RESIDENTIAL-BASED BUSINESS AS AN ALTERNATIVE LOCATION-DECISION FOR SMME’s

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Home-based and residential-based businesses have become a very visible feature of some main road arteries into and out of suburbs of most big cities in South Africa. Previous residential zoned properties are being used to such an extent for business purposes that certain main routes into cities has virtually lost its residential character.

Home-based businesses is not new to South Africa. Some 1,8 million people run some form of business from home. However, the purchase or rent of a residential property and then re-zoning it for business use in some specific areas seem to be a new phenomenon.

Preliminary interviews with entrepreneurs and small business owners of these residential-based businesses would indicate that it is an alternative location to shopping centres / malls and office parks. They are often harassed by landlords and / or cannot afford the rentals charged or cannot comply with certain aspects of the lease agreement.

The study is an exploratory research into this phenomenon and is supported by a proper literature study as well as an empirical study.
The literature reviews the concepts of entrepreneurship and small, medium and micro enterprises (SMME’s) as a starting point for this study. This sector is a vital contribution factor for any economy and one of the most important strategic decisions that must be made by these small business ventures is the location-decision. All the theories and factors of location in the literature reveals this important decision and the different types of location for SMME’s are explored, with emphasize on the newest phenomenon, residential-based businesses.

The empirical part of the study consisted of a questionnaire that was completed by means of personal interviews on a sample in the greater Pretoria Metropolitan region. The objective of this study was to find the reasons for this very visible development in suburbs and to investigate whether this is an effective alternative location for SMME’s.

The research findings indicated the reasons and advantages of residential-based businesses as well as the possible problems and disadvantages of this location-decision. The three factors identified as advantages of this location-decision are the location and growth advantages, the cost advantages and personal advantages. The three disadvantage factors are some personal disadvantages, local authorities’ rules and regulations and some management disadvantages. Proper recommendations are being made on how to run and manage such a residential-based business and the paper will therefore not only be of value to entrepreneurs and SMME’s wanting to make this important location-decision, but also to town planners at the city councils for future strategic planning.
RESIDENSIEËL-GEBAASSEERDE ONDERNEMINGS AS ALTERNATIEWE LIGGINGSBESLUIT VIR KMMO's

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Tuis-gebasseerde en residensieël-gemasseeerde ondernemings het 'n baie sigbare en duidelike verskynsel geword in verskeie Suid-Afrikaanse stede se hoof-toegangsroetes. Verskeie residensiële woongebiede is tot so 'n mate omskep in residensiële besighede dat die totale woongebied sy voorkoms en karakter as woongebied verloor het.

Tuis-gebasseerde ondernemings is nie nuut in Suid-Afrika nie. Sowat 1,8 miljoen mense bedryf een of ander besigheid vanuit 'n huis uit. Die koop of huur van eiendom en die hersonering daarvan in besigheidsregte in sekere woongebiede is egter 'n heelwat nuwer verskynsel.

Voorafbepaalde onderhoude met entrepreneurs en eienaars van sulke kleinsake-ondernemings het aangetoon dat so 'n ligging 'n alternatiewe opsie is vir winkelsentrum en kantoorparke. Eienaars word by laasgenoemde gereeld onregverdig behandel, kan nie die huur bekostig nie of selfs nie sekere van die huurooreenkomste in die huurkontrak nakom nie.

Hierdie studie is 'n onderzoekende studie in hierdie nuwe verskynsel en word gerugsteun deur 'n omvattende literatuurstudie sowel as 'n empiriese onderzoek.
Die literatuur neem 'n oorsig oor entrepreneurship en klein, medium en mikro ondernemings (KMMO's) as beginpunt van hierdie studie. Hierdie sektor is 'n baie belangrike bydraende faktor tot enige ekonomie en een van die belangrikste strategiese besluite wat so 'n onderneming moet maak is die liggingsbesluit. Al die teorieë en faktore van ligging in die literatuur erken hierdie belangrike besluit en al die verskillende tipes ligging vir KMMO's word ondersoek met klem op veral die nuutste verskynsel, naamlik residensieël-gebasseerde ondernemings.

Die empiriese gedeelte van hierdie studie bestaan uit 'n vraelys wat deur middel van persoonlike onderhoude beantwoord is deur 'n steekproef in die groter Pretoria Metropolitaanse gebied. Die doelwit van hierdie studie was om die redes vir hierdie nuwe sigbare ontwikkeling te verklaar en om te ondersoek of dit 'n moontlike alternatief is vir die ligging van KMMO's.

Die navorsingsbevindinge toon die redes en voordele van residensieël-gebasseerde ondernemings, sowel as die probleme en nadele van hierdie liggingsbesluit. Die belangrikste voordele wat uit die faktor-analise na vore getree het is liggings- en groeivoordele, koste-voordele en persoonlike voordele. Die nadele wat geidentifiseer is, is sommige persoonlike nadele, plaaslike owerhede se reëls en regulasies en bestuursnadele. Volledige aanbevelings word gemaak oor hoe om so 'n residensieël-gebasseerde onderneming suksesvol te bestuur en die studie is dus nie net van waarde vir entrepreneurs en KMMO's wat hierdie liggingsbesluit oorweeg nie, maar ook vir stadsbeplanners by stadsrade vir toekomstige strategiese beplanning.
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