CLOSE-OUT REPORT

Project Title:

DIGITALISATION PROJECT – ILEMBE BUSINESS DIRECTORY

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Contract No.: VILP/I/049

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Contents

Acronyms and Abbreviations

B2B	Business to Business
B2C	Business to Consumer
B2G	Business to Government
B-BBEE	Broad-Based Black Economic Empowerment
CC	Close Corporation
CIPC	Companies and Intellectual Property Commission
COVID	Coronavirus Disease
CPG	Contract Participation Goals
Ei	Enterprise iLembe
G2B	Government to Business
ICT	Information and Communication Technology
IRM	Installation, Repair and Maintenance
LM	Local Municipality
MS	Microsoft
POPI	Protection of Personal Information
PSC	Project Steering Committee
PTY LTD	Propriety Limited
SARS	South African Revenue Service
SMME	Small, Medium and Micro Enterprises
TOR	Terms of Reference

1   Executive Summary

Businesses within the iLembe region have had to deal with multiple crises over the last few years, from floods to pandemics and social unrest. During these times of crises, the iLembe municipalities had wanted to reach out to these businesses to assess impacts and offer relief but the challenge was that none of the municipalities kept comprehensive and up-to-date information on businesses located within their areas of jurisdiction. Some of the business databases that existed were held only by the organisations that collected the business data and were not widely shared. Other databases were skewed towards micro and informal businesses.

In addition to there being limited government to business communication avenues, the lack of a comprehensive district business database or directory limited the opportunities for local business to business and business to consumer connection. As an example, iLembe, one of the key tourist destinations in South Africa, does not have a directory for tourism accommodation and rather an email requesting this list needed to be sent to Enterprise iLembe to obtain this information. A competitive advantage was potentially lost by information not being readily available to potential tourists.

To address this, the Vuthela Project Management Team approved a new project to build a comprehensive business directory for the iLembe region. The development of this district business directory was expected to have the following benefits :

- Enhance the ability of residents and visitors to find verified local businesses, thus potentially decreasing costs and building the local economy
- Assist local businesses with marketing their products and services at no cost, thus assisting in business growth
- Enable municipalities to make use of the latest information and communication technology to enhance the delivery of government information to local businesses
- Assist in business-to-business networking through information sharing

The project went out to tender in August 2022 and GeoAfrika Technologies was appointed in December 2022 to develop the business directory. The project was executed as per the phases listed in the terms of reference which are as follows :

- Phase 1: Project inception
- Phase 2: Develop data collection plan
- Phase 3: Data collection and verification
- Phase 4: Dissemination and Integration
- Phase 5: Handover and capacity building
- Phase 6: Project close out

The business directory was developed on the Joomla development platform and integrated with the existing Enterprise iLembe website. The system is used to house all the business information collected and to make this available live on the internet. Business within the iLembe region can list their businesses on the directory and members of the public can search for business services using various

criteria including type of service and location. The website address of the business directory is https://directory.enterpriseilembe.co.za.

The information collected and published on the business directory is done in compliance with the POPI act. This includes compliance on harvesting and using information from various sources and having all the necessary consents in place. A privacy policy and a disclaimer are also included on the website.

While all businesses in the iLembe region can list their services on the business directory, the businesses that are registered with CIPC and/or have trading licenses with local municipalities are listed as being verified to ensure consumer confidence.

The business directory website has been set up in a manner to allow ease of administration and maintenance of the data by officials of Enterprise iLembe. These officials have been trained on how to verify business information and publish this on the live business directory. They have also been provided with a user manual to use as a reference guide for future maintenance of the system and data.

