISATION AND WHY SHOULD I STERILISE MY PET?

Unless you are planning to enjoy housing a few more kittens or puppies, sterilising or neutering your pet is recommended. This means that the animal will not be able to have babies anymore. You may feel scared or a little sad for your pet but they heal quickly.

WHAT ARE THE COSTS OF VACCINATIONS AND STERILISATIONS?

PDSA assists communities by providing them with affordable Pet Care. Their vaccinations are only R100 each and sterilisation cost is affordable from R350 depending on the size of the animal.

HOW MANY TIMES SHOULD I VISIT THE PDSA FOR THE GENERAL HEALTH OF MY CAT OR DOG?

PDSA trained Animal Welfare Assistants document the frequency in your pet's complimentary clinic card provided by the PDSA. Should you have any further concerns you can contact them and if necessary bring your pet to their clinic. Sick animals are treated on a first-come-first serve basis.

WHAT ELSE WOULD YOU RECOMMEND FOR MY PETS GOOD HEALTH?

Make sure your pet has a fresh bowl of water and fresh food daily as stipulated for the age of the animal. Our furry companions also crave attention and love, be sure to play with them on a daily basis. They do understand is the language of love. A happy pet is a healthy pet.

FUN FACT ABOUT CATS:

A group of cats are called a clowder, a male cat is called a tom, a female cat is called a molly or queen and young cats are called kittens

FUN FACT ABOUT DOGS:

Every known dog specie except the Chow has a pink tongue, a Chow's tongue is black!

That is all from me Zahab. Please write to me and tell me about your furry friends at mariam@roshgold.co.za. Your story and pet pics could be published in the next issue of Roshgold News! Until the next time, take care Roshgold Kiddies!

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How to Maximize Your Returns from Web Investment

By Sangeeta Kumar ; Vice President for GMR Web Team

As Peter Drucker says, “Because the purpose of business is to create a customer, the business enterprise has two—and only two—basic functions: marketing and innovation.

Marketing and innovation produce results; all the rest are costs. Marketing is the distinguishing, unique function of the business.”

Lots of businesses know that it is imperative to invest in digital marketing because that is where the customers are. Most business owners spend good money on websites that end up being a total waste of their hard earned money. In our research and experience, less than 7% of start-up businesses that have websites have succeeded in regaining their ROIs within the first five years.

It's possible to turn your website into a killer cash-producing tool. There are only five things that matter if your site is going to be a cash magnet:

1. You have to be “findable” on the web because it corresponds to marketing behavior on the web. Prospects are out there ‘searching’ for you or looking for information on your product or service, or trying to self-study. You need to be visible to this set of people.

2. You have to generate leads = people to your site. This can be through any channel - paid advertising (online, offline or print), social media, email or even SMS. The best campaigns have relevant people as leads. This is the most important part of the campaign that is costly but can yield ROIs faster.

3. Your prospects and leads should turn into customers. You need to create a funnel to draw them into a sales process so that if they abandon midway you can target them. You need to perform, deliver and delight customers to gain their loyalty. Returning customers cost less to market too and they also share their marketing experience with others.

4. You need to communicate with your prospects and add value to their online experience. Digitization of marketing makes it possible to wow the customers. Jet Blue is a wonderful example of how they wow the customers by keeping track of tweets and how the customers spread the word about the brand.

5. You should save bundles of money that you are spending now on things like customer service, order fulfilment, delivery tracking, automating offers... anywhere that information is provided without getting a bunch of humans involved. The productivity part is the most important part of digital marketing. You save costs due to automation and can do business anytime day or night either by capturing leads or making sales.

Start with a Strategy and Plan

Most of the times the ROIs are late in coming because there is no strategy and planning. There is also a huge learning curve as businesses and professionals adapt to online behaviour. So, the question is; what should be the ideal strategy?

At GMR Web Team, we like to put it as, “an ideal strategy is one that acquires customers at minimal cost and ensures repeat business.”

