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A PILOT STUDY ON THE BANTU ENTREPRENEUR
IN THE TSWANA HOMELAND



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PRETORIA

1969



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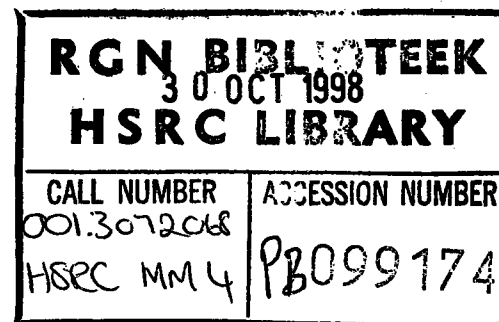
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PREFACE

This report contains the results of a pilot study on Bantu entrepreneurs and is the first in a series of surveys which will deal with the human factors involved in the economic development of the Bantu homelands. Because of the actuality of this complex problem, the Institute for Manpower Research considered it necessary, by means of this survey, to point the way to further and more intensive research in this specific field.

A word of thanks is due to officials of the Bantu Investment Corporation for their assistance during this survey.

P. M. Louw
PRESIDENT



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35.	Van watter dele in die koerante hou u die meeste? Which articles do you like most?													
	Oorsese nuus/Overseas news	<u>1</u>												
	Plaaslike nuus/Local news	<u>2</u>												
	Sosiale nuus/Socials	<u>3</u>												
	Nuus uit die sakewêreld/Business news	<u>4</u>												
	Sport/Sports	<u>5</u>												
	Advertensies/Advertisements	<u>6</u>												
	Perderesies/Racing	<u>7</u>												
36.	Luister u na die radio/Do you listen to the radio?													
	Nooit/Never	<u>0</u>												
	Elke dag/Every day	<u>1</u>												
	Twee of drie keer per week/Two or three days a week	<u>2</u>												
	Een keer per week/One day a week	<u>3</u>												
	Minder as een keer per week/Less than one day a week	<u>4</u>												
37.	Van watter radioprogram hou u die meeste/Which broadcast program do you prefer?													

38.	Watter stasie saai hierdie program uit/Which station broadcasts this program?													

39.	Na watter stasie luister u die meeste/To which broadcasting station do you listen mostly?													

40.	Help u vrou in die besigheid/Does your wife assist you in business?	<table><tr><td>N.v.t.</td><td>0</td></tr><tr><td>N.a.</td><td></td></tr><tr><td>Ja</td><td>1</td></tr><tr><td>Yes</td><td></td></tr><tr><td>Nee</td><td>2</td></tr><tr><td>No</td><td></td></tr></table>	N.v.t.	0	N.a.		Ja	1	Yes		Nee	2	No	
N.v.t.	0													
N.a.														
Ja	1													
Yes														
Nee	2													
No														
41.	Wie van u werk die meeste van die tyd in die besigheid/Who works most of the time in the business?	<table><tr><td>N.v.t.</td><td>0</td></tr><tr><td>N.a.</td><td></td></tr><tr><td>Man</td><td>1</td></tr><tr><td>Husband</td><td></td></tr><tr><td>Vrou</td><td>2</td></tr><tr><td>Wife</td><td></td></tr></table>	N.v.t.	0	N.a.		Man	1	Husband		Vrou	2	Wife	
N.v.t.	0													
N.a.														
Man	1													
Husband														
Vrou	2													
Wife														

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(c) Dink u die gee van lobola is 'n goeie gewoonte?
Do you consider the giving of lobola a good custom?

Ja
Yes
Nee
No

(d) Waarom dink u dit is 'n goeie gewoonte/Why do you think it
is a good custom? _____

27. Aantal kinders/Number of children _____

28. Waar is u eerste kind gebore/Where was your first child born?

By die huis/At home

1

Vrou se mense/Wife's people

2

Hospitaal/Hospital

3

Elders/Elsewhere

4

29. Het u familie wat in die stede werk/Do you have relatives working in
cities?

Ja 1
Yes
Nee 2
No

30. Is daar van hulle wat besighede in lokasies besit/Do some of them own
business concerns in townships?

Ja 1
Yes
Nee 2
No

31. Hoe dikwels sien u u familie in die stad/How often do you see your re-
lations in the city?

Nooit/Never

1

Een keer per week/Once a week

2

Een keer per maand/Once a month

3

Een keer per jaar/Once a year

4

32. Lees u 'n koerant/Do you read a newspaper?

Ja 1
Yes
Nee 2
No

33. Watter koerant lees u gewoonlik/Which newspaper do you read usually?

34. Hoe dikwels lees u 'n koerant/ How often do you read a newspaper?

Elke dag/Every day

1

'n Paar dae in die week/Several days a week

2

Een keer per week/ Once a week

3

Minder as een keer per week/Less than once a week

4

17. Wat was u gemiddelde omset per maand nadat u besigheid 'n jaar lank aan die gang was/What was your average turnover a month after your business had been run for a year? _____
R _____
18. Wat is die waarde van u voorraad op die oomblik/What is the value of your stock on hand? _____
R _____
19. Wat was die waarde van u voorraad toe u die besigheid begin het? What was the value of your stock when you started your business-undertaking? _____
R _____
20. Het u skoolgegaan/Did you attend school? _____
Ja Yes 1
Nee No 2
21. Indien nie, kan u lees en skrywe/If not can you read and write? _____
Ja Yes 1
Nee No 2
22. Watter van die volgende standerds en vorms het u op skool geslaag? Which of the following standards or forms did you pass?
- | St. 1-2 | St. 3-4 | St. 5-6 | VI | V2 | V3 | V4 | V5 |
|---------|---------|---------|----|----|----|----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
23. 'Het u 'n onderwysdiploma behaal/Did you obtain a teachers' diploma? _____
Ja Yes 1
Nee No 2
24. Het u 'n universiteitsgraad behaal/Did you obtain a university degree? _____
Ja Yes
25. (a) Aan watter kerk behoort u? Name the church to which you belong _____
(b) Gaan u kerk toe/Do you attend church? _____
Nooit/Never _____
Elke Sondag/Every Sunday _____
Elke tweede Sondag/Every second Sunday _____
Af en toe/Occasionally _____
26. (a) Huwelikstatus/Marriage status _____
Is u getroud of ongetroud/Married or unmarried _____
(b) Het u bogadi/lobola gegee voordat die huwelik plaasgevind het/Did you give bogadi/lobola before you married? _____
- | | |
|---------------------|---|
| Getroud Married | 1 |
| Ongetroud Unmarried | 2 |
| N.v.t. N.a. | 0 |
| Ja Yes | 1 |
| Nee No | 2 |

1. INTRODUCTION

1.1 BACKGROUND

This pilot study is the result of a request from the Departments of Bantu Administration and Development and Bantu Education that research should be undertaken on the human factors involved in economic development in the Bantu homelands. Research in this connection will cover a wide field. The former National Bureau of Educational and Social Research commenced an exploration of the field by means of an extremely thorough literature study. It became clear at an early stage that the entrepreneur will have to fulfil an important function in the economic development of the underdeveloped countries. (See Geiger (1), Hoselitz (2), Katzin (3), Higgins (4) and Bauer (5) in this connection.) Viljoen, for example, comes to the following conclusion with regard to the role of the entrepreneur in the economic development of a country: "Without the entrepreneurial class whose function is to organize the production factors efficiently, there cannot be any significant economic development. Entrepreneurial and managerial abilities of highest quality are essential for the successful launching of modern large-scale undertakings, and the scarcity of men with these abilities in Africa must be regarded as a most important impediment to a more rapid industrialization of Africa" (6, 630). Research on the human factors which play a part in the economic development of the Bantu, will therefore inevitably have to take entrepreneurship into account. Because so little is known of this subject, it was decided to launch a pilot study in respect of the Bantu entrepreneur.

Entrepreneurship itself is a general term and in order to demarcate the field to a certain extent, so that the entrepreneur in the public sector, e.g. the administrator in the Public Service, is not included in the study, Katzin's definition of an entrepreneur is regarded as adequate, viz "an independent self-employed manager, who carries the risk and claims the gains of an enterprise conducted with the object of obtaining money profits" (3, 182).

1.2 AIM OF THE SURVEY

The aim of this pilot study is -

- the description of a group of Bantu entrepreneurs with regard to certain aspects such as age, sex, ethnic group, cultural contact, and
- to determine whether the description mentioned in (a) can serve as a directive for further research.

1.3 METHOD OF THE SURVEY

1.3.1 Holding of interviews

Structuralized interviews with Bantu entrepreneurs in the Tswana homeland were conducted by White field-workers.

With the aim of the survey in view, a questionnaire which served as a basis for the interviews (see Appendix A), was compiled. This questionnaire covered, inter alia, the following aspects:

- Biographical particulars of the entrepreneur,
- data in connection with the enterprise itself, and
- socio-cultural particulars of the entrepreneur.

1.3.2 The testing of hypotheses

The information obtained as a result of the structuralized interviews made the description of the survey group possible and also offered the opportunity of testing certain tentative hypotheses in respect of the entrepreneur (see (b) of the aim).