To create awareness of the existence of the business directory in order to get as many businesses as possible to list their services, the project team undertook an extensive marketing campaign using digital and print media. The marketing campaign included the following :

- Posts on the social media of Enterprise iLembe and the local municipalities using the platforms they had available including Facebook, LinkedIn, Twitter, Instagram and WhatsApp groups
- Banner advertisements on the corporate websites of Enterprise iLembe and the municipalities
- Email signatures on emails sent out by Enterprise iLembe and the local municipalities
- Google banner advertisements with search engine optimisation
- Emails sent to businesses listed on existing business databases
- Articles and adverts in local newspapers and newsletters including the North Coast Courier, Stanger Weekly, Dolphin Coast Mail and Vuthela Spark
- Flyers distributed in the main commercial and industrial areas of iLembe

The business directory website was launched on the 19th April 2023 and, following the marketing campaign, had 68 businesses listed as at the end of June 2023. The system is live and hosted on the internet and the number of businesses should increase over time through organic growth and continued marketing by Enterprise iLembe and the local municipalities.

2   INTRODUCTION AND BACKGROUND

This report is the close-out report for the contract VILP/I/049 : Digitalisation Project – iLembe Business Directory that was put out to tender by Vuthela iLembe LED Programme and executed by GeoAfrika Technologies.

2.1   Introduction

Businesses in the iLembe region had to deal with multiple crises over the last few years from floods to the COVID pandemic and social unrest. During these times of crises, the iLembe municipalities have wanted to reach out to businesses to assess impacts and offer relief. The challenge faced was that none of the municipalities kept comprehensive and up-to-date information on businesses located within their areas of jurisdiction. Some of the business databases that existed were held only by the organisations that collected the business data and were not widely shared. Other databases were skewed towards micro and informal businesses.

The lack of a comprehensive region wide business database also limited the opportunities for local business to business (B2B) and business to consumer (B2C) connections. Many opportunities were lost through such a directory not being in place. As an example, iLembe, one of the key tourist destinations in South Africa, does not have a directory for tourism accommodation and rather an email requesting this list needs to be sent to Enterprise iLembe to obtain this information. A competitive advantage is potentially lost by information not being readily available to potential tourists.

To address these, the Vuthela Project Management Team approved a project to build a comprehensive business directory to be housed live on the Enterprise iLembe website. This project went out to tender in August 2022 and GeoAfrika Technologies was appointed in December 2022 to develop this directory. GeoAfrika Technologies has vast experience in working on projects within the iLembe region having undertaken projects for the iLembe District Municipality, the KwaDukuza Municipality and a number of professional consulting companies working in the region since 2003. The company is primarily a geographic information systems (GIS) company with experience in the capture of data in the field and office, the analysis and presentation of data, and the development of web-based systems to publish data on the internet.

2.2   Background

When searching for a business in iLembe, other than the use of internet search options, the following options are in existence but not necessarily available to the public:

- The Enterprise iLembe database of district accommodation providers can be sourced by sending an email to Enterprise iLembe
- Ithala Development Finance Corporation owns Isithebe Estate and some shopping centres in the district and would have a tenant database.

- iLembe Chamber of Commerce, Industry and Tourism has a membership database which can be found at https://www.ilembechamber.co.za/members-directory. Details include a description, contact person, contact number, email address and website. The Chamber also offers a compliance verification service whereby business provide relevant SARS, CIPC, Dept. of Labour and B-BBEE certification. These are verified and verified businesses can display the verification logo. The service is offered at R150 to members and R300 to non-members and businesses will be informed when relevant certificates are due to expire. People will in future be able to use the website to search for compliant companies for the service they are seeking.
- Municipalities have commercial electricity consumer databases, SMME databases, and business license databases. They also have a database of local construction companies that potentially could qualify for work through municipal Contract Participation Goals (CPG) where a service provider is expected to award a designated percentage of the work to a CPG company. It is noted that many of these companies on the SMME and CPG databases are not currently operational.

The extent to which the existing databases from other organisations can be used in the development of this directory will have to be determined during the project. The project will need to ensure compliance with the POPI act in the use of data held elsewhere, and ensuring consent is received to share provided detail both on the website and with municipalities.

The development of a district business directory is expected to have the following benefits :

- Enhance the ability of residents and visitors to find verified local businesses, thus potentially decreasing costs and building local economies;
- Assist local businesses with marketing their products and services at no cost, thus assisting in business growth;
- Enable municipalities to make use of ICT to enhance the delivery of government information to local businesses; and
- To assist in business-to-business networking through information sharing.

