

# Great 4 Business: Our story

Issued by [Great 4 Business](#)

18 Dec 2023

## G4B: Navigating the entrepreneurial sky

Embarking on the entrepreneurial journey is often likened to jumping out of an airplane without a parachute. As Robert T. Kiyosaki and Sharon Lechter aptly put it in "Rich Dad, Poor Dad," entrepreneurs find themselves freefalling, building a parachute in mid-air and hoping it opens before hitting the ground. The analogy perfectly captures the thrill, uncertainty, and challenges that come with starting a business.



## The entrepreneurial adventure

Entrepreneurship is an exhilarating adventure, a daily test of resilience and innovation. It demands constant creativity and a readiness to tackle unforeseen challenges. Yet, the reality is that the business landscape is becoming increasingly intricate, presenting obstacles that can be overwhelming.

In response to these challenges, G4B emerges as a beacon of support for Small, Medium-sized Enterprises (SMEs) and startups. Our digital e-commerce platform is a game-changer, meticulously crafted to handle the intricate details, allowing entrepreneurs to concentrate on their core business strategies.

## G4B: Empowering SMEs

At the heart of G4B's philosophy is the concept of "Business Made Simple" for SMEs. We firmly believe in providing SMEs with the attention and services they deserve, comparable to larger corporate entities. Our mission is to level the playing field, offering comprehensive solutions tailored to the unique needs of SMEs.

G4B doesn't just stop at simplifying complexities; it's driven by a social mission to contribute to job creation. Through partnerships that allow reselling of products and solutions, G4B aims to stimulate economic growth and empower entrepreneurs to thrive.

## The genesis of G4B

The inception of G4B was inspired by the challenges highlighted in an article by NSBC Founder, Mike Anderson. With a vision to simplify the intricate world of business for SMEs, G4B was born out of extensive research, knowledge, and an unwavering commitment to addressing the needs of entrepreneurs.

One of the pivotal challenges addressed by G4B was the issue of SMEs grappling with multiple suppliers, resulting in overpriced and poorly integrated products and services. G4B overcame this by developing a unified e-commerce platform that streamlines products, services, and training into tailored packages, simplifying the procurement process for SMEs.

### **Business made simple: G4B's commitment**

What sets G4B apart is its focus on serving the unique needs of SMEs in South Africa. Beyond traditional e-commerce platforms, G4B offers a comprehensive solution that includes products, services, and training tailored for every type of business, all in one place. Furthermore, the commitment to addressing unemployment by enabling business growth and job creation establishes G4B as socially responsible entrepreneurs.

The G4B leadership is dedicated to fostering the growth and empowerment of SMEs, backed by a combined 25 years of extensive ICT experience in the Enterprise sector, specifically dealing with major corporations.

### **G4B's 8 pillars**

G4B stands on eight pillars, each designed to cater to different facets of SMEs:

1. **Groom 4 Business - Empower SMEs with tailored learning:** The G4B Learning Academy offers customised courses to equip SMEs with practical skills for success.
2. **Goodies 4 Business - Affordable custom hardware solutions:** Access affordable, customised hardware packages to meet diverse business needs.
3. **Growth for Business - Digital solutions simplified:** Streamline digital needs with cutting-edge cyber technology, cloud solutions, and backup services.
4. **Go Finance - Funding for business growth:** Secure fast and efficient funding with flexible payment plans, empowering SMEs to fuel their growth.
5. **Green 4 Business - Reliable alternative power solutions:** Ensure uninterrupted operations with reliable and affordable energy solutions.
6. **GPS – Voice and data - VOIP solutions:** Including building hosting PABX solutions or contact centers for Small Business. Misim - Data Bundles & Data don't expire.
7. **COMING SOON - Get a Business – G4B resellers:** Become a G4B ambassador and resell our products, contributing to our mission of tackling unemployment.
8. **Get On Board – E-commerce partners:** Join G4B's mission to simplify the SME journey.

### **Join the G4B Community**

At G4B, we believe in the potential greatness of every small business. With a team of seasoned experts, we've harnessed the power of innovation and dedication to create a platform that nurtures business growth. When you join G4B, you become part of a community that believes in your vision and supports your aspirations. Here's to simplifying your SME journey with G4B!

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**Great 4 Business**

G4B is like a digital fairy godmother, swooping in to help SMMEs with all their ecommerce needs!

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