In this pilot study, it was of the utmost importance to take the degree of cultural influence which the entrepreneurs have undergone, into account. "A system of values is embedded in the cultural pattern of a nation The personality structures of the members of such a nation are hereby formed by enculturation and this offers them the necessary inward spiritual guides for their thought and behaviour." (7, 6 - translation). This cultural pattern is, however, subject to change. Such a change can arise from an accultural situation where "continual cultural influencing by means of certain individuals as transfer agents, in addition to other more impersonal transfer organisms such as the written and the printed word but especially the radio and the film" occur (7, 7 - translation).

The enterprise, as it occurs in the Bantu areas at present, did not exist traditionally. It was consequently accepted that -

- (a) this institution was taken over by the Bantu as the result of his cultural contact with Whites, thus from a culture which was strange to him, and
- (b) the assimilation of this new cultural institution was possible because individuals who were susceptible to new ideas and adapted themselves to them, came forward.

Against this background, the following related hypotheses were stated:

- (i) There is a difference between the success of the outsider (non-Tswana) and the success of the Tswana. The Bantu in the Tswana homeland who belongs to a national group other than the Tswana, does not find himself in the same favourable position as the Tswana. The ability to compete with his Tswana neighbour requires, inter alia, acceptance by the latter as well as certain personality traits which will make a successful adaptation to the strange cultural environment possible. The hypothesis is that these relatively more difficult conditions, in which the outsider finds himself in the Tswana homeland, will influence his success as entrepreneur in comparison with his Tswana neighbour.
- (ii) Age plays a part in the success of the entrepreneur. In this connection, two aspects are important, namely the degree of maturity which has been achieved and acceptance by the community. The hypothesis is that the advantage which the older entrepreneur has with regard to these aspects in the Tswana homeland, results in a difference in his success as entrepreneur in comparison with that of the younger entrepreneur.
- (iii) General job experience in a White area contributes to the entrepreneur's success. The question arises whether the possible cultural influence which the entrepreneur underwent while working in a White area, can contribute towards equipping him better for his entrepreneurial function. The hypothesis is that the cultural influence undergone in this manner will influence his success as entrepreneur.
- (iv) Previous business experience is essential for the entrepreneur's success. When an application for a trading licence or the granting of financial aid is considered, previous business experience is usually an important consideration because it is assumed that such a person has undergone in-service training to a certain extent. The hypothesis is that the advantage obtained from the assumed in-service training will cause a difference with regard to the success achieved by the entrepreneur.
- (v) Standard of education plays a part in the entrepreneur's success. As in the case of previous business experience, the standard of education is also taken into account when a trading licence is considered. The hypothesis is that the standard of education will make a difference in the success which the entrepreneur achieves, since a higher standard of education should increase his chances of achieving success.
- (vi) The extent of communication with the entrepreneur from the White sphere has an effect on the entrepreneur's success. With regard to the effect of communication on a nation in a developing area, Schramm comes to the conclusion "that the mass media can contribute substantially to the amount and kinds of information available to people of a developing country. They can widen horizons and thus help to build empathy; they can focus attention on problems and goals of development; they can raise personal and national aspirations; and all this they can do largely themselves and directly. This amounts to creating an informational 'climate' in which development is stimulated" (8, 131). The hypothesis is that the favourable effect which may arise from the process of communication which occurs from the White sphere with the Bantu entrepreneur in the Tswana homeland, will have a positive influence on the success which he achieves.
- (vii) The assistance of the wife in the undertaking increases the chances of the entrepreneur's success. The wife was traditionally the farmer and thus actually the breadwinner of the family. The business enterprise, as it is known today, is a Western institution which was taken over by the Bantu. This institution, together with the labour organisation attached to it, was taken over as a whole. A previous field exploration in the survey area revealed that the husband often utilises the wife's services to such an extent that she actually devotes more attention to the enterprise than the husband. The hypothesis is that the advantage which is gained by the assistance of the wife can exert an

9. Het u al voorheen in 'n Blanke gebied gewerk. Indien ja, hoe lank?/
Have you previously worked in a White area. If so, how long?

Nie gewerk/Not employed

Tydperk gewerk/Term of employment

10. Het u hierdie besigheid begin met kapitaal verkry van:
Did you obtain money for this business-undertaking from:

Eie fondse/Own funds

Familie/Relations

Vriende/Friends

Bank/Bank

BBK/BIC

NOK/IDC

Ander/Other (Spesifiseer/Specify)

1
2
3
4
5
6
7

11. Met hoeveel geld het u u besigheid begin?/With what amount did you start your business-undertaking?

Onder/Under R999	R1000 R1499	R1500 R1999	R2000 R2499	R2500 R2999	R3000 R3499	R3500 R4999
01	02	03	04	05	06	07
R5000 R5499	R5500 R5999	R6000 R6499	R6500 R6999	R7000 R7499	R7500 R7999	R8000 R8499
08	09	1	2	3	4	5
R8500 R8999	R9000 R9499	R9500 R9999	Bo/Above R10,000			
6	7	8	9	10	11	12

12. Maak u 'n goeie bestaan uit u besigheid/Does your business provide sufficiently?

Ja 1
Yes
Nee 2
No

13. Hou u boek van besigheidstransaksies?/Do you keep account of business transactions?

Ja 1
Yes
Nee 2
No

- 14.(a) Waar koop u u voorraad/Where do you buy your stock?

- (b) Hoekom koop u daar/Why do you buy it there?

1 2 3 4 5 6 7

15. Hoe bereken u die verkoopprijs/How do you calculate the selling price?

1 2 3 4 5 6 7

16. Wat is u gemiddelde omset per maand/What is your average turnover a month?

R

APPENDIX A

BIOGRAFIESE VRAELYS VIR BANTOE-ONDERNEMERS BIOGRAPHICAL QUESTIONNAIRE FOR BANTU ENTREPRENEURS

Die antwoorde wat u gee, is BAIE VERTROULIK
Answers given will be regarded as STRICTLY CONFIDENTIAL

Nommer van vraelys/Number of questionnaire _____

1. Geslag/Sex _____

M	V
H	W
1	2

2. Ouderdom/Age _____

15-19	20-29	30-39	40-49	50-59	60-69	70 en ouer and older
1	2	3	4	5	6	7

3. Etniese groep _____

Ethnic group _____

X	Z	N	NS	TSW	SS	TS	V	S	A
0	1	2	3	4	5	6	7	8	9

4. Soort besigheid/Type of business _____

5. Waarom het u hierdie soort besigheid verkies?
Why did you prefer the specific type of business? _____

6. Hoe lank gelede het u hierdie besigheid begin?
When did you start this business? _____

7. Indien u enige vorige besighede besit het, noem hulle:
Name any previous business-undertakings: _____

(a) Nie van toepassing/Not applicable _____

(b) _____

(c) _____

(d) _____

(e) _____

(f) _____

8. Het u by 'n Blanke of Bantoebesigheid gewerk voordat u u eie besigheid begin het?
Were you employed by any White or Bantu firm before you started your own business concern? _____

Geen vorige besigheidsondervinding/No previous business experience _____

Ondervinding by Blanke/Experience with White _____

Ondervinding by Bantoe/Experience with Bantu _____

Beide/Both _____

influence on the success which is achieved with the enterprise.

1.3.3 The survey group

The interviews were conducted with all entrepreneurs who were present at their various enterprises during a survey of work opportunity in October, 1967 (see Table 3.1). The fact that many of the entrepreneurs were not present at their enterprises when the survey took place meant that approximately one out of three entrepreneurs could be included. The survey group consists of 98 entrepreneurs (approximately one-seventh of the universe), which can be regarded as a representative sample for the purposes of this study, since -

- (a) all the Bantu Commissioner districts were included,
- (b) the absence of the entrepreneurs did not occur in a specific area only, and
- (c) the field workers do not have any reason to believe that the survey group is a selected one.

2. THE ENTREPRENEUR

2.1 SEX AND AGE

An analysis of the sex and age of the survey group is given in Table 2.1.

TABLE 2.1
SEX AND AGE DISTRIBUTION OF THE ENTREPRENEURS

Age	Male	Female	Total N	%
20 - 29 years	2	1	3	3.1
30 - 39 years	16	1	17	17.4
40 - 49 years	27	8	35	35.7
50 - 59 years	18	3	21	21.4
60 - 69 years	11	3	14	14.3
70 + years	7	-	7	7.1
Unspecified	-	1	1	1.0
Total	81	17	98	100.0
%	82.6	17.4		100.0

It appears from Table 2.1 that there is a considerable percentage of women in the survey group, namely 17, or 17.4 per cent. A number of cases, in which the husband possesses a shop and his wife has one a few miles distant, were found.

It further appears from Table 2.1 that the highest percentage of the entrepreneurs falls in the 40-49 years age group. The median age of the group is 48.3 years, which means that half of the members of the group are older than 48 years.

2.2 ETHNIC GROUP

The ethnic groups to which the entrepreneurs belong are set out in Table 2.2.

TABLE 2.2
ETHNIC GROUPS TO WHICH THE ENTREPRENEURS BELONG

Ethnic Group	Male	Female	Total N	%
Xhosa	3	1	4	4.1
Zulu	3	1	4	4.1
Ndebele	10	1	11	11.2
North-Sotho	6	-	6	6.1
Tswana	52	14	66	67.4
South-Sotho	2	-	2	2.0
Tsonga	1	-	1	1.0
Shangaan	4	-	4	4.1
Total	81	17	98	100.0
%	82.6	17.4		100.0

It appears from Table 2.2 that 67.4 per cent of the entrepreneurs are of the Tswana group. The rest, namely 32.6 per cent, are non-Tswanas. They are, therefore, actually outsiders but have been admitted to the Tswana national group (except in the case of the Ndebele, who inhabit the same homeland as the Tswanas as a separate national group). These outsiders are regarded as Tswanas, otherwise they would not have obtained residential and trading rights in the tribal area. Most of the non-Tswana entrepreneurs immediately indicated, however, that they actually belong to another national group.

