

Growth Challenges Affecting Media Enterprises in the Polokwane Municipality, Limpopo Province, South Africa

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ABSTRACT This study examines the growth challenges faced by small and medium-sized media enterprises in Polokwane Municipality, Limpopo Province. The study is essentially qualitative in design. Face-to-face interviews and focus group discussions were used to collect data and a thematic approach was used to analyze the data. The majority of media business owners do not have access to financial resources to grow their businesses, and most are not able to secure assistance from financial institutions. Financial institutions are reluctant to finance these businesses' capital expansion ventures. The study found that media enterprises in Polokwane rely to a large extent on government departments for tenders and contracts. The study therefore recommends that the owners of media enterprises consider other forms of doing business.