CITY PROPERTY

COMMERCIAL TENANT

Starter Guide

A simple guide to help you ***open, run and grow*** your business successfully.

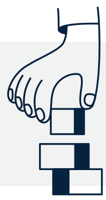
Welcome To Your New Business Space

We're excited to have you as part of the City Property community. Whether you're launching your first business or growing an existing one, this guide gives you the essentials to get started with confidence.

OUR COMMITMENT

To provide a safe, well-managed environment that ***helps your business thrive.***

First Steps for New Business Owners



WHAT MAKES A BUSINESS SUCCEED?

- ☑ Good planning
- ☑ Consistency
- ☑ Understanding your customers
- ☑ Managing money wisely
- ☑ Excellent customer service

AVOID COMMON EARLY PITFALLS

- ☑ Not keeping track of expenses
- ☑ Not marketing enough
- ☑ Too little cash flow
- ☑ Poor record keeping
- ☑ Trying to grow too quickly

Business Finances Made Simple

SET UP YOUR FINANCIAL FOUNDATION

- ☑ Separate **business and personal accounts**
- ☑ Use basic accounting software *(e.g. Sage, Xero, QuickBooks)*
- ☑ Track expenses daily and keep every receipt
- ☑ Understand your **income, expenses, profit, and losses**
- ☑ Put money aside monthly for **SARS tax obligations**

CASH FLOW ESSENTIALS

- ☑ Know what money is coming in and going out **weekly**
- ☑ Invoice customers on time
- ☑ Avoid unnecessary subscriptions or overheads

If you can, hire an accountant

It saves time, prevents SARS issues, and improves decision-making.

MANAGING YOUR BUSINESS IN TOUGH TIMES (WHAT TO DO WHEN SALES DROP)

Every business goes through slow periods; what matters is how quickly you respond. Here's a simple framework adapted from leading business recovery strategies:

1 PROTECT YOUR CASH FIRST

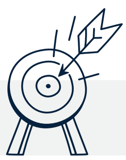
When you notice sales dipping or expenses creeping up:

- Hit pause on anything non-essential: subscriptions, tools, upgrades, décor.
- Review all recurring payments and cancel anything you don't truly need.
- Contact suppliers early to **renegotiate** or extend **payment terms**; most prefer delayed payment over no payment.
- Follow up on overdue invoices **immediately** (don't wait, don't be shy).
- Avoid investing in anything new until things stabilise.

2 GENERATE QUICK CASH WITHOUT BURNING YOUR BUSINESS OUT

If money gets tight, some fast ways to bring cash in are:

- Reach out to past customers ("We miss you!" type campaigns).
- Run a short-term promotion for loyal customers or launch a simple referral offer.
- Sell slow-moving inventory at a small discount to free up cash.
- Re-engage leads who showed interest but didn't buy; follow-ups can convert surprisingly well.



3 KNOW YOUR NUMBERS

Most business owners skip this part, but knowing your numbers reduces stress dramatically:

- Work out your **monthly running cost** (your 'burn rate').
- List all expenses and label them: *Essential* or *Nice-to-have*.
- Calculate your break-even point (how much you need to make to cover costs).
- Forecast your cash flow for the next 30–90 days; even a simple spreadsheet works.

Knowing your numbers
helps you see problems before they hit.

4 AUDIT PRODUCTS AND SERVICES

Not all products make equal money. Look closely at:

- What items/services give you the **highest profit margins**
- Which customers are your most profitable
- What you can upsell or bundle
- Whether you can introduce a lower-priced item for quick turnover

Cut what's costing you more than it brings in.

5 STRENGTHEN OPERATIONS

When business gets shaky, efficiency matters more than ever:

- Remove tasks that waste time or don't add value.
- Automate small tasks where you can (bookings, reminders, invoices).
- Cross-train your team so more people can help where needed.
- If necessary, shorten trading hours to match customer traffic and reduce overheads.

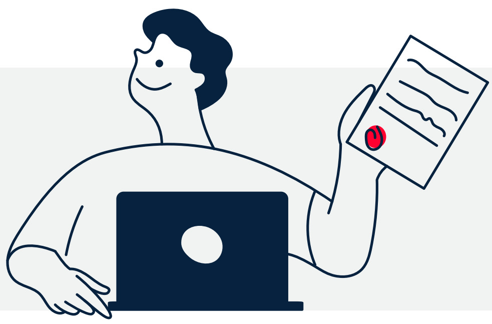
Legal Requirements You Should Know

Before trading, make sure you're compliant with the following:

- Register your business (Sole Prop, Pty Ltd, Partnership, etc.)
- Understand your lease terms
- Any local municipal bylaws applicable to your business or industry
- Follow employment regulations if hiring staff
- Protect your brand (logo and name) through IP (Intellectual Property) registration
- Be POPIA compliant if you collect customer data

The paperwork you skip today

becomes the problem you can't fix tomorrow.