2.3 Objectives of the Assignment as per the ToR

The primary objective of the project is to develop a comprehensive business directory that is hosted on the internet and on which businesses with the iLembe region can list their service offerings so these can then be easily found by consumers, other businesses and government organisations. A key aspect of the project is to be able to differentiate between businesses registered with CIPC and those that were not through a verification process. The project phases, as outlined in the terms of reference, are detailed below :

Phase 1: Inception

The Consultant should arrange an inception meeting with the Project Steering Committee (PSC) which will be established by Vuthela. The purpose of the meeting will be to discuss the project objectives, project administration including project deliverables, timelines, and invoicing, and signing of the

contract (if not already signed). Furthermore, the Consultant will be introduced to the relevant officials of Enterprise iLembe, the Municipalities, and other stakeholders.

Deliverable: Inception report to be delivered within one week of the inception meeting.

Phase 2: Develop data collection plan

During this phase the consultant will be required to prepare for the data collection, which should include but not be limited to the following tasks:

- Engage with Enterprise iLembe or their web service provider to determine data requirements to allow for easy integration with the Enterprise iLembe website
- Review and advise on the implications of the POPI act with regards to 1) sourcing information from existing websites, databases etc 2) requirements for consent for collecting and sharing data both on the website and with municipalities
- Review existing databases, and policies in respect of contacting people on these databases (particularly municipal databases)
- Identify data sources, data collection methods this should include at a minimum:
    o Internet searches
    o Contact with businesses on existing databases, with due consideration of the POPI act compliancy
    o The consultant will be required to develop a PoPI template for the purposes of businesses providing consent for the sharing of their information
    o Engagement with project partners and other stakeholders to contact their databases
    o Communication, to include adverts in local newspapers, input into municipal social media pages
    o Contact with shopping malls, industrial parks, and office complexes
    o Field work
- Together with the PSC agree on:
    o Business types and activities to be captured in the directory
    o Criteria for inclusion in the directory (related to sector, age of business, level of formalisation etc)
    o Verification of businesses

Deliverable: Data collection plan

Phase 3: Data collection and verification

During this phase, the service providers will be expected to implement their data collection plan and build the database of eligible businesses. The directory is to include at a minimum the following fields:

- Business name
- Business type (sole prop, cc etc)
- Business type, economic sector, goods, and services offered (the options for this will be agreed with the PSC)
- Business location (geo referenced)

- Business address
- Ward
- Business contact person
- Business contact person cell number
- Business email address
- Business website
- Social media links
- Business logo (where relevant)

The following minimum requirements are expected regarding the verification of businesses :

- Copy of CIPC registration
- Business licence where relevant (accommodation, food providers etc.)
- Together with the PSC, the verification process for operational businesses which do not have CIPC registration such as sole providers will be agreed

Deliverable: A business database including all information collected on the businesses including their CPIC registration status and availability of municipal trading license

Phase 4: Dissemination and Integration

During this phase the service provider will be expected to:

- Provide the database in an Excel or other useable format to designated municipal officials where consent has been received to do this.
- Engage with Enterprise iLembe web design team and integrate the database in the website.

Deliverable: Municipal business databases and web page on Enterprise iLembe website with the searchable business directory.

Phase 5: Handover and capacity building

The service provider will be required to deliver a maintenance plan and set up the process, and where necessary the platform, that will allow Enterprise iLembe to maintain and expand the database to include other businesses in the future. Relevant Enterprise iLembe staff must be trained to allow in-house capacity to do this.

Deliverable: Maintenance plan, process, and training for expansion of the directory.

Phase 6: Project close out

The service provider will be required to deliver a close out report in the format stipulated by the Project Steering Committee.

Deliverable: Project close out report

3 Methodology / approach

GeoAfrika Technologies undertook the project as per the phases listed in the project terms of reference. These phases, along with the phase deliverables, are listed in the table below with the detail of the phases following thereafter.

