

New GroFin website offers formula for successful SMEs

Issued by [icandi CQ](#)

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Businesses are a lot like people. When you spend a lot of time, energy and money reworking your personal or professional strategy, you often need to go out and get a new wardrobe or website to match your new outlook. That's why when GroFin - the leading pan-African financier and advisor for SMEs - appointed icandi COMMUNICATIONS to develop a new brand strategy; it also set about creating marketing material that included a new website that would represent the client proposition that informs every aspect of its business - SUCCESS.



As a value-adding SME financier, GroFin believes that finance + expertise = success. That is why GroFin combines financial assistance ranging from US\$50 000 to \$1.5 million with specialised support for the duration of the relationship, increasing the ability of entrepreneurs to succeed in building sustainable SMEs in the long term. icandi COMMUNICATIONS succeeded in developing a website that reflects this belief, offering essential information that will assist entrepreneurs to make more informed decisions about their businesses going forward.

"Knowledge sharing is key to the growth of any SME. We are very proud of the new GroFin website. The website enables entrepreneurs to keep informed on the latest developments in the SME sector, be it through our clients' personal success stories or our regular newsletter, which offers tips and troubleshooting for the greater SME sector. And if prospective clients read through our value-added service offering and want to apply for a loan with us, they can do it online. It really is a one-stop SME shop that offers more than finance, just like our business," says Guido Boysen (CEO Africa, GroFin).

If you are an SME and require finance and support to start or grow your business, visit www.grofin.com to find out more about GroFin's unique combination of finance and business support which assists businesses in achieving success.



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