

Small business comes to new DStv channel weekend block, SME Zone

The dedicated block, launching on DStv channel 412, is an extension of Times Media's finance and news channel, Business Day TV. It follows the success of programmes like *The Big Small Business Show*, now in its fourth year.

The SME Zone will feature step-by-step guides on how to identify, start and grow a successful business; educational modules such as The Small Business MBA; real-life mentoring sessions with experts; and tips and inspiration from some of SA's top entrepreneurs.



The templates and business models are crucial for local viewers as creator and executive producer of the SME Zone Semeyi Zake confirms nine out of 10 small businesses fail within the first three years.

Shows in the SME Zone line-up include: *Jumpstart* (self-help jobs you can start with R500 or less); *Biz Guide 101* (a blueprint for running 25 popular businesses); *Pimp my Bizz* (revamping a faltering enterprise); *Pitch & Polish* (a nationwide search for the best ideas); and *SME Funding*.

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