

# The Impact of COVID-19 on SMEs

*Brought to you by sme.africa and Sasfin*



sme.africa and Sasfin asked over 1000 SMEs, from a wide diversity of industries and well represented across the provinces, to give us a look into their current business reality.

71% of these SMEs have an annual turnover below R5m and 76% have 10 employees or less.

Brought to you by:

**sasfin**  
beyond a bank

**sme.africa**

**superseed.**

# What impact has COVID-19 had on your business?

**62%**

Big impact and threat to the existence of my business

**33%**

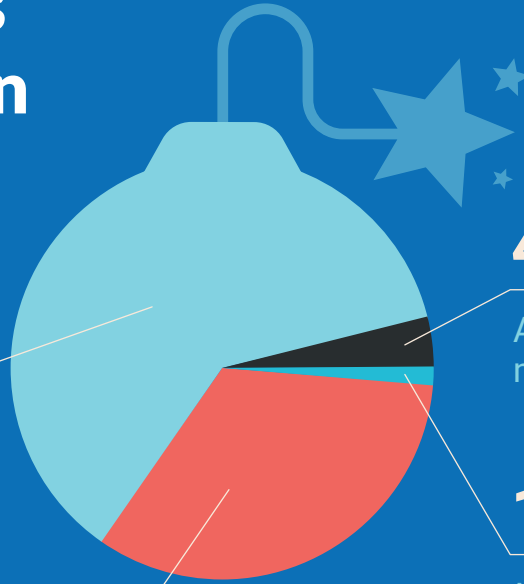
Manageable impact at this stage

**4%**

Already closed my business

**1%**

No impact



## What is your biggest challenge at the moment?



**61%**

Cash flow to pay expenses



**13%**

Losing clients



**2%**

Getting stock



**5%**

Collecting debt



**14%**

New business



**5%**

Other

**45%**

**of consumers are spending more time on social media.**

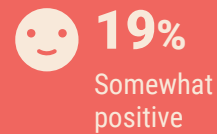
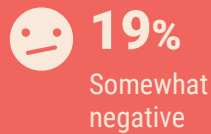
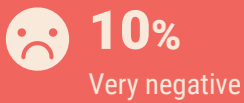
Cutting back on your social media investment now is not an option. Optimising your spend is the way to go.

**superseed.**

Creative Communications Agency

as reported by GlobalWebIndex

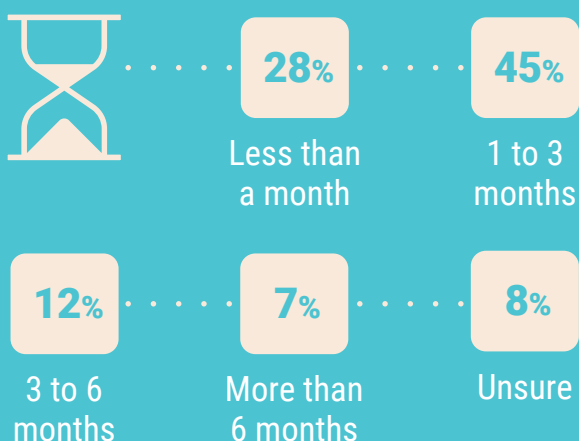
## How positive are you about the future of your business 6 months from now?



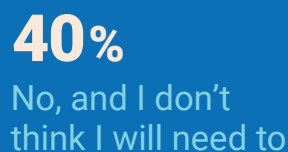
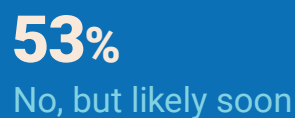
## If Lockdown is only 21 days, will your business be able to survive?



## If lockdown is longer than 21 days, how many months will you be able to survive?



## Have you retrenched any staff since COVID-19 started?



For all Media enquiries, contact:

✉ [reshmi.bhala@sasfin.com](mailto:reshmi.bhala@sasfin.com)

☎ +27 84 435 9969

Brought to you by

**sme.africa**  
**superseed.**

**sasfin**  
beyond a bank