2.3 MARITAL STATUS

An analysis of the marital status of the entrepreneurs is found in Table 2.3.

TABLE 2.3
MARITAL STATUS OF THE ENTREPRENEURS

	Male	Female	Total N	%
Married	78	9	87	88.8
Unmarried	2	1	3	3.1
Widower	1	-	1	1.0
Widow	-	6	6	6.1
Divorcee	-	1	1	1.0
Total	81	17	98	100.0
%	82.6	17.4		100.0

It appears from Table 2.3 that 4 entrepreneurs (two men and two women, of whom one is a divorcee) are unmarried. The number of widows in the group, namely 6 (6.1 per cent) is also significant.

2.4 THE EXTENT TO WHICH ENTREPRENEURS ARE BOUND BY TRADITION

In order to obtain an indication of the extent to which the entrepreneurs, as a group, are bound by tradition, they were questioned on their observing of and attitude towards certain traditional practices. Two general traditional practices are discussed.

2.4.1 Handing over of dowry (bogadi) on the occasion of marriage

An analysis of the number of entrepreneurs who presented or received dowry on the occasion of marriage, follows in Table 2.4.

TABLE 2.4
HANDING OVER OF DOWRY (BOGADI) ON THE OCCASION
OF MARRIAGE

	Male	Female	Total N	%
Yes	69	9	78	79.6
No	9	4	13	13.3
Not applicable No response	3	4	7	7.1
Total	81	17	98	100.0
%	82.6	17.4		100.0

It is worthy of note from Table 2.4 that there are only 13 cases (13.3 per cent) out of a total of 91 entrepreneurs (excluding the 7 entrepreneurs to whom the question did not apply or who did not respond) where no dowry was handed over.

(a) Entrepreneur's attitude towards the handing over of dowry (bogadi)

In Table 2.5 an analysis is given of the attitude of entrepreneurs towards the handing over of dowry.

5.3.6 Three forms of communication were included in the survey, viz reading of newspapers, radio listening habits and contact with relations in the cities. In all three cases it was found that there is a connection between the form of cultural contact concerned and the success of the entrepreneur.

5.3.7 The assistance of the wife in the enterprise does not necessarily increase the entrepreneur's chance of success. It would appear, however, that the possibility of a connection between the part taken by the wife and the success of the enterprise cannot be totally discounted.

6. RECOMMENDATIONS

- The criterion for the success of the entrepreneur should be improved, inter alia, by the utilisation of the opinions of officials of the Bantu Investment Corporation, who know the entrepreneurs and their history well, so that data supplied by the latter can be controlled.
- The aspects which were investigated in this study should be extended to include aspects such as empathy (cf. Lerner 12, 50) the achievement motive (cf. McClelland 13, 36), personality attitudes, etc., as well as the negative or positive influence of certain cultural factors on the entrepreneurial activity of the Bantu. More data with regard to each aspect should be obtained.
- The survey ought to be extended to other Bantu ethnic groups. A study of the Zulu entrepreneur was undertaken during March, 1969.

(b) Listening to the radio

Only 6.1 per cent of the entrepreneurs never listen to the radio, while approximately two-thirds are daily listeners. Radio Bantu is the most important station for more than half of the entrepreneurs. The "News" is the radio programme which enjoys the greatest preference.

(c) Contact with relations living in the cities

There are 83.7 per cent of the entrepreneurs who have relations (i.e. members of the family to whom they belong) living in the cities (larger centres). Most of the entrepreneurs, viz 51.2 per cent, see these relations regularly.

5.2 THE ENTERPRISE

5.2.1 Type of enterprise

The majority of entrepreneurs, viz 87.7 per cent concentrate on trading.

5.2.2 Period during which enterprises have been in possession of the owners

Altogether 61.2 per cent of the enterprises have been in the possession of the present owners for less than 6 years.

5.2.3 Reasons why the enterprise was started

Apart from "Financial gain", which was mentioned as a general reason, "previous experience in the field concerned" was mentioned by 22.5 per cent as an additional reason and 17.4 per cent of the entrepreneurs stated that it was the only enterprise which could be started.

5.2.4 Acquisition of capital

"Own funds" is the most important financial source for 69.4 per cent of the entrepreneurs.

5.2.5 Business practice

The majority of entrepreneurs does not use a book-keeping system. Among the general dealers and café owners, there are 70 per cent who fix their selling price on the advice of the wholesaler or by using business guides which are provided by certain organisations.

5.2.6 Buying of stock

A comparison between the values of initial and present stock reveals that the number of entrepreneurs who started with stock worth R3000 or more has grown from 6 to 22. At the same time, the number of entrepreneurs who started with stock worth less than R1000 has fallen from 58 to 49.

5.2.7 Turnover of the enterprise

As far as the present turnover is concerned, the median turnover is R588, in comparison with a median turnover of R277 after the enterprise had been in progress for between 6 months and a year.

5.3 FINDINGS

The survey revealed the following findings:

5.3.1 The non-Tswana is not a more successful entrepreneur than the Tswana. It appeared, however, that such a possibility should not be discounted.

5.3.2 The younger group of entrepreneurs of 20-39 years is more successful than the group older than 39 years.

5.3.3 General job experience, previously gained in a White area by the entrepreneurs, does not play a decisive part in the success which the entrepreneur achieves.

5.3.4 Business experience is not essential for the success of the entrepreneurs.

5.3.5 The standard of education does not have a determining influence on the success of the entrepreneur.

TABLE 2.5
ENTREPRENEUR'S ATTITUDE TOWARDS THE HANDING OVER OF DOWRY (BOGADI)

	Male	Female	N	Total %
A good custom	62	12	74	75.5
A bad custom	12	3	15	15.3
Unspecified	7	2	9	9.2
Total	81	17	98	100.0
%	82.6	17.4		100.0

It appears from Table 2.5 that most of the entrepreneurs, viz 74 (75.5 per cent) regard it as "a good custom". It is striking to note that 15 (15.3 per cent) entrepreneurs were prepared to rate it as "a bad custom".

(b) Reasons why certain entrepreneurs feel that the handing over of a dowry is a good custom

TABLE 2.6
REASONS WHY CERTAIN ENTREPRENEURS FEEL THAT THE HANDING OVER OF DOWRY IS A GOOD CUSTOM

	Male	Female	N	Total %
Tradition	34	7	41	55.4
It keeps the family together	22	-	22	29.7
Advantageous	1	1	2	2.7
It allows the wife to feel that she is worth something	1	1	2	2.7
Unspecified	3	4	7	9.5
Total	61	13	74	100.0
%	82.4	17.6		100.0

It appears from Table 2.6 that, of the 67 entrepreneurs who expressed an opinion on the subject, 41 (55.4 per cent) gave "Tradition" as a reason, while 22 (29.7 per cent) stressed the "unity of the family". It can therefore be concluded that the majority of the entrepreneurs still carry out this traditional practice.

2.4.2 Birthplace of the entrepreneur's first child

It is a traditional custom of the Tswana national group for the first child to be born "at the home of the wife's people" (9, 74 and 10, 27). The various birthplaces of the entrepreneurs' first child are indicated in Table 2.7.

TABLE 2.7
BIRTHPLACE OF THE ENTREPRENEUR'S FIRST CHILD

	Male	Female	N	Total %
At own home	41	6	47	48.0
At home of wife's people	25	8	33	33.7
Hospital	11	-	11	11.2
Elsewhere	1	-	1	1.0
Unspecified	3	3	6	6.1
Total	81	17	98	100.0
%	82.6	17.4		100.0

It is striking to note from Table 2.7 that only half of the Tswana entrepreneurs, namely 33 out of a total of 66, honoured this traditional custom. If the fact that the first child of 11 entrepreneurs out of a total of 92 (12.0 per cent) was born in a hospital is also taken into account, it would appear that the bonds of tradition in this regard are beginning to weaken.

It can be concluded that the majority of the entrepreneurs are bound by tradition with regard to the two customs. There is already a group, however, which does not observe these customs.

2.5 NUMBER OF CHILDREN PER ENTREPRENEUR

In Table 2.8, an analysis of the number of children per entrepreneur is given.

TABLE 2.8

NUMBER OF CHILDREN PER ENTREPRENEUR

Number of children	Male	Female	Total N	%
0	2	2	4	4.1
1	7	1	8	8.2
2	9	1	10	10.2
3	11	3	14	14.3
4	12	2	14	14.3
5	9	1	10	10.2
6	8	1	9	9.2
7	12	2	14	14.3
8	6	1	7	7.1
9	1	1	2	2.0
10 or more	4	2	6	6.1
Total	81	17	98	100.0
%	82.6	17.4		100.0

It appears from Table 2.8 that the average number of children per entrepreneur is 4.9, if the 4 entrepreneurs (3 unmarried and a divorcee) who have no children are disregarded.

2.6 RELIGIOUS DENOMINATION OF THE ENTREPRENEUR

The religious denomination of the entrepreneurs is indicated in Table 2.9.