Phase	Deliverable
Phase 1: Project inception	Project inception report
Phase 2: Develop data collection plan	Data collection plan
Phase 3: Data collection and verification	Web based system
Phase 4: Dissemination and Integration	Business directory listing
Phase 5: Handover and capacity building	Data maintenance plan
Phase 6: Project close out	Close out report

3.1 Phase 1: Project inception

The project inception meeting was held on the 17th March 2023. This was after various postponements due to the non-attendance of officials from some of the municipalities and quorum not being reached. It was later decided that the inception meeting had to proceed with only Vuthela and Enterprise iLembe in attendance with the municipal officials to be briefed thereafter.

The key matters discussed at the project inception meeting include the following :

- The project was extended by a month to the end of May 2023 due to the delays in holding the project inception meeting
- The project steering committee will comprise just officials from Vuthela and Enterprise iLembe
- The project programme with milestone dates needed to be adjusted due to the extension of the project
- Consensus reached on the types of businesses that will be included in the business directory
- Consensus reached on the verification methodology for businesses
- Consensus on the proposed marketing campaign
- The proposed administrator of the system at Enterprise iLembe

It was noted at the inception meeting that various phases of the project had already been activated and advanced while waiting for the project inception meeting. These included the development of the website to host the business directory and the compilation of the marketing material.

This project inception report is the deliverable of the inception phase of the project and is attached as annexure 1 to this report.

3.2 Phase 2: Develop data collection plan

The development of the data collection plan and strategy was key to the project to create awareness of the business directory and invite as many businesses as possible to list. The marketing team on the project developed a detailed data collection plan that included the media and marketing material to be used for the marketing of the business directory. This data collection plan was circulated to the project steering committee for approval before implementation of the plan.

The campaign included a mix of social media posts, Google ads, and print material, targeting both businesses and potential customers. It used a range of messaging and creative assets to highlight the benefits of the directory, such as its user-friendliness, comprehensive listings, and potential for business networking. It was initially decided during the inception phase of the project that cold calling, posters on street poles, radio advertisements and distribution of pamphlets will not be used during the marketing campaign but this was later changed to include the distribution of flyers. The Data Collection Plan had been updated several times during the project to add new content developed in response to feedback and the number of businesses listed as the campaign rolled out.

The use of digital and social media was prioritised in the data collection plan with the following media used :

- Social media, using the platforms available at Enterprise iLembe and the local municipalities which included Facebook, LinkedIn, Twitter, Instagram and WhatsApp groups
- Banners on the websites of Enterprise iLembe and the municipalities
- Email signatures on emails sent out by Enterprise iLembe and the municipalities
- Google banner advertisements with search engine optimisation
- Emails sent to addresses on existing business databases
- Articles and adverts in local newspapers and newsletters
- Flyers distributed in the main commercial and industrial areas of iLembe

A calendar was drawn up for the awareness campaign that detailed the dates and times on which posts needed to be uploaded to social media by the officials of the municipalities and Enterprise iLembe.

The social media campaign included postings on Facebook, Twitter, Instagram, LinkedIn, and WhatsApp to be made by all four local municipalities within iLembe district and by Enterprise iLembe. The content of the posts were developed in line with the best practice for each of these platforms. A tracking tool was also developed to track the postings made by the municipalities and Enterprise iLembe. The table below showing the number of social media postings made by the municipalities over the three rounds of the marketing campaign.

LMs	Twitter (from 34 provided)	Facebook (from 34 provided)	LinkedIn (from 30 provided)	Instagram (from 34 provided)	Total combined (from 132 provided excluding WhatsApp)
KwaDukuza LM	7	5	6	5	23
Ndwedwe LM	0	0	no profile	0	0
Maphumulo LM	0	0	no profile	2	2
Mandeni LM	0	2	no profile	0	2
Totals	**7**	**7**	**6**	**7**	**27**

An example of one of the Facebook text posts is shown below :

1. 📢 Exciting Announcement! 🎉 The iLembe Business Directory is now LIVE! 🚀 Local businesses, this is your chance to shine and reach a wider audience. List your business today for FREE and unlock endless opportunities for growth! Sign up at: https://directory.enterpriseilembe.co.za/ **#iLembeBusinessDirectory #SupportLocal**

An example of a LinkedIn image post is shown below :

There were five Google search adverts and seven Google display adverts that were developed for the campaign. These are paid for services by Google and were run during the first two weeks of the campaign.

