

Nominations open for 702, Nedbank Business Accelerator

The 702 Business Accelerator with Nedbank campaign opens today Monday 22 October 2012, as it profiles the first in a series of 30 business entrepreneurs who want to take their business to the next level.



"We're looking for business owners who have proved that they have what it takes to start and build a business and now find themselves at a point where they want to accelerate their growth," said Pavlo Phitidis, business development specialist, who will be profiling and advising the business owners on air.

From all the entries received, he will hand pick those businesses that meet the criteria of the campaign and are owned and run by entrepreneurs who have demonstrated character and are building business with great potential to grow further. They will be interviewed live on air on Talk Radio 702, in either John Robbie's breakfast show or David O'Sullivan's afternoon drive show exposing their businesses to enviable audiences that include customers, future customers, employees and funders.

Milestones, obstacles and challenges

The business owners will be engaged on what they have achieved to date, their milestones, obstacles and challenges. Phitidis will work with them to identify the steps needed to accelerate their growth to the next level. He will also call on the station's listeners to assist if they have the requisite skills, expertise, connections and, most importantly, customers who should use the entrepreneurs for their services.

"The exposure that these businesses receive alone is extremely valuable," said Talk Radio 702 station manager, Pheladi Gwangwa. "They will be promoted as successful, credible service providers and receive targeted business advice, during our two drive time shows."

"We are delighted to partner with Talk Radio 702 to help accelerate growth in the SMME sector. This forms part of our continued focus on collaborating with SMMEs for growth for a greater South Africa. The bank continues to play a significant role in this sector through various initiatives, such as the newly launched Small Business Friday, free business seminars, *It's MyBiz* reality TV show on e.tv, online networking & resource portal "SimplyBiz" as well as the Vuka Mentorship Programme for entrepreneurs," said Sibongiseni Ngundze: managing executive of relationship banking.

To nominate your business, or the business of someone you know, go to www.business.702.co.za.

For more, visit: <https://www.bizcommunity.com>