This simple objective ensures that we run campaigns that are focused on customer acquisition while keeping the ROIs in mind. Here is a list of guidelines to begin with. To get an edge, spend some time on the following:

- Online Competitors:



- Who are they?
- What is their strategy?
- Why are they successful?
- Do a SWOT analysis compared to your status.
- Target Audience:
 - Age
 - Gender
 - Lifestyle
- Measurement and Analytics:
 - What is your budget?
 - What is the cost per lead that I can afford?
 - How can I test if my business can improve?
 - How can I track customer behaviour?
 - What targets should you set to make yourself profitable?
- Website:
 - What should be the look and feel?
 - What should be the tone of content?
 - What technology should you use?
 - What technology should I use?
 - How will I maintain it?
 - Where should I host it?

When you come to the website section after analysing all the above points, you will find that you can save a lot of money. This is because now that you can understand the audience the look and feel, content and technology is logically decided. You have also analysed your competitors' website and you know how to set your point of differentiation from the competitors. In short, the research that you did to develop your strategy helps you save money.

Techniques Used

Here are some of the techniques used in marketing your business online.

- Creating Content: The kind of content that you will use to market to your audience. Content can include anything
 - a) Videos
 - b) Textual
 - c) Audios /Podcasts
 - d) Images
- Communicating Content: Use of platforms where your aim is to make your presence felt. The art is balancing altruism with profits.
 - a) Social media
 - b) Advertising
 - c) Email
 - d) Retargeting
- Building Authority: As their name suggests, they influence the sales of your product and services by expressing an opinion.
 - a) Identify people whose opinion matters- experts, critics or influencers.
 - b) Connect with them on social media or in real time if possible.
 - c) Get them to talk about you or endorse you.
 - d) Create content that makes a difference or sets you apart.
- Building Visibility and Building Brand:
 - a) Keyword targeting
 - b) Making a difference to build a brand
 - c) Social media visibility
 Adoption of appropriate techniques reduces your web investment and increases your ROI. Unfortunately, you can only create a hypothesis about which techniques to focus on. Only after you have run campaigns, you can actually assess the impact of the techniques adopted.

Web Investment Decisions

Here are some pros and cons of web investment decisions that you have to make.

I. Website

As a business owner, all you know about website design is that it should reflect your business and be good enough to rake in money. But you can get websites done from \$200 to \$20,000. How can you decide which kind of website you need for your requirements? There are two ways.

1. Hire an expert: An expert will help you resolve a million questions like:

- a. What is a template?
- b. What is Wordpress?
- c. What are H1 and H2 tags?
- d. What the heck is AMP and why should I care?

2. To save money, get your website done by a novice and spend time on research and addressing questions that are not really important for your business.

Both methods work equally fine and it's a matter of time vs. money. The first method is tad expensive but if you hire a reputed expert they should be able to do the following in the cost that they charge:

- i. Narrow down technical options for your website with the advantages and disadvantages of technology used so that you can make an informed decision. This saves you a lot of research time and technical reading.
- ii. Show design options that you can select from.
- iii. Create a website from scratch or customize a template (avoid templates because Google likes original content).
- iv. Make provisions for scalability or not depending on your business choice.
- v. Ensure that website elements like security, responsive design, loading time, social sharing and SEO are a part of their delivery.

For an average business person to work personally on these takes at least 120 -140 hours if they are net savvy. If you work with a design company your involvement is around 20 hours.

II. Decisions about Social Media Platforms

There are various social media platforms. What if your audience is active on five of them? Should you focus on all five? Or should you focus on one?

The ideal answer is you should be everywhere your audience is. However, there are optimal actions that each platform requires. To be effective, you need to be following them. For example, it makes no sense to be on Twitter if you are not monitoring your customers or tweeting at least 10-12 times a day. So make your decisions based on your budget. Do not post the same content across all platforms all the time.

III. The Pros and Cons of Paid Advertising

You can do paid advertising on social media, Google search or as display on certain websites of your choice. The choice is yours. Paid advertising is expensive. There are certain cases where paid advertising can be effective.

- If the product is very niche.

- If you have a very specific target audience.
- If you want immediate returns on your investment.
- If you want to build a list fast.
- To build brand visibility.

Paid advertising is a good way to start earning from your website instantly.

IV. SEO

SEO is the art and science of ranking at the top for terms that prospects use to find you. It depends upon competition and originality. Stiff competition shoots up prices. After email, this is said to provide the highest ROIs. But SEO is difficult to achieve for new websites.