Workplace Health & Safety

Maintain a safe and compliant workplace:

- ☑ Comply with all applicable health and safety requirements
- ☑ Conduct regular inspections and store goods and materials safely
- ☑ Keep fire exits, stairways and emergency routes clear and accessible
- ☑ Ensure firefighting equipment is accessible and employees are trained on safety procedures
- ☑ Store flammable liquids, gases and chemicals in approved, designated areas
- ☑ Ensure all contractors comply with site safety requirements

FIRE OPS SA 083 622 6026 | POLICE 10111 | AMBULANCE 10177 | EMERGENCY SERVICES 112

REPORT A FIRE

The Fire Ops SA Unique Property Number (UPN) provides your building's precise location.
Look for the UPN board in your building, save the details and share it with your colleagues.
In case of a fire, quote this number.

A safe workplace protects your people, your customers and your business.

Be a good neighbour

- ☑ Respect noise levels
- ☑ Keep shared spaces clean
- ☑ Support neighbouring businesses
- ☑ Report maintenance issues promptly
- ☑ Be considerate of access points. Keep walkways, entrances and parking areas accessible
- ☑ Foster a welcoming environment for staff, clients and fellow tenants

Thriving businesses

starts with mutual respect

Marketing Basics for Startups

THE ESSENTIALS

- ☑ Know who your customers are
- ☑ Know what problem you solve for your customers
- ☑ Be clear about pricing
- ☑ Have a simple brand identity (logo, tagline, colours)

LOW-COST MARKETING TOOLS

- ☑ Create a Google Business Profile
- ☑ Create a Facebook and Instagram page (Even TikTok if you have time to create content)
- ☑ Open a WhatsApp Business account
- ☑ Distribute Flyers and posters in nearby areas
- ☑ Customers need to know where to find you. Ensure good signage is installed for your shop and make use of directory boards for your office

TOUGH TIMES? MARKET HARDER

This is not the time to disappear. Instead:

- ☑ Focus marketing on what is already working and don't experiment
- ☑ Increase follow-ups with warm leads (most sales happen on the 5th follow-up)
- ☑ Use remarketing/retargeting if you run ads on your social media pages or Google; it's cheaper and converts better
- ☑ Build partnerships with complementary businesses to share audiences

CONTENT THAT ATTRACTS CUSTOMERS

- ☑ Bright photos of your products, shop/office or services
- ☑ Short videos (before and afters, demonstrations, testimonials)
- ☑ Good customer reviews and ratings on HelloPeter and Google

Customer Service That Builds Loyalty

YOUR QUICK EVERYDAY RULES

- ☑ Greet every customer warmly, and your staff should too
- ☑ Fix customer problems fast
- ☑ Follow up after a complaint
- ☑ Never ignore a negative comment or message; respond politely with a solution
- ☑ Create small loyalty perks (discounts, freebies, thank you notes)
- ☑ Let people know you appreciate their business

HANDLE COMPLAINTS LIKE A PRO

- ☑ Respond fast, in a calm and friendly tone
- ☑ Explain what went wrong and what you're doing to fix it
- ☑ Move sensitive chats to DM/WhatsApp, then update publicly once resolved
- ☑ After resolution, politely invite the customer to update their review
- ☑ Thank them for the chance to make it right

Good customer service = repeat customers

it's cheaper than finding new ones.

Useful Checklists for Entrepreneurs

WEEKLY

- ☑ Track sales and expenses
- ☑ Review cash flow
- ☑ Post online (1–2 times)
- ☑ Check stock levels
- ☑ Engage with customer reviews

MONTHLY

- ☑ Review profit and loss
- ☑ Compare pricing with competitors
- ☑ Assess marketing results
- ☑ Evaluate customer complaints and improve processes
- ☑ Identify growth opportunities

QUARTERLY

- ☑ Review business performance
- ☑ Adjust strategy
- ☑ Check insurance
- ☑ Update branding or signage if needed

Your City Property Support Team

Here are the people ready to help you:

Building Manager **For day-to-day issues**
Maintenance / Security / Access, cleaning, waste removal

Name
Contact

Property Manager **For business operations**
Lease queries / Rental questions / Renewals, upgrades, or expansion

Name
Contact

Credit Controller **For financial matters**
Statements / Payments / Arrangements if needed

Name
Contact

Customer Service **For any matter you'd like to discuss with us**
T 012 319 8700 **E** propworld@cityprop.co.za

Talk to us early if business feels tight - We're here to help your business grow

If sales dip or cash gets tight, speak to your **Property Manager** sooner rather than later. We can explore options together before things become urgent. We're here to help your business grow and stay on track.