An example of one of the Google Search adverts is shown below:

Discover the hidden gems of iLembe's business community with our newly launched free online iLembe Business Directory. Accessible on mobiles, desktops, and tablets, our directory makes it easy to find local businesses. Sign up today and join our community! **#iLembeDirectory #DiscoverLocal**

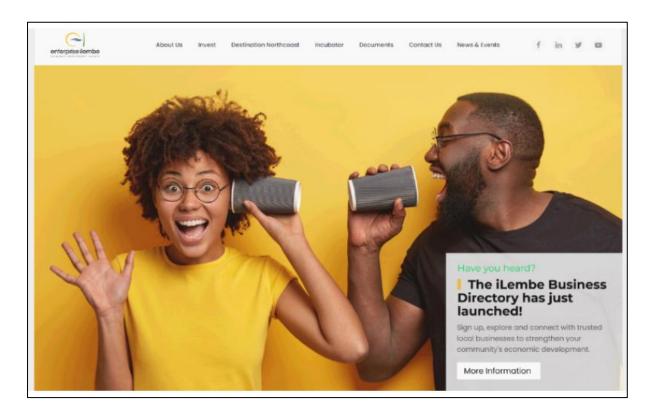An example of one of the Google Display adverts is shown below:

Newspaper articles and newspaper adverts of varying lengths were also developed for the marketing campaign. These were published in the North Coast Courier for publication on the 28th April 2023 and in the Stanger Weekly on the 5th May 2023 and the 26th May 2023. Articles were also placed in the Vuthela Spark newsletter published on the 8th February 2023 and the 10th May 2023. A front page article was placed in the Dolphin Coast Mail on the 17th May 2023.

An example of a newspaper article and advert placed in the North Coast Courier is shown below :

Website banner adverts of varying sizes and layouts were developed to be included on the websites of Enterprise iLembe and the municipalities. An example of a website banner developed is shown below :

An email marketing campaign was also developed for the project. This comprised of a standard email with an image and text that was sent out to approximately 1,300 email addresses as part of the first round of the marketing campaign and to 1,600 email addresses in the second round. The email addresses to which the emails were sent were harvested from various business databases including the following :

- Enterprise iLembe accommodation database
- Enterprise iLembe SMME database
- KwaDukuza Municipality SMME database
- Mandeni Municipality contractor database
- Isithebe business database
- iLembe Chamber of Commerce website
- Mandeni Installation Repair and Maintenance (IRM) Hub database
- Renewable Energy Suppliers listing

Email signatures were created to be included in all emails that were sent out by Enterprise iLembe and the Local Economic Development departments of local municipalities. A screenshot of the email signature used is shown below :

Towards that latter end of the project, and in order to boost the number of businesses listed in the directory, leaflets were printed and distributed in the main commercial and industrial areas of iLembe. These were also distributed at a youth entrepreneurship event hosted by Enterprise iLembe. There were 5,000 flyers printed with approximately 1,500 distributed and the balance left with Enterprise iLembe for distribution in future. The flyer contained a QR code with a link to the business directory website. An image of the flyer is shown below
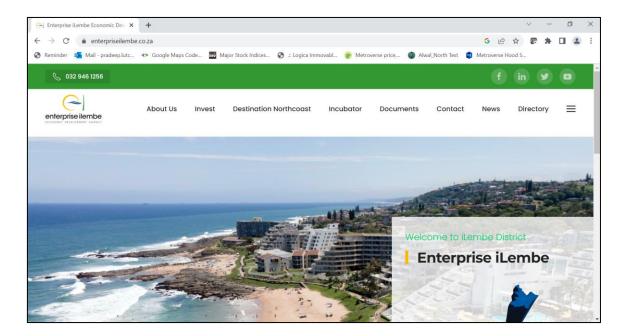

