

JANUARY 2021

Access Bank Emerging **Businesses** **Newsletter**

YOUR MONTHLY BUSINESS ADVANTAGE



more than banking

Theme:

“New Year, New Beginnings - Open doors to new markets”

“If opportunity doesn’t knock, build a door.” - Milton Berle



Biz quote of the month:



We overestimate how much we can accomplish in a day,
and we underestimate how much we can do in a year.

- Unknown





Happy New Year!

2021 is finally here, we are grateful we made it and excited to see what the New Year holds. The New Year comes with new opportunities and the chance to start afresh.

According to Plato, the famous Greek philosopher, "the beginning is the most important part of the work."

The New Year marks a new beginning, the perfect time to look back on the past year and set goals for the year ahead. It affords us an opportunity to reflect on the past in order to improve and move forward; and ask ourselves what we did or didn't do, what worked, what didn't work, and what areas we need to improve on. For business owners, embarking on this exercise can help align as well as focus effort and energy.

The ultimate purpose of this reflection is growth. We definitely

want to see by the end of 2021, a positive move from our start position to our end position. What does growth mean for a business owner? Increased profits, increased customer base, business expansion, etc. One sure way of achieving growth in business is Access to New Markets.

Access to New Markets should be a priority for business owners in 2021. A new market may involve selling a product or service in a new region or country, or it may involve targeting a new segment of customers. In essence, it means expansion beyond local proximity.



Beyond doubt, 2020 has taught us that we cannot continue to apply the traditional business approaches if we are serious about growth and expansion. We have transitioned into an age of disruptions of business models. The train to board now is digital. Everything is moving online, and consumer behaviour has boarded this wagon.

Here are a few tips on how to access new markets:



Create a business website

You don't have to be physically present to make sales. Let your website cash out for you while you are asleep.



Be active on Social Media

Don't just post pictures because that's what everyone seems to be doing, create excellent content and close deals.



Leverage e-commerce platforms

Break limitations by opening your business to a new world of wider visibility and convenience.



Keep an ear out for networking opportunities and attend

Networking is not just about meeting people. It's an investment that yields return in the long run.



Customer experience and service must be prioritized

This means not just following best practices like valuing customers' time, having a pleasant attitude, and providing knowledgeable and resourceful resources, but that you also take things a step further to exceed — rather than just meet — expectations.

As Africa's best Bank for SMEs, Access Bank has always got SMEs covered. We don't just tell you what needs to be done, we guide you on how to achieve it.

■ For as little as ₦15,000 we can have your business website all set up and ready to go.

- Want to know how to create good content, make sales and actually receive payments on your social media handle? Access bank in partnership with Facebook will be organising beginner's training sessions on learning how to boost your business on Instagram, WhatsApp and Facebook. Most importantly using our SwiftPay, receive payments online real time. Accepting payment from customers via social media platforms just got easier with SwiftPay. This digital payment solution platform will enable your customers make quick, easy and secure payments on social media platforms (Instagram, Twitter, Facebook, WhatsApp). This will in turn translate to profitability for you as a business owner as well as improve your customer service, saving you the stress of going back and forth with customers and avoiding getting scammed.
- **CENTRAL** is the latest buzz word for e-commerce – Central is a digital platform where you as a merchant can sell your goods and expand your online presence. This in turn exposes you to our over 30 million and counting customers and also increases your revenue. To become a merchant, you can update or download our Access More app to sign on. Exciting!!!
- Our Access Business Clubs are quarterly events solely organized to encourage networking among like-minded businesses.
- Join our capacity building trainings and learn how to be customer centric.



With the new year comes new opportunities that's why we have engaging activities lined up just for you in the month of January;

- Join us for our webinar on the 21st of January where our guest speaker Taiwo Oyedele - Fiscal Policy Partner and West Africa Tax Leader at PwC will discuss the topic "A Checklist for SME's, Financials, Tax and Goals.

- Thinking about taking a business loan in 2021 and don't know how to go about it? Do you have questions such as - What do banks require from me to get a loan? Who can put me through on calculating how much loan I can get based on my cash flow? Do I really need a loan? Etc.

Join our **January Business Clinic** holding on the **26th & 27th** tagged **SCALING UP** and have all your questions answered. You get the opportunity to have a one on one consultation with seasoned consultants

We are looking forward to having you in attendance. You don't want to miss it!!!



The month of February is our month of love and we have exciting activities lined up for you;

- Our Business Clinic is a place where you get to have one-on-one conversation about issues you are facing in your business with business experts who proffer solutions to these problems. Our Clinic for this month is targeted at Youth entrepreneurs.

- Also introducing our Coffee and Conversations series which will be held every Thursday in the month of February with notable gamechangers in their field as our speakers.

You don't want to miss out on many other engaging services we have lined up for you next month. **So be on the lookout!**

Introducing **swiftPay** by access

A payment solution that enables your customers make quick, easy and secure payments on social media platforms such as WhatsApp, Instagram, Facebook and Twitter.

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- Verified by Access Bank to give your business credibility.
- Access to sales report on the swiftPay dashboard
- Get rid of fraudsters trying to impersonate or discredit your business
- Close More sales
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