"I get calls every day, how can I identify a reputable agency?" Ask them how they will work. Check if they have listed methods and means for working on:

- Relevant keyword selection
- Speed
- Authority
- Unique content

The selection of keywords ensures that you continue to get some relevant leads even when you are a new business. For example, 'financial management services for inheritance of estates' instead of 'financial management firms.' Ask for a delivery timeline.

V. Pursue Email Marketing

This channel of digital marketing is said to have 200% ROI. It's cheap and can be very targeted if you do it well.

This marketing can start working as soon as leads come to your website and can be built upon year after year.

VI. Invest in Tools

Business owners generally do not want to invest in tools because they have outsourced to an agency. But to assess the quality of the agency ask them what tools they are using and if they will extract those reports and give them to you. Agencies generally use tools for

- Competitor Tracking and Analysis (e.g. SEMRush)
- Website traffic measurement (e.g. Google Analytics)
- Performance of content (e.g. Google Analytics/ Social Mentions)
- Measuring authority (e.g. Social Bakers/ Open Site Explorer)
- Segmentation of list based on online behavior (e.g. Aweber/ MailChimp)

The online market is huge. Technology has ensured that your customers are online most of the time. This is the reason that businesses anticipate success even before launching their online model. Don't fall into a trap. If you treat online marketing is like any other marketing campaign with proper research, planning and deliverables you are ensured of success. Making informed decisions will help you maximize your returns from web investment.

Sangeeta Kumar is the Vice President for GMR Web Team, a global digital marketing agency. Sangeeta is a hands-on kind of person, excelling in digital marketing strategy and team development. She has spent 10+ years in digital marketing and knows her stuff. Sangeeta enjoys a good discussion on digital marketing techniques anywhere, anytime. She is also Chief Content Officer for dmioa.com a CSR initiative of GMR Web Team. dmioa.com teaches digitalmarketing to those who want to make it a career.

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LUXURIOUS CRUISING OR PURE ADRENALINE



Mercedes-Benz 400SL

The 400 SL replaces the outgoing SL 350, with the biggest changes coming in under the bonnet. It seems to have been the norm in the past to match the name plate to the engine capacity, however of late there has been a bit of a mismatch. This all-new 400 SL does not come with a four-litre motor; instead it has a three-litre V6, but in order to up its power Mercedes have dropped in bi-turbo. This dramatically changes the power output of the motor, which is possibly why it is badged as a 400.

The look of the latest incarnation of one Mercedes bestselling roadster has changed from a sleek, subtle-looking sports car to a more brute-looking executive roadster. Upfront the rather odd-shaped headlights are different,

and you will either love them or hate them. The large grill and oversized three-pointed star ensure that there is ample air being rushed through the engine and with gill vents behind the front wheel, you are ensured of lower drag as the air rushes out. Unlike other manufacturers, the gill vents on the Mercedes are perfectly sculptured into the side of the vehicle, making it the focal point and adding to the overall brute look. The wheel arches are filled with 19-inch AMG wheels that just complete the side view of the vehicle. The rear end has also been given a bit of a styling makeover in that it has new elongated light clusters that add a sleek look to the rear. I must admit this looks good, whether you have the roof up or folded away. The large rectangular tail pipes hint of the vehicle's power ability.

As you open the rather large oversized doors, you are welcomed by sheer luxury. As you slip into the soft leather sport seats, you are engulfed with opulence. Not only are the seats soft and comfortable, but they almost mould to your body shape with the help of a few buttons. If that's not enough, the car has a massage option that is a real massage, not just vibrating seats. It's like having a real back massage on demand while being seated. The dashboard is simple and still has the signature trademark circular vents reminding one of a cockpit from a first-class plane. The gearshift is small but is perfectly positioned and feels like a gear shift should.

The biggest change to the interior is the disappearance of the rear seats. Instead, there is a lock-away



storage behind the seats that is easily accessible. All you need to do is press the button on the seat at it will push forward and out of the way giving you easy access to the locker. As access to your goods may be critical, especially when you have the roof down, Mercedes have now put in an easy load feature that raises the boot lid with the folded roof, so there's easy access to all in the luggage compartment.