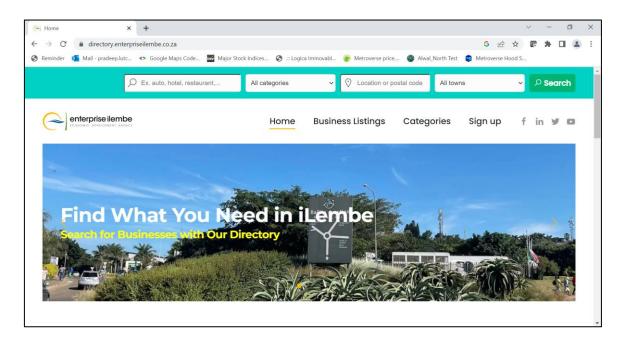The full data collection plan is attached as annexure 2 to this report.

3.3   Phase 3: Data collection and verification

The actual collection of information was done primarily by way of a website that was set up specifically for this purpose with extensive marketing to get business owners to list their businesses on the directory. This business directory website is part of the existing Enterprise iLembe website which is located at address https://www.enterpriseilembe.co.za. There is a link from the home page of the Enterprise iLembe website to the business directory which is located at https://directory.enterpriseilembe.co.za.

A screenshot of the existing Enterprise iLembe website home page with the link to the business directory is shown below :

A screenshot of the landing page of the business directory is shown below

Both Enterprise iLembe and their web service provider, IPace, were consulted on the integration of the business directory onto the existing Enterprise iLembe website to ensure that the new business directory fitted in seamlessly with the existing website in terms of layout, design, database and the Joomla plugin that was used.

An attorney with experience in data collection and publication from within the GeoAfrika group of companies was consulted to obtain advice on ensuring compliance with the POPI Act. This included compliance on harvesting and using of information from various sources and publishing of the information with all required consents in place. The attorney compiled a privacy policy and a disclaimer both of which are displayed on the website.

During the project inception phase of the project it was decided that both formal and informal businesses will be allowed to register and list on the business directory. The business types that are listed as options on the business directory website are the following :

- Pty Ltd (Propriety limited company)
- Sole proprietorship
- Franchise
- Partnership
- Other

The structure of the business directory and database to hold the information for publication and administration were also designed and developed during this phase of the project. The data fields that are captured into the business directory are the following :

- Trading name
- Registered name
- CIPC registration number
- Valid trading license with local municipality
- Other business licenses
- Business type
- Business category
- Business sub-category
- Address
- Location (geo-referenced latitude and longitude)
- Contact person name
- Contact telephone number
- Contact cell phone number
- Email address
- Website address
- Social media links
- Logo or image
- Keywords
- Short description

- Long description
- Photographs (limited to 4 photographs)
- Scan of the CIPC registration certificate (if applicable)
- Scan of the trading licence from the local municipality (if applicable)
- Scan of any other license (if applicable)

In addition to the above data fields there are also a number of other fields captured and maintained in the database for internal administration and tracking purposes.

All businesses are captured in specific categories and sub-categories. The administrator of the system is able to add and/or remove categories and sub-categories as and when required. The initial list of categories available on the system is shown below :
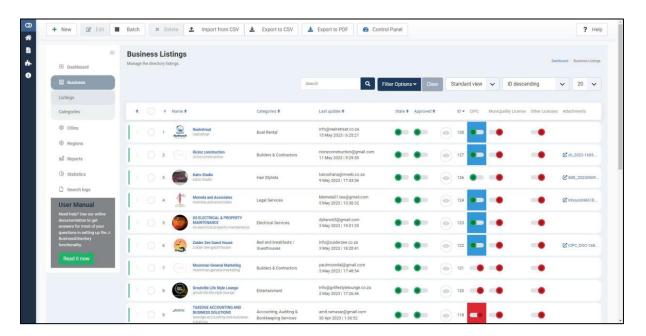
- Accommodation
- Agriculture
- Arts & Entertainment
- Automotive Services
- Beauty & Spas
- Business & Professional Services
- Conference & Function Venues
- Construction
- Education
- Entertainment
- Event Planners
- Finance
- Fitness
- Food
- Health & Medical
- Home & Garden
- Travel and Tourism
- Industry & Manufacturing
- Liquor Stores
- Local Services
- Pets
- Public Services & Government
- Estate Agents
- Restaurants
- Shopping
- Transportation
- Weddings

The main types of users on the system with their roles are as follows :

- Administrator (with log in access)
  - Add categories and sub-categories.