TABLE 2.9

RELIGIOUS DENOMINATION OF THE ENTREPRENEURS

	Male	Female	Total N	%
Lutheran Church	20	4	24	24.5
Methodist Church	12	4	16	16.4
Anglican Church	6	3	9	9.2
Wesleyan Church	6	1	7	7.1
D.R. Church	6	-	6	6.1
Roman Catholic Church	5	2	7	7.1
Zion Christian Church	5	1	6	6.1
London Missionary Society	3	2	5	5.1
Other churches	16	-	16	16.4
No religious denomination	2	-	2	2.0
Total	81	17	98	100.0
%	82.6	17.4		100.0

It appears from Table 2.9 that approximately a quarter (24.5 per cent) of the entrepreneurs belong to the Lutheran Church, approximately one sixth (16.4 per cent) to the Methodist Church and 9.2 per cent to the Anglican Church. Half of the entrepreneurs are therefore members of these three churches. Two entrepreneurs have "no religious denomination". That a large number of the entrepreneurs are members

5. SUMMARY

In a pilot study, a group of 98 entrepreneurs in the Tswana homelands was questioned, by means of a questionnaire, on their entrepreneurship, their enterprises and certain biographical and other characteristics. Apart from the fact that the description of the entrepreneurs was possible, a number of hypotheses could be tested. The aim of this study was to point the way to further research on entrepreneurship. The fact that there can be no generalisation of the findings was explained; they have a bearing on the entrepreneurs in the Tswana homeland in 1967 only. The findings are briefly the following:

5.1 DESCRIPTION OF THE ENTREPRENEUR

5.1.1 Sex, age distribution, ethnic relationship and marital status

Women constitute 17.4 per cent of the survey group. The median age is 48.3 years. Three point one per cent of the entrepreneurs were in their twenties and 7.1 per cent older than 70 years. Non-Tswanas form 32.6 per cent of the survey group. A total of 88.8 per cent of the entrepreneurs are married.

5.1.2 Extent to which entrepreneurs are bound by tradition

(a) Handing over of dowry

There was no handing over of dowry in the case of only 14.3 per cent of the married entrepreneurs. The majority of entrepreneurs, viz 75.5 per cent, regarded it as a good custom. The most important reason for the honouring of this custom, as indicated by 41.9 per cent of the entrepreneurs, is that it is a tradition.

(b) Birthplace of the first child

This custom was not honoured in the case of 50 per cent of the Tswanas in the survey group. It appears that the majority of the entrepreneurs are still bound by tradition with regard to these two practices.

5.1.3 Number of children per entrepreneur

The average number of children per entrepreneur is 4.9.

5.1.4 Religious denomination

Approximately half of the entrepreneurs belong to the following churches: Lutheran Church (24.5 per cent), Methodist Church (16.4 per cent) and the Anglican Church (9.2 per cent).

5.1.5 Standard of education

There are 63.3 per cent of the entrepreneurs who received only primary school training and 36.7 per cent with high school training.

5.1.6 General job experience in a White area

Nearly a quarter of the entrepreneurs did not work in a White area, while 41.8 per cent worked for longer than ten years in such an area.

5.1.7 Previous business experience

There are 40.8 per cent of the entrepreneurs who have had no previous business experience.

5.1.8 Appraisal of the enterprise by the entrepreneur

Only 12.2 per cent of the entrepreneurs were not satisfied with their enterprise and preferred to start another.

5.1.9 Communication with the entrepreneur

(a) Reading of newspapers

English newspapers are the most popular among 63.4 per cent of the entrepreneurs and those which write on matters pertaining to the Bantu enjoy preference. Approximately one-fifth of the entrepreneurs read newspapers daily, while a quarter do not read at all. It appears that local news is the section in the newspaper which is read the most.

TABLE 4.8
CONTACT WHICH ENTREPRENEURS HAVE WITH RELATIONS
IN THE CITY, ACCORDING TO MONTHLY TURNOVER

Contact	Number of entrepreneurs according to turnover in rands			N	Total %
	R 0-999	R 1000-1999	R 2000+		
Group which has little or no contact with relations in cities	27	3	6	36	46.2
Group which has regular contact with relations in cities	22	10	10	42	53.8
Total	49	13	16	78	100.0
%	62.8	16.7	20.5		100.0

$$X^2 = 4.847; 10\% > p > 5\%$$

The X^2 values obtained in Tables 4.6, 4.7 and 4.8 indicate that the three hypotheses cannot be rejected. It has therefore been found that the extent of cultural contact can, in fact, influence the entrepreneur's success, in the sense that, the greater the contact, the greater the chances of success will be, no matter what the reason for the higher degree of contact may be.

4.7 THE PRESENCE OF THE HUSBAND/WIFE IN THE ENTERPRISE INFLUENCES THE ENTREPRENEUR'S CHANCES OF SUCCESS

In Table 4.9, no significant difference could be found between the group where the husband spends more time in the enterprise than the wife and the opposite one, with the wife spending most of the time there, and their chances of success. When the two groups are compared with each other, as far as the number of entrepreneurs in the higher turnover category is concerned, it would appear that the possibility of a connection between the part taken by the wife and the success of the enterprise cannot be discounted. Of the number of entrepreneurs who fall into the category of R1000 per month and higher, there are 9 out of a total of 24 (37.5 per cent) in the case of men and their presence, as against 13 out of a total of 22 (59 per cent) in the case of the wives. It should further be noted that the number of entrepreneurs who were considered for this test is relatively small, viz 46.

TABLE 4.9
PRESENCE OF HUSBAND/WIFE IN THE ENTERPRISE, ACCORDING TO AVERAGE MONTHLY TURNOVER

Presence	Number of entrepreneurs according to turnover in rands			N	Total %
	R 0-999	R 1000-1999	R 2000+		
Cases where husbands spend more time in the enterprises than wives	15	3	6	24	52.2
Cases where wives spend more time in the enterprises than husbands	9	4	9	22	47.8
Total	24	7	15	46	100.0
%	52.2	15.2	32.6		100.0

$$X^2 = 2.160; p > 10\%$$

of the Lutheran Church can be ascribed to the fact that this was one of the first churches which devoted its attention to the Tswana (11).

2.7 ENTREPRENEUR'S CHURCH ATTENDANCE

Table 2.10 indicates the church attendance of the entrepreneurs.

TABLE 2.10
ENTREPRENEURS' CHURCH ATTENDANCE

	Male	Female	N	Total %
Never	2	-	2	2.0
Every Sunday	35	8	43	43.9
Every second Sunday	19	5	24	24.5
Occasionally	25	4	29	29.6
Total	81	17	98	100.0
%	82.6	17.4		100.0

It is striking to note from Table 2.10 that most of the entrepreneurs, namely 67 (68.4 per cent) are regular church-goers and attend church services every Sunday or every second Sunday. Only 2 (2 per cent) do not attend church at all.

2.8 STANDARD OF EDUCATION

The standard of education of the entrepreneurs is indicated in Table 2.11. A group of 10 (10.2 per cent) had no school training but can read and write. They were classified under Std. 1 - 2, because this is the educational qualification by which such persons are classified by the Department of Bantu Education. Nine members of the group have a teaching diploma and one a B.A. degree. These ten persons were classified in the appropriate category according to academic qualifications, namely nine under "Form 3-4" and one under "Form 5 and higher".

TABLE 2.11
STANDARD OF EDUCATION OF ENTREPRENEURS

Standard of education	Male	Female	N	Total %
Std. 1 - 2	17	2	19	19.4
Std. 3 - 4	7	3	10	10.2
Std. 5 - 6	28	5	33	33.7
Form 1	5	-	5	5.1
Form 2	4	1	5	5.1
Form 3 - 4	16	6	22	22.4
Form 5 and higher	4	-	4	4.1
Total	81	17	98	100.0
%	82.6	17.4		100.0

It appears from Table 2.11 that the majority of the group, viz 63.3 per cent, received primary school education only.

2.9 NUMBER OF YEARS EMPLOYED IN WHITE AREA

The average amount of money required to erect, equip and stock a shop, amounts to any figure between R750 and R1000, according to the survey and also as is apparent from discussions with officials of the Department of Bantu Administration and Development. It is understandable, therefore, that most aspirant Bantu entrepreneurs will have to sell their labour for a reasonably long period to acquire sufficient initial capital. An analysis of the period during which the survey group worked in a White area, appears in Table 2.12.

TABLE 2.12
PERIOD DURING WHICH ENTREPRENEUR WORKED IN WHITE AREA

Period	Male	Female	N	Total %
Did not work in White area	16	7	23	23.5
1 - 5 years	16	3	19	19.4
6 - 10 years	13	2	15	15.3
11 - 15 years	17	2	19	19.4
16 - 20 years	7	1	8	8.2
21 - 25 years	6	1	7	7.1
26 - 30 years	6	1	7	7.1
Total	81	17	98	100.0
%	82.6	17.4		100.0

It appears from Table 2.12 that almost a quarter of the entrepreneurs (23.5 per cent) did not work in a White area at all, while 41.8 per cent worked in a White area for more than ten years.

2.10 PREVIOUS BUSINESS EXPERIENCE

In Table 2.13 there are data on the previous business experience of the entrepreneurs. This table is followed by Table 2.14, in which previous business experience and educational qualifications are correlated with each other.