The low seating position and stretched out leg room make you never forget that this is a sports car. If that's not enough all you need to do is depress the accelerator, preferably in sports mode, and the growl from the engine will send shivers through your spine.

On the road, the low seating position adds to the lower centre of gravity, which means that the vehicle

takes corners like its stuck to the road with super glue. More impressive though is the matching of the gearbox to the silky smooth V6; it's like a match made in heaven. The growl together with the quick response of the gearbox makes it fun to drive on the limit, but if you prefer, you could just drop the roof and chill around town. Select comfort mode and the vehicle changes into limousine comfort. Needless to say, overtaking is a breeze. All that's needed is dropping your foot, does not matter what mode you're in, the car will automatically adjust to your needs.

Like many cars today in this category, there is little that's not right, but it does come at a price. This two-seater starts at a whopping R1,4 million before extras. Overall a fantastic vehicle if you're looking for a super luxurious roadster.

Audi S3 Cabriolet

The infamous S from Audi has always been a head-turner, and this new S3 is no different except that it now comes with a soft top option.

The two-door coupé body on the new A3 looks the part of a sports coupé, with its sleek lines and stubby boot. Unlike the previous A3 cabriolet, this new vehicle is premised on the sedan and not the hatchback shape, which I have to admit has made this vehicle a lot more appealing. The S version has silver mirror caps and chrome trimming on the bumpers and grill. The small proportions of the vehicle look perfect for a fun four-seater drop top.

The rear-light cluster is perfectly slotted in line with the body crease running down the side of the vehicle.

Mercedes-Benz 400SL



Audi S3 Cabriolet



The large air intakes on the bumper add to the sporty look of the vehicle. This is completed with large 18-inch S-line mag wheels and quad tail pipes. Roof up or down, the vehicle looks good, but with it down it is such a stand out.

Inside, Audi has continued with its new-look minimalistic dashboards, and this S3 cabriolet is no different. The top section of the dashboard is plain with the most exciting look being the circular air vents and the pop-up screen. In the drop-down section there are just a few buttons and knobs for the entertainment system and climate control. The rest of the vehicle's infotainment system is controlled via a separate knob just behind the gearshift. The fine details of brushed aluminium add a sophisticated finesse to the interior. The steel pedals too have a good look and feel. The body hugging sport seats have the S logo engraved into the

leather, elevating the luxury branding of the interior.

The rear seats can sit two adults in fair comfort, although they may feel a bit cramped on longer drives. Dropping the roof does make the vehicle feel bigger, though. The luggage space is decent for the size of vehicle, but with the roof down you do lose about a third of usable boot space, although you do have the option of folding down the rear seats to increase the luggage space.

With not much to distract the driver in the form of buttons around the cockpit, the driver can concentrate on driving and boy, this vehicle was made to drive. The two-litre TFSi motor has an astonishing 380 Nm of torque, and 206 kW. The S-tronic dual clutch gearbox works seamlessly with the motor delivering amazingly quick gear changes. The steering response is good, but a tad bit on the bland side for a sports vehicle. This is easily forgiven when

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ENGINE: 3,0 ℓ V6-cylinder
Turbo
POWER: 245 kW
TORQUE: 480 Nm
0-100 KM/H: 5,2 s (claimed)
FUEL: Average 7,7 ℓ/100 km
CO₂: 178 g/km
PRICE: From R1 261 200

ENGINE: 2,0 ℓ 4-cylinder
Turbo – Quattro
POWER: 221 kW
TORQUE: 380 Nm
0-100 KM/H: 5,4 s (claimed)
FUEL: Average 7,1 ℓ/100 km
CO₂: 165 g/km
PRICE: From R641 500

you plant your foot on the accelerator and the vehicle catapults to 100 km/h in just over five seconds, while that growl from the quad tailpipes just gets your adrenaline pumping. With the roof up, the new layered roof has got a decent amount of sound proofing and the inner head lining has got an exclusive look and feel.

All in all I Audi has a winner on its hands with this pocket rocket. Not only does it look good, but it drives even better and to add to an almost perfect combination, the vehicle can be frugal – that is, if you can manage not to push the accelerator. This proved most difficult once you had a taste of the wild side of this vehicle, though ...

AUTHOR | Torque Talk is a member of SAGMJ

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