- o   Verify business information
- o   Edit business information
- o   Show or hide business information
- o   Extract and provide information from the business directory when requested
- Businesses (with log in access)
  - o   Register and upload business information
  - o   Amend information
- General members of the public
  - o   Search for businesses using various criteria without having to log in

A screenshot of the administration part of the system is shown below :

The verification of businesses on the directory are done by checking whether the businesses are registered with CIPC and/or have a trading license with the local municipality and/or have any other business licences. Businesses are able to upload copies of their registration certificates and licences during the registration process and these are then checked by the administrator. Businesses that are verified have a green textbox showing their verification status placed above their listing in the directory.

The final web based business directory system was launched on the 19th April 2023 at which point businesses could start adding their businesses onto the business directory. This coincided with the launch of the marketing campaign which was executed in three rounds during the following dates :

- Round 1: 19th April to 1st May 2023
- Round 2: 10th May to 23rd May 2023
- Round 3 : 6th to 20th June 2023

As at the 29th June 2023, there are 68 businesses that have been listed in the business directory. The system is live and hosted on the internet and the number of businesses should increase over time through organic growth and continued marketing by Enterprise iLembe and the local municipalities.

Sample screenshots of the web based business directory is attached as annexure 3 to this report.

3.4   Phase 4: Dissemination and Integration

Both Enterprise iLembe and their web service provider, IPace, were consulted on the integration of the business directory into the existing Enterprise iLembe website to ensure that the new business directory fitted in seamlessly with the existing website in terms of layout, design, database and the Joomla plugin that was used.

The system has been set up to allow the administrator from Enterprise iLembe to export information from the business directory at any point in time in MS Excel format. This information can then be distributed on an as-and-when required basis on approval from Enterprise iLembe. The local municipalities will use the information from the business directory to supplement their own records and databases.

An export of the business directory database as at 30th June 2023 following the execution of the data collection plan is attached as annexure 4 to this report.

3.5   Phase 5: Handover and capacity building

Capacity building is a critically important aspect to the project as the business directory will be live and will grow over time as more businesses are added to the business directory and information changed on existing businesses. While most of these additions and changes will be handled by the system, the officials of Enterprise iLembe will need to deal with exceptions that arise and also be involved in the verification and vetting of information provided.

Enterprise iLembe had advised that their ICT officer and their new marketing officer will be involved in administering the system and maintaining the data. They have both, along with other officials, been trained on how to undertake this. This training has taken place through demonstrations of the system as well as a formal training session. The formal training session was conducted on Thursday 8th June 2023 and was attended by the following officials from Enterprise iLembe:

- Cheryl Peters
- Nobuhle Ngcobo
- Nompumelelo Ndaba
- Siyabonga Ndlovu

The formal training session covered the following :

- Front End: The user interface that users interact with, including the home page, business listing, category listing, business listing detail, and sign up.
- HomePage: The iLembe Business Directory's home page, which offers an intuitive and clean interface designed to facilitate effortless navigation. It features a search panel at the top, a carousel of business categories, and a random list of business listings.
- Business Listing: Overview of all listings, including how administrators can view the total number of listings on the platform and monitor their performance through intuitive graphical statistics.
- Category Listing: Categorisation of businesses in the directory, which helps users to find businesses in specific categories.
- Business Listing Detail: The detailed information about each business listed in the directory, helping users to understand more about a specific business.
- Sign Up: The registration process for new users, guiding them on how to sign up and start using the directory.
- Access: The administrator's access to manage business listings and validate their accuracy. It included access to the dashboard, business listing management, cities, regions, reports, stats, and search logs.
- Dashboard: The business listing administrator dashboard, which provides a comprehensive overview of all listings. It allows administrators to view the total number of listings on the platform and monitor their performance.
- Cities: The towns in the iLembe region, helping users to find businesses in specific towns.
- Regions: The regions in the iLembe region, helping users to find businesses in specific regions.
- Reports: The reporting feature that allows administrators to generate reports based on the available fields. It provides valuable insights and analytics to help understand the performance and usage of the directory.
- Statistics: The Statistics page in the administrator section, which provides graphical graphs of listings data. It allows administrators to filter the data by web clicks and categories, and group it by date range.
- Search Logs: The search logs feature, which provides valuable insights into what users are actively searching for on the site. It allows administrators to gain a deeper understanding of user intent, popular keywords, and trends.