TABLE 2.13
PREVIOUS BUSINESS EXPERIENCE OF ENTREPRENEURS

Experience	Male	Female	N	Total %
No previous experience	28	12	40	40.8
Experience with White	40	1	41	41.8
Experience with Bantu	8	4	12	12.2
Experience with White and Bantu	5	-	5	5.1
Total	81	17	98	99.9
%	82.6	17.4		100.0

TABLE 2.14
PREVIOUS BUSINESS EXPERIENCE OF ENTREPRENEURS ACCORDING TO LEVEL OF EDUCATION

Level of education	No experience	Experience with White	Experience with Bantu	Experience with both	N	Total %
Std. 1 - 2	8	8	2	1	19	19.4
Std. 3 - 4	3	4	3	-	10	10.2
Std. 5 - 6	13	15	1	4	33	33.7
Form 1	3	1	1	-	5	5.1
Form 2	2	2	1	-	5	5.1
Form 3	11	8	3	-	22	22.4
Form 5 and higher	-	3	1	-	4	4.1
Total	40	41	12	5	98	100.0
%	40.8	41.8	12.2	5.1		99.9

From the above table it appears that 29 of the 41 entrepreneurs who had business experience with Whites (70.7 per cent), possess Std. 5 and higher qualifications, while 7 out of a total of 12 (58 per cent) who had business experience with

TABLE 4.6
THE DAILY/NON-DAILY READING OF NEWSPAPERS ACCORDING TO AVERAGE MONTHLY TURNOVER

Reading of newspapers	Number of entrepreneurs according to turnover in rands				Total %
	R 0-999	R 1000-1999	R 2000+	N	
Group which reads daily	8	4	7	19	20.7
Group which does not read daily	52	10	11	73	79.3
Total	60	14	18	92	100.0
%	65.2	15.2	19.6		100.0

$$\chi^2 = 6.1502; 5\% > p > 2\%$$

4.6.1 Reading of newspapers

It can be concluded from Table 4.6 that the regular reading of newspapers is very closely connected with a high turnover figure. In the group of regular readers, for example, there are 11 persons out of a total of 19 (57.9 per cent) who have a turnover of R1000 and higher per month, as against the 21 non-regular readers out of a group of 73 (28.8 per cent), who fall into the same turnover category.

4.6.2 Listening to the radio

According to Table 4.7, there is a bigger percentage of non-daily listeners in the turnover category of R1000 and higher per month than in the case of daily listeners. In the case of non-daily listeners, for example, there are 11 out of a total of 27 (37 per cent) who fall into this turnover category, as against 15 daily listeners out of a total of 61 (34.4 per cent) who fall into the same turnover category. The fact that only 3 (11.3 per cent) of the non-daily listeners fall into the turnover category of R2,000 and higher per month, as against 15 (24.6 per cent) of the daily listeners, points to a connection between regular listening to the radio and a high turnover figure.

TABLE 4.7
RADIO LISTENING HABITS ACCORDING TO MONTHLY TURNOVER

Listening to the radio	Number of entrepreneurs according to turnover in rands				Total %
	R 0-999	R 1000-1999	R 2000+	N	
Every day	40	6	15	61	69.3
Not every day	17	7	3	27	30.7
Total	57	13	18	88	100.0
%	64.8	14.8	20.5		100.0

$$\chi^2 = 4.9617 \quad 10\% > p > 5\%$$

4.6.3 Family contact

It appears from Table 4.8 that the extent of contact between relations, some of whom are in the homeland and the others in an urban environment, can be correlated to some extent with the degree of success achieved by the entrepreneur in his enterprise. In the group which has little or no contact for instance, there are only 9 entrepreneurs out of 36 (25 per cent) with a turnover of R1000 and higher per month (4 entrepreneurs in this group could supply no turnover figures), in comparison with 20 out of a total of 42 (47.6 per cent) in the same turnover category, who have regular contact with their relations in the urban area.

dard of the experience, e.g. between that of a counter assistant and that of a helper or labourer. This aspect should thus be included in further research.

4.5 HYPOTHESIS: STANDARD OF EDUCATION PLAYS A PART IN THE ENTREPRENEUR'S CHANCES OF SUCCESS

In Table 4.5, the entrepreneur's standard of education is correlated with his average monthly turnover. There were no full data for 6 of the entrepreneurs.

TABLE 4.5
STANDARD OF EDUCATION OF THE ENTREPRENEURS ACCORDING TO MONTHLY TURNOVER

Standard of education	Number of entrepreneurs according to turnover in rands				Total N	Total %
	R 0-999	R 1000- 1999	R 2000+			
Std. 1 - 6	39	6	11		56	60.9
Form 1 - 5 and higher	21	8	7		36	39.1
Total	60	14	18		92	100.0
%	65.2	15.2	19.6			100.0

$$X^2 = 2.3369; p > 10\%$$

The X^2 value with regard to the data in Table 4.5 points to a rejection of the hypothesis. Although the standard of education apparently does not exert a determining influence on the success of the entrepreneur, the importance of the standard of education is evident in the following respects:

- There are 17 persons out of a total of 56 (30.3 per cent) in the group of entrepreneurs with a level of education from Std. 1 - 6 who have a monthly turnover of R1000 and higher, as against 15 out of 36 (41.7 per cent) in the group with a level of education from Form 1 - 5 and higher.
- The younger age group of 20 - 39 years, which is the most successful, has better educational qualifications than the older group. In the younger group, for example, there are 17 out of a possible 20 (85 per cent) who have qualifications of Std. 5 and higher as against 49 out of a total of 77 (63.6 per cent) in the older group.

Since the younger group possesses better qualifications and, according to Table 4.2, fares better than older persons (though according to Table 4.5 not on the strength of those qualifications), there must be other characteristics present in the younger entrepreneurs which enable them to rise above their older counterparts. This aspect should be examined in further research.

4.6 HYPOTHESIS: THE EXTENT OF CULTURAL CONTACT HAS AN EFFECT ON THE ENTREPRENEUR'S SUCCESS

To test this hypothesis three aspects of communication, namely the reading of newspapers, listening to the radio and contact between the entrepreneur and his relations in the cities were correlated with the entrepreneurs' average monthly turnover.

Bantu, possess corresponding qualifications. The high percentage of entrepreneurs who have had no previous business experience, viz 40.8 per cent is striking. Of this group, 29 (72.5 per cent) possess Std. 5 or higher qualifications. Of the 58 entrepreneurs with previous business experience, 40 (69 per cent) possess such qualifications. The group with no previous business experience is therefore generally better qualified (see par. 2.8).

2.11 APPRAISAL OF THE ENTERPRISE BY THE ENTREPRENEUR

A group of 85 (86.7 per cent) indicated that they are satisfied with their enterprises. Only 12 (12.2 per cent) were not satisfied. One could not decide. In answer to a question whether they make a good living out of the enterprises, 73 (74.5 per cent) answered positively, 15 (15.3 per cent) negatively and 10 (10.2 per cent) could not give any indication.

Of the 12 who did not feel satisfied with their enterprise, 6 indicated that they would rather start a general dealer's business, 2 preferred a café and 2 others opted for a milk depot and shoemaker's business respectively. As reasons for this consideration, 7 mentioned financial gain as a reason, one felt that there was need of such a business, one showed an interest in the specific field and one was of the opinion that he had the necessary experience in that direction.

2.12 COMMUNICATION WITH THE ENTREPRENEUR

2.12.1 Reading of newspapers

(a) The frequency with which the entrepreneur reads newspapers

The frequency with which the entrepreneur reads newspapers is indicated in Table 2.15.

TABLE 2.15
THE FREQUENCY WITH WHICH ENTREPRENEURS READ NEWSPAPERS

Number of times	Male	Female	Total	
			N	%
Every day	14	5	19	19.4
Several days a week	20	3	23	23.5
Once a week	22	4	26	26.5
Less than once a week	5	-	5	5.1
Not at all	20	5	25	25.5
Total	81	17	98	100.0
%	82.6	17.4		100.0

From Table 2.15 it is especially worthy of note that approximately a quarter of the entrepreneurs do not read a newspaper at all, while about a fifth read a newspaper every day.

(b) The newspaper most frequently read by the entrepreneurs

An analysis of the types of newspapers read by the entrepreneurs follows in Table 2.16.

It appears from Table 2.16 that the newspaper which is read the most, namely by 15 (20.6 per cent) of the entrepreneurs, is the "World", an English newspaper which writes on matters pertaining to the Bantu only. English newspapers are read by 44 (60.3 per cent) of the entrepreneurs, while English newspapers writing on matters pertaining to the Bantu only are read by 18 (24.7 per cent) of the entrepreneurs. Afrikaans newspapers are read by only 2.7 per cent of the entrepreneurs.

TABLE 2.16
NEWSPAPERS MOST FREQUENTLY READ BY THE ENTREPRENEUR

	Male	Female	N	Total %
World (English newspaper writing on matters pertaining to the Bantu)	11	4	15	20.6
Rand Daily Mail	10	3	13	17.8
Star	11	2	13	17.8
Sunday Times	8	1	9	12.3
Other English newspapers	9	-	9	12.3
Other English newspapers writing on matters pertaining to the Bantu	3	-	3	4.1
Afrikaans newspapers	2	-	2	2.7
Unspecified	7	2	9	12.3
Total	61	12	73	99.9
%	83.6	16.4		100.0

(c) Newspaper articles which entrepreneurs like to read the most

An indication of the newspaper articles which the entrepreneurs like to read the most is given in Table 2.17.

