

INTRODUCING UNIQUE SOFTWARE THAT WILL EMPOWER YOUR SMME CLIENTS

AND BROADEN YOUR ACCOUNTING PRACTICE'S OFFERING

Globally, the experience of Small, Medium and Micro Enterprises (SMMEs) is very similar, with two of the primary challenges being effective financial record-keeping and access to finance. Both of these are addressed by award-winning South African-developed products, **SMEasy** and **finfind**. These products are endorsed by the South African Institute of Professional Accountants (SAIPA) and meet the very specific needs of SMMEs – **SMEasy** because it provides a business management and accounting system specifically designed for SMMEs and **finfind** because it addresses the challenge of access to finance.

SMMEs are a vital part of any country's economy, accounting for a significant portion of employment and GDP. They are also a key source of innovation and new job creation. In South Africa, SMMEs are the engine room of the economy, making up 91% of formal business entities, providing about 61% of jobs, and between 52 and 57% of GDP.¹ The SMME sector is the fastest-growing business sector in the country, with industry leaders and government predicting the sector to continue to grow significantly over the next decade.

Also expected to increase over the next few years is the changing face of the accounting profession, which is increasingly seeing accountants taking on more business advisory responsibilities as opposed to only doing bookkeeping and accounting.

One of the growing trends is clients asking their accountants about how and where to access finance. Services such as **SMEasy** and **finfind** provide the accountant with proactive responses to their clients' finance needs and broaden their service offering without having to increase their staff and overhead costs. Accountants can now provide affordable, effective advisory services to their clients and can ensure they are well positioned to increase their client base.

SMEasy

SMEasy is an online, award-winning business management and accounting solution for small businesses. It is different from any other accounting system.

SMEasy is specifically designed for small businesses and is expressly developed to assist entrepreneurs who know nothing about accounting, meaning that your client doesn't need any accounting know-how to use it. Clients are able to easily capture and manage their records, and it is as simple as filling in a basic Excel template, but even better: it is online and fully integrated into the backend GL and trial balance data. It gives you easy access to all the information required to compile your clients' financial statements as well as giving you more time to spend being their business advisor rather than their bookkeeper.

As an online solution, you have access to your clients' business data remotely, from anywhere at any time, and all their information is backed up and secure at all times.

SMEasy is very affordable for your small business clients. At R150 a month per business, all inclusive, it gives your clients the ability to easily manage their contacts, quotes, invoicing and much more – including payroll and even social media marketing. It also produces a simple cash flow report to help them stay on top of their business, while at the same time providing you with free access to all their financial data, so you can stay on top of their accounting and tax.



SAIPA[™]
YOUR WEALTH

SMEasy

finfind

finfind is a revolutionary one-stop solution for access to finance for small business. It is an online system that brings together the providers and seekers of small business finance, and focuses specifically on SMME finance readiness.

finfind is the result of a five-year research and development initiative by USAID's Financial Sector Program in South Africa, aimed at addressing the challenge of small business failure. The market-ready **finfind** product, which is mobile and web-based, is due to be publically launched by the South African Small Business Ministry in partnership with USAID, SAIPA and the four large banks.

The main challenges hindering SMMEs from accessing finance are: Finance literacy, finance readiness, and lack of knowledge about who the lenders are and what lenders require. **Finfind** addresses these challenges by:

- Providing comprehensive finance literacy training with content that is specifically written for entrepreneurs so it is easy for them to understand.
- Measuring the readiness of small businesses to access finance via a series of simple questions.
- Providing access to simple tools to assist small businesses with financial record-keeping and accounting.
- Access to accredited small business accountants and business advisors to assist with financial statements, business plans and any other outstanding requirements based on their assessment.

The small business sector is crucial to job creation and the growth of economies globally. As such, access to **finfind** is provided free-of-charge to small businesses and is strongly supported and marketed by partners such as SAIPA. By empowering your clients, you empower your accounting practice, enabling your business to provide even greater service and a wider offering to your clients.