

Competitive Marketing by Immigrant SMMEs in South Africa

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ABSTRACT In South Africa, SMMEs can be categorised into immigrant owned and native owned SMMEs. This paper, a quantitative research, aimed to ascertain competitive marketing approaches and major challenges pertaining to immigrant SMMEs in South Africa. At the hand of the snowball sampling technique, a total of 150 respondents as a sample size were surveyed. Data was collected through the questionnaires and data analysis included descriptive statistics and Chi-square tests. The results revealed that lack of funds and competition from other businesses, were the major challenges faced by immigrant SMMEs.