TABLE 2.17
NEWSPAPER ARTICLES WHICH ENTREPRENEURS LIKE TO READ THE MOST

	Male	Female	N	Total %
Overseas news	3	-	3	4.1
Local news	17	3	20	27.4
Social news	2	-	2	2.7
Business news	21	7	28	38.4
Sport	12	-	12	16.4
Advertisements	6	2	8	11.0
Total	61	12	73	100.0
%	83.6	16.4		100.0

It appears from Table 2.17 that "business news" is preferred by most of the entrepreneurs, viz 28 (38.4 per cent). It appeared during the survey, however, that the entrepreneur does not really understand what is meant by this concept and this response must consequently be regarded as being of a dubious nature. Local news is read by 20 (27.4 per cent) of the entrepreneurs and sport and advertisements are read by 12 (16.4 per cent) and 8 (11.0 per cent) of the respondents respectively.

2.12.2 Listening to the radio

(a) How often the entrepreneur listens to the radio

An analysis of the regularity with which entrepreneurs listen to the radio is given in Table 2.18.

TABLE 2.18
HOW OFTEN ENTREPRENEURS LISTEN TO THE RADIO

	Male	Female	N	Total %
Every day	55	8	63	64.3
Two or three days a week	12	6	18	18.4
One day a week	4	-	4	4.1
Less than one day a week	2	-	2	2.0
Never	4	2	6	6.1
Unspecified	4	1	5	5.1
Total	81	17	98	100.0
%	82.6	17.4		100.0

were not available.

TABLE 4.3
EXPERIENCE OF ENTREPRENEURS IN WHITE AREA, ACCORDING TO AVERAGE MONTHLY TURNOVER

Experience	Number of entrepreneurs according to turnover in rands			N	Total %
	R 0-999	R 1000-1999	R 2000+		
Experience	45	11	14	70	76.1
No experience	15	3	4	22	23.9
Total	60	14	18	92	100.0
%	65.2	15.2	19.6		100.0

$$X^2 = 0.1145; p > 10\%$$

According to the X^2 value obtained, the hypothesis cannot be accepted. No significant difference between the success of the group with experience and that of the group without experience in a White area could be shown. It thus appears that experience in a White area does not play a decisive part in the success achieved by the entrepreneur. The length of the questionnaire prevented the following important aspects from being considered in this question:

- What type of work did the entrepreneur previously do in a White area,
- did he work in an urban area or in one far removed from such an area, and
- was his stay in a White area an uninterrupted one?

The above-mentioned aspects should receive attention in further research.

4.4

HYPOTHESIS: PREVIOUS BUSINESS EXPERIENCE IS ESSENTIAL FOR THE ENTREPRENEUR'S SUCCESS

In Table 4.4, the entrepreneurs' previous business experience is correlated with their average monthly turnover. Full information on 6 of the entrepreneurs was not available.

TABLE 4.4
PREVIOUS BUSINESS EXPERIENCE OF THE ENTREPRENEURS, ACCORDING TO MONTHLY TURNOVER

Experience	Number of entrepreneurs according to turnover in rands			N	Total %
	R 0-999	R 1000-1999	R 2000+		
No experience	27	5	4	36	39.1
Experience with White	24	6	10	40	43.5
Experience with Bantu	9	3	4	16	17.4
Total	60	14	18	92	100.0
%	65.2	15.2	19.6		100.0

$$X^2 = 3.2268; p > 10\%$$

The X^2 value obtained points to a rejection of the hypothesis. It has therefore been found that previous business experience is not essential for the success of the entrepreneur. It must be noted, however, that the type of business experience was not taken into consideration. No distinction is consequently made between the stan-



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It is striking to note from Tables 2.15 and 2.18 that the radio meets with greater approval than the newspaper as a means of communication. There are, for example, 25 (25.5 per cent) of the entrepreneurs who never read a newspaper as against only 6 (6.1 per cent) who never listen to the radio. Furthermore, two-thirds of the entrepreneurs (64.3 per cent) listen to the radio daily, while only one-fifth (19.4 per cent) read a newspaper daily.

(b) The radio programme which the entrepreneurs prefer

An analysis of the radio programmes preferred by the entrepreneurs follows in Table 2.19.

TABLE 2.19
RADIO PROGRAMME WHICH THE ENTREPRENEUR PREFERS

	Male	Female	N	Total %
Music	9	1	10	10.7
Stories	10	2	12	13.0
News	42	8	50	54.4
Educational	3	1	4	4.4
Church service	3	1	4	4.4
Like all programmes	4	-	4	4.4
Unspecified	6	2	8	8.7
Total	77	15	92	100.0
%	83.7	16.3		100.0

It appears from Table 2.19 that most of the entrepreneurs prefer the news programme, viz 50 (54.4 per cent). Other programmes which are reasonably popular are those in which stories and music are presented and which are listened to by 12 (13.0 per cent) and 10 (10.7 per cent) of the entrepreneurs respectively.

(c) The radio station to which the entrepreneurs listen the most

An analysis of the radio stations to which the entrepreneurs listen the most, follows in Table 2.20.

TABLE 2.20
THE RADIO STATION TO WHICH THE ENTREPRENEURS LISTEN THE MOST

	Male	Female	N	Total %
Radio Bantu	52	11	63	68.5
English programme	5	-	5	5.4
Afrikaans programme	7	1	8	8.7
Springbok Radio	1	2	3	3.3
L.M.	2	-	2	2.2
No specific preference	2	-	2	2.2
Unspecified	8	1	9	9.8
Total	77	15	92	100.1
%	83.7	16.3		100.0

It is striking to note from Table 2.20 that more than half of the entrepreneurs, viz 63 (68.5 per cent) prefer "Radio Bantu" to other radio stations. It is also worthy of note that 8 of the entrepreneurs (8.7 per cent) prefer the "Afrikaans programme". This programme is therefore more popular than the Afrikaans newspaper, which is read by only 2 entrepreneurs.

2.12.3 Contact with relations who work in the city

In Tables 2.21 and 2.22, the number of entrepreneurs who have relations in the city and the degree of contact which exists between them, are indicated. It was explained

to the entrepreneur that by "relations", members of the family to whom he belongs, are understood, e.g. one of his children or a brother or sister. As far as the concept "cities" is concerned, the entrepreneurs were told that these are the larger centres, such as Pretoria, Johannesburg and neighbouring Rand towns, Klerksdorp, Kimberley and Bloemfontein.

TABLE 2.21
ENTREPRENEURS WHOSE RELATIONS WORK IN THE CITIES

Number	Male	Female	N	Total %
Have relations working in cities	72	10	82	83.7
Have no relations working in cities	9	7	16	16.3
Total	81	17	98	100.0
%	82.6	17.4		100.0

TABLE 2.22
THE FREQUENCY WITH WHICH THE ENTREPRENEUR COMES INTO CONTACT WITH HIS RELATIONS IN THE CITY

Number of times	Male	Female	N	Total %
Never	2	1	3	3.1
Once a week	9	1	10	10.2
Once a month	26	6	32	32.6
Once a year	35	2	37	37.8
Not applicable	9	7	16	16.3
Total	81	17	98	100.0
%	82.6	17.4		100.0

It appears from Table 2.22 that most of the entrepreneurs come into regular contact with their relations in the city (i.e. once a week or once a month). Of the 82 entrepreneurs with relations in the city, there are 42 (51.2 per cent) who see their relations in the cities regularly, as against 37 (45.1 per cent) who see them once a year.

From interviews with the entrepreneurs, it appeared that the relations, especially, pay the visits.

3. THE ENTERPRISE

3.1 TYPE OF ENTERPRISE

The various types of enterprises which were found are indicated in Table 3.1, while the types of enterprises which the entrepreneurs owned previously, are indicated in Table 3.2.

TABLE 4.1
ETHNIC GROUP OF ENTREPRENEUR, ACCORDING TO MONTHLY TURNOVER

Ethnic group	Number of entrepreneurs according to turnover in rands			Total	
	R 0-999	R 1000-1999	R 2000+	N	%
Tswana	44	8	9	61	66.3
Non-Tswana	16	6	9	31	33.7
Total	60	14	18	92	100.0
%	65.2	15.2	19.6		100.0

$$\chi^2 = 3.995; p > 10\%$$

It is a striking fact that non-Tswanas represent 33.7 per cent of the entrepreneurs. It also appears that they are the more successful entrepreneurs, since 9 out of 31 (29 per cent) have a turnover of more than R2000 per year, as against 9 out of 61 (14.8 per cent) of the Tswanas.

The χ^2 value obtained indicates, however, that this difference between the turnover of the Tswana entrepreneurs and that of the non-Tswanas is not significant. For the purposes of this pilot study, the hypothesis is therefore not maintained and it has therefore been found that there is no significant difference between the success of the outsider (non-Tswana) and that of the Tswana.

4.2

HYPOTHESIS: AGE PLAYS A PART IN THE SUCCESS OF THE ENTREPRENEUR

To test this hypothesis the average monthly turnover of the age groups 20-39 years, 40 - 59 years and 60 years and older were compared with each other. The data appear in Table 4.2. Full data could not be obtained from 7 entrepreneurs.