An Administrator User Guide and Data Maintenance Plan on how to use the system and maintain the data had been compiled for the officials if Ei to use as a reference. This contains the following sections:

- Introduction
- Overview of the system front end
- Data collection
- Undertaking system administration and data maintenance

The Administrator Guide and Data Maintenance Plan is attached as annexure 5 to this report

4   Achievement against agreed deliverables

The table below shows the respective phases, deliverables and achievement dates.

Phase	Deliverable	Achievement of deliverable
Phase 1: Project inception	Project inception report	02/05/2023
Phase 2: Develop data collection plan	Data collection plan	15/05/2023
Phase 3: Data collection and verification	Web based system (with screenshots of system)	15/05/2023
Phase 4: Dissemination and Integration	Business directory listing	30/06/2023
Phase 5: Handover and capacity building	Data maintenance plan	30/06/2023
Phase 6: Project close out	Close out report	30/06/2023

5 Challenges experienced

A number of risks were identified during the inception phase of the project and despite mitigation still presented as challenges during the course of the project. The specific challenges encountered include the following :

- Lack of support by the local municipalities in attending project steering committee meetings resulting in a number of meetings being postponed until the projected steering committee was reduced to just Vuthela, Enterprise iLembe and GeoAfrika Technologies to enable the project to move forward
- Insufficient social media postings by local municipalities despite content and calendars with detailed programmes being distributed to them with followed up by daily and weekly reminders. The number of business listed in the directory could have been significantly higher had the local municipalities posted social media content more frequently
- Restriction on distributing flyers in the main shopping centres of iLembe, predominantly in the Ballito area. These shopping centres have a policy that restrict distribution of flyers even by tenant within the shopping centres
- Low number of businesses that listed on the directory despite the extensive marketing campaign undertaken. This could have been due to reluctance in uploading CIPC and municipal license information. Enterprise iLembe will however be undertaking a survey amongst business in the region to assess the reasons for not listing in the free business directory that has been set up to benefit them.

6 CONCLUSIONS AND RECOMMENDATIONS

The development of the iLembe business directory is a major step forward for iLembe and its local businesses as it will promote local business growth, contribute to networking opportunities and promote the tourist offerings within the region. It will meet the project objective to enhance and streamline business to consumer (B2C), business to business (B2B), business to government (B2G) and government to business (G2B) engagement.

The system that has been set up for the business directory will allow Enterprise iLembe to be completely self-sufficient in terms of the management and administration of the information being captured into the business directory and published on the website.

As at the end of June 2023, there are 68 businesses listed in the business directory. This number should grow organically over time with the live system in place. It is recommended that Enterprise iLembe continue with the marketing of the business directory using the digital and hardcopy marketing material provided as this will also help with increasing the numbers of businesses listed.

7 PROJECT SIGN-OFF

We hereby confirm that the project has been conducted successfully and that the deliverables were received in good order:

Client:	Signature:	
	Full Name:	
	Organisation:	
	Designation:	
	Date:	
Consultant's Project Leader:	Signature:	
	Full Name:	
	Organisation:	
	Designation:	
	Date:	

8 ANNEXURES

8.1 Annexure 1 : Inception Report

8.2   Annexure 2 : Data Collection Plan

8.3   Annexure 3 : Screenshots of the Business Directory System

8.4   Annexure 4 : Export of Business Directory Database at Project Close-out

8.5   Annexure 5 : Administrator Guide and Data Maintenance Plan