TABLE 4.2
AGE OF THE ENTREPRENEURS ACCORDING TO AVERAGE MONTHLY TURNOVER

Age	Number of entrepreneurs according to turnover in rands			Total	
	R 0-999	R 1000-1999	R 2000+	N	%
20 - 39 years	7	7	6	20	22.0
40 - 59 years	38	5	10	53	58.2
60 years and older	15	1	2	18	19.8
Total	60	13	18	91	100.0
%	65.9	14.3	19.8		100.0

$$\chi^2 = 13.5988; p < 1\%$$

The χ^2 value obtained points to the fact that the hypothesis cannot be rejected. It has therefore been found that the younger group of 20 - 39 years is more successful than the group older than 39 years. There are, for example, 13 out of a possible 20 (65 per cent) entrepreneurs in the age group younger than 39 years whose turnover is R1000 per month and higher, as against 18 out of a total of 71 (25.4 per cent) in the older group.

4.3

HYPOTHESIS: GENERAL JOB EXPERIENCE IN WHITE AREA CONTRIBUTES TOWARDS ENTREPRENEUR'S SUCCESS

In Table 4.3, the number of years worked by the entrepreneur in the area is correlated with his monthly turnover. The data of 6 entrepreneurs

appears from the tables that the entrepreneurs' monthly turnover shows a tendency but it is uncertain whether this means that there is actual progress.

TABLE 3.11
AVERAGE MONTHLY TURNOVER ACCORDING TO SEX OF ENTREPRENEURS

Turnover in rands	Male	Female	N	Total %
Under 100	7	3	10	10.2
100-499	26	7	33	33.7
500-999	14	3	17	17.3
1000-14999	4	-	4	4.1
1500-1999	8	2	10	10.2
2000-2499	3	-	3	3.1
2500-2999	1	-	1	1.0
3000 +	13	1	14	14.3
Unspecified	5	1	6	6.1
Total	81	17	98	100.0
%	82.6	17.4		100.0

The median turnover for 1967 is R588. This compares very well with the position 6 months to 1 year after the enterprise was started, when the median turnover was R277.

4. TESTING OF HYPOTHESES

Hypotheses, based on certain factors which may play a part in the success which the entrepreneur can possibly achieve, were stated in paragraph 1.3.2. The validity of the hypotheses was afterwards determined by means of the chi-square test. If differences obtained on the 10 per cent probability level are significant, the hypothesis was accepted. In the discussion of the findings which follows, it must be borne in mind that the primary aim of the pilot study is the description of certain aspects with regard to the Bantu entrepreneurs. The following deficiencies, which make effective conclusions impossible, also exist:

- (a) The survey is small for the purposes of statistical analysis, viz 98 entrepreneurs;
- (b) of the information available, the average monthly turnover of 1967 was regarded as the best criterion for "success" and was also used in the testing of the hypotheses. The correctness of the figures could not, however, be controlled;
- (c) the geographical situation of the enterprise could not be taken into account. The spending-power of the population in areas which are situated close to economic points of growth, is much higher than in areas distant from such points.

Where it is consequently found that there is an indication that some of these factors may play a part in the success of the entrepreneur, such findings must only be regarded as directives for further research at this stage.

4.1 HYPOTHESIS: THERE IS A DIFFERENCE BETWEEN THE SUCCESS OF THE OUTSIDER (NON-TSWANA) AND THE SUCCESS OF THE TSWANA

To test this hypothesis the average monthly turnover of the Tswana entrepreneurs was compared with that of the non-Tswanas. These data are supplied in Table 4.1. The turnover of 6 entrepreneurs (5 Tswana and 1 non-Tswana) was unknown.

TABLE 3.10
PRESENT MONTHLY TURNOVER, ACCORDING TO TYPE OF ENTERPRISE

Type of enterprise	Number of enterprises, according to monthly turnover in rands								Unspeci- fied	Total number of enterprises
	Less than 100	100- 499	500- 999	1000- 1499	1500- 1999	2000- 2499	2500- 2999	3000- +		
General dealer's busi- ness	6	16	11	2	5	2	1	8	5	56
Café/Restaurant/ Eating-house	-	7	2	1	3	-	-	1	-	14
Butchery	1	3	2	-	2	-	-	-	-	8
Bicycle shop	-	-	1	-	-	-	-	-	-	1
Coal trading business	-	1	1	-	-	-	-	-	-	22
Shoemaking	1	1	-	-	-	-	-	-	-	2
Undertaker's business	1	-	-	-	-	-	-	-	-	1
Brick-works	-	1	-	-	-	1	-	-	1	3
Cartage contractor's business	-	1	-	-	-	-	-	-	-	1
Beer-hall/Bottle store	-	-	-	-	-	-	-	3	-	3
Garage	-	2	-	-	-	-	-	-	-	2
Cane furniture factory	-	-	-	-	-	-	-	1	-	1
Tailoring	-	1	-	-	-	-	-	-	-	1
Hairdressing	1	-	-	-	-	-	-	-	-	1
Bus service	-	-	-	-	-	-	-	1	-	1
Building contractor's business	-	-	-	1	-	-	-	-	-	1
Total	10	33	17	4	10	3	1	14	6	98
%	10.2	33.7	17.3	4.1	10.2	3.1	1.0	14.3	6.1	100.0

TABLE 3.1
TYPE OF ENTERPRISE WHICH ENTREPRENEURS OWN

Type of enterprise	Male	Female	N	Total %
1. General dealer's busi- ness	46	10	56	57.1
2. Café/Restaurant/ Eating- house	8	6	14	14.3
3. Butchery	7	1	8	8.2
4. Brick-works	3	-	3	3.1
5. Beer-hall/Bottle store	3	-	3	3.1
6. Coal trading business	2	-	2	2.0
7. Shoemaking	2	-	2	2.0
8. Garage	2	-	2	2.0
9. Cane furniture factory	1	-	1	1.0
10. Undertaker's business	1	-	1	1.0
11. Bicycle shop	1	-	1	1.0
12. Building contractor's business	1	-	1	1.0
13. Tailoring	1	-	1	1.0
14. Hairdressing	1	-	1	1.0
15. Bus service	1	-	1	1.0
16. Cartage contractor's business	1	-	1	1.0
Total	81	17	98	99.8
%	82.6	17.4		100.0

From this table it appears that the entrepreneurs concentrate on trading.

TABLE 3.2
PREVIOUS ENTERPRISES OWNED BY THE ENTREPRENEUR

Type of enterprise	Male	Female	N	Total %
1. General dealer's busi- ness	11	2	13	13.3
2. Café/Restaurant/ Eating-house	2	-	2	2.0
3. Butchery	2	-	2	2.0
4. Milk depot	1	-	1	1.0
5. Bicycle shop	1	-	1	1.0
6. Coal trading business	2	-	2	2.0
7. Shoemaking	1	-	1	1.0
8. Cane furniture factory	1	-	1	1.0
9. Taxi service	3	-	3	3.1
10. Brick-works	1	-	1	1.0
11. Cartage contractor's business	1	-	1	1.0
12. Dry cleaner	1	-	1	1.0
13. Livestock trading business	1	-	1	1.0
14. Tailoring	1	1	2	2.0
15. Hawking	4	1	5	5.1
16. No previous businesses	48	13	61	62.2
Total	81	17	98	99.7
%	82.6	17.4		100.0

It appears from the table that most of the entrepreneurs, viz 61 (62.2 per cent) did not own businesses previously. It also striking to note that 13 entrepreneurs previously owned general dealers' businesses.

3.2 PERIOD DURING WHICH ENTERPRISES HAVE BEEN IN POSSESSION OF OWNERS

In Table 3.3, the period during which the businesses have been in possession of the owners, is indicated.

TABLE 3.3
PERIOD DURING WHICH PRESENT ENTERPRISES HAVE BEEN IN
POSSESSION OF OWNERS

Period of possession	Male	Female	N	Total %
Less than a year	6	1	7	7.1
1 - 5 years	45	8	53	54.1
6 - 10 years	9	2	11	11.2
11 - 15 years	7	2	9	9.2
16 - 20 years	8	3	11	11.2
21 - 25 years	1	-	1	1.0
26 - 30 years	5	1	6	6.1
Total	81	17	98	99.9
%	82.6	17.4		100.0

According to Table 3.3, 61.2 per cent of the businesses have been in the possession of the previous owner for less than 6 years. This points to the development of trade controlled by the Bantu, something which has increased to a great extent during the past few years.

3.3 REASONS WHY THE ENTERPRISE WAS STARTED

The entrepreneurs were asked to give reasons why they started the specific business. Apart from the financial gain, which was stated as a general reason, other reasons were also given by the entrepreneurs. An analysis of these reasons follows in Table 3.4.

TABLE 3.4
REASONS WHY THE ENTREPRENEUR STARTED THE SPECIFIC
TYPE OF ENTERPRISE

Reason	Male	Female	N	Total %
1. Previous experience in this field	22	-	22	22.5
2. Interest	11	4	15	15.3
3. Wished to satisfy an existing need (rendering a service)	16	4	20	20.4
4. Only type of enterprise which could be started	13	4	17	17.4
5. Gift	2	-	2	2.0
6. Financial gain only reason mentioned	17	5	22	22.4
Total	81	17	98	100.0
%	82.6	17.4		100.0

The reason of 17 (17.4 per cent) of the entrepreneurs is especially interesting, viz that this was the only business which they could acquire.

3.4 ACQUISITION OF CAPITAL

An analysis of the sources from which the entrepreneur obtained capital for his business, appears in Table 3.5.

TABLE 3.9
MONTHLY TURNOVER OF THE ENTERPRISE, 6 MONTHS TO 1 YEAR AFTER COMMENCEMENT,
ACCORDING TO TYPE OF ENTERPRISE

Type of enterprise	Number of enterprises, according to monthly turnover in rands										Unspeci- fied	Total number of enterprises
	Less than 100	100- 499	500- 999	1000- 1499	1500- 1999	2000- 2499	2500- 2999	3000 +				
General dealer's business	8	16	9	5	-	2	-	3	13	56		
Café/Restaurant/Eating-house	2	7	2	1	-	-	-	-	2	14		
Butchery	1	5	1	-	-	-	-	-	1	8		
Bicycle shop	-	-	-	-	-	-	-	-	1	1		
Coal trading business	-	2	-	-	-	-	-	-	-	2		
Shoemaking	1	1	-	-	-	-	-	-	-	2		
Undertaker's business	1	-	-	-	-	-	-	-	-	1		
Brick-works	1	-	1	-	-	-	-	-	1	3		
Cartage contractor's business	-	-	-	-	-	-	-	-	-	1		
Beer-hall/Bottle store	-	-	-	-	1	-	-	-	2	3		
Garage	-	-	-	-	-	-	-	-	2	2		
Cane furniture	-	-	-	1	-	-	-	-	-	1		
factory	-	-	-	-	-	-	-	-	-	-		
Building contractor's business	-	-	-	1	-	-	-	-	-	1		
Tailoring	-	-	-	-	-	-	-	-	1	1		
Hairdressing	1	-	-	-	-	-	-	-	-	1		
Bus service	-	-	-	-	-	-	-	-	1	1		
Total	15	31	13	8	1	2	-	3	25	98		
%	15.3	31.6	13.3	8.2	1.0	2.0	-	3.1	25.5	100.0		

TABLE 3.8
VALUE OF PRESENT STOCK AND EQUIPMENT, ACCORDING TO TYPE OF ENTERPRISE

Type of enterprise	Number of entrepreneurs according to value of stock in rands								Unspecified	Total number of enterprises
	Less than 100	100-499	500-999	1000-1499	1500-1999	2000-2499	2500-2999	3000 +		
General dealer's business	2	14	11	4	3	1	-	16	5	56
Cafe/Restaurant/ Eating-house	-	7	5	1	-	-	-	1	-	14
Butchery	3	1	-	-	-	-	-	-	4	8
Bicycle shop	-	-	-	-	-	-	-	1	-	1
Coal trading business	-	-	1	-	-	-	-	-	1	2
Shoemaker	1	-	-	-	-	-	-	1	1	2
Undertaker's business	-	-	-	-	-	-	-	1	-	1
Brick-works	-	1	-	-	-	-	-	-	2	3
Cartage contractor's business	-	-	-	-	-	-	-	-	1	1
Beer-hall/Bottle store	-	-	-	-	-	-	-	2	1	3
Garage	-	2	-	-	-	-	-	-	-	2
Cane furniture factory	-	-	-	-	-	-	-	1	-	1
Building contractor's business	-	-	-	1	-	-	-	-	-	1
Tailoring	-	-	-	-	1	-	-	-	-	1
Hairdressing	-	1	-	-	-	-	-	-	-	1
Bus service	-	-	-	-	-	-	-	-	1	1
Total	6	26	17	6	4	1	-	22	16	98
%	6.1	26.5	17.4	6.1	4.1	1.0	-	22.5	16.3	100.0

TABLE 3.5
SOURCES OF CAPITAL USED BY ENTREPRENEUR

Source	Male	Female	Total N	Total %
Own funds	57	11	68	69.4
Family	6	2	8	8.2
Bank	1	-	1	1.0
Bantu Investment Corporation	16	2	18	18.4
Other	1	2	3	3.0
Total	81	17	98	100.0
%	82.6	17.4		100.0

It appears from the table that own funds are the most important source of financing the enterprises. This response occurs in 69.4 per cent of the cases. The Bantu Investment Corporation served as a financial source in 18.4 per cent of the cases.

3.5 BUSINESS PRACTICE

3.5.1 Book-keeping

The entrepreneurs were asked if they keep an account of their business transactions. It appeared, however, that in most cases, daily sales are merely written down in an exercise book. Only the larger enterprises, and those which received financial assistance from the Bantu Investment Corporation, made use of a book-keeping system.

3.5.2 Calculation of selling price

Half of a group of 70 traders (general dealers and café owners) indicated that they calculate their selling price on the advice of the wholesalers. A group of 13 (18.6 per cent) fix their selling price after they have first compared the local selling price of the same articles. Business guides for the fixing of selling prices, provided by certain organisations, are consulted by 14 (20 per cent) of the entrepreneurs. A group of 8 (11.4 per cent) bases its calculation on a fixed percentage markup.

3.5.3 Buying of stock

The entrepreneurs gave various reasons for the buying of stock at specific places. The most important reason of each entrepreneur is contained in Table 3.6.

TABLE 3.6
REASONS WHY STOCK IS BOUGHT AT CERTAIN PLACES

Reasons	Male	Female	Total N	Total %
Cheaper	40	8	48	49.0
Tradition	9	4	13	13.3
Better quality	3	-	3	3.1
Granting of credit	7	3	10	10.2
Discount for cash	4	1	5	5.1
Discount for large purchases	1	-	1	1.0
Closer situation	17	1	18	18.3
Total	81	17	98	100.0
%	82.6	17.4		100.0

It is clear from the table that there is a considerable group, viz 48 (49 per cent) of entrepreneurs who realise the advantages of buying at the most economical prices, by means of comparison of prices.

3.5.4 Value of stock

Attempts were made to determine the value of stock, not only as far as general

dealers are concerned, but also in respect of all enterprises where stock is kept. The value of the initial stock, i.e. the stock which was in the enterprise after it had been functioning for 6 months to 1 year, was first determined, followed by a fixing of the present value.

It is possible to criticise this method of determination, because in the cases where the stock was not recorded, the entrepreneur's estimate had to be accepted. Answers to the question were invariably supplied without hesitation, however, and the field workers found that the amount with which the entrepreneur started the business, remained fixed in his mind. Many entrepreneurs were also able to supply the figures in connection with their latest stock-taking. These were then used as a basis.

An analysis of the initial and present values of stock appears in Tables 3.7 and 3.8 respectively. The entrepreneurs who were not able to supply a reasonable answer were indicated as unspecified. This group represents approximately a quarter (25.5 per cent) of the total number of entrepreneurs.

The presence of an unspecified group in both Tables 3.7 and 3.8 makes accurate comparisons impossible. It is worthy of note, however, that the number of entrepreneurs who started with stock worth R3000 or more has grown from 6 to 22 at the present time. At the same time, the number of entrepreneurs who started with less than R1000's worth of stock has fallen from 58 to the 49 who now have less than this figure. According to Table 3.3, 72.4 per cent of the entrepreneurs have had their businesses for a period of ten years or less. The value of money has decreased considerably in the past decade and it is consequently very difficult to deduce from the growth which is apparent in Tables 3.7 and 3.8 whether there has been actual progress, in the sense that profits which have been made, have been ploughed back into the enterprises.

3.6

TURNOVER OF THE ENTERPRISE

To obtain an indication of the progressiveness of the entrepreneurs, an attempt was made to establish the entrepreneur's monthly turnover 6 months to a year after his starting the enterprise and then to compare it with the present monthly turnover. Tables 3.9 and 3.10 refer to these turnovers, while the average monthly turnover for 1967 is analysed in Table 3.11.

TABLE 3.7
VALUE OF INITIAL STOCK AND EQUIPMENT, ACCORDING TO TYPE OF ENTERPRISE

Type of enterprise	Number of entrepreneurs according to value of initial stock in rands										Total number of enterprises
	Less than 100	100-499	500-999	1000-1499	1500-1999	2000-2499	2500-2999	3000 +	Unspecified		
General dealer's business	7	18	11	2	3	2	-	4	9		56
Café/Restaurant/Eating-house	-	10	3	-	-	-	-	1	-		14
Butchery	2	1	-	-	-	-	-	-	5		8
Bicycle shop	-	-	-	-	-	-	-	-	1		1
Coal trading business	-	-	-	-	-	-	-	-	2		2
Shoemaking	1	-	-	-	-	-	-	-	1		2
Undertaker's business	-	-	-	1	-	-	-	-	-		1
Brick-works	-	1	-	-	-	-	-	-	2		3
Cartage contractor's business	-	-	-	-	-	-	-	-	1		1
Beer-hall/Bottle store	-	-	-	-	-	-	-	1	2		3
Garage	-	1	-	-	-	-	-	-	1		2
Cane furniture factory	1	-	-	-	-	-	-	-	-		1
Building contractor's business	-	1	-	-	-	-	-	-	-		1
Tailoring	-	-	-	-	1	-	-	-	-		1
Hairdressing	-	1	-	-	-	-	-	-	-		1
Bus service	-	-	-	-	-	-	-	-	1		1
Total	11	33	14	3	4	2	-	6	25		98
%	11.2	33.7	14.3	3.1	4.1	2.0	-	6.1	25.5		100.0