



RESEARCH TITLE:

EFFECTS OF E-BUSINESS TOOLS UPTAKE WITHIN THE INFORMAL RETAIL CLOTHING SECTOR IN THE CAPE METROPOLITAN AREA.

Interview given by XXXX on the 09/03/18 at 10:30am in Goodwood.

Owner of the Business

Been in the business for 10 years

Country of origin is Congo

Age between 40-49

Post graduate studies

Question 1

I do use in my business only for selling. I mean I use Facebook to advertise my clothing.

Question 2

I have adopted e-business tools I can say but my main focus is Facebook. I do not use e-marketing, emails, e-procurement..

Question 3

I only use facebook to advertise my business as I have joined several groups to post pictures so I can be seen by clients.

Q 4

I started using e-business tools bcus I wanted to increase my client base. I thought I will have many clients and so make more money.

Q5

My driving force behind using e-business tools is my clients. Though I do not have much because I do not make money when I use facebook. It is not cost effective because I did not explore that option.

Q6

I would say cost is not very important to my business because I do not buy anything using e-business tools.

Q7

Using e-business will be beneficial to me in the sense that I will have a greater client base and new clients as well.

Q8

I do not really know other e-business tools. I have always used only Facebook to advertise my clothing. I think knowledge is the first factor. Also I get discouraged after I posted the first 2 weeks and no one responded. I felt it was a waste of my time.

Q9

Wow, I was not really aware of the benefits but now that you have mentioned many benefits of the e-buisness, I thinkl I will consider using it again.

Q10

I will say I know that they use it for advertising, but I did not consider ordering online and even having an online shop. This is very interested.

Q11

I do not follow trends in e-tools that can enhance my business. I think I am really lagging behind when it comes to technology.

Q12

I am really impressed with this interview. I have learnt a lot and think I will consider e-business tools to enhance my business. Please if you come up with guidelines can you always pass by to share ideas with me so I can enhance my business? Thank you in advance

INTERVIEWER

Thank you so much for your time.

RESEARCH TITLE:

EFFECTS OF E-BUSINESS TOOLS UPTAKE WITHIN THE INFORMAL RETAIL CLOTHING SECTOR IN THE CAPE METROPOLITAN AREA.

Day of the interview:.....21 September 2018

Time of interview:.....10am

Location:.....Cape Town CBD

QUALIFYING QUESTIONS:

Are you the owner of the business or an assistant?. **Manager**.....

How long have you been running this business?.....5years.....

What is your Country of origin?Congo DRC.....

Please indicate your Age range:

19-29

30-39

40-49

50-above!

What is your level of education?

Under-high school

Matric certificate

College certificate

Under-graduate degree

Post-graduate degree

Main Research question:

How does e-business tools impact on small retail clothing businesses owned by African Immigrants in Cape Town?

Main Research objective:

To explore the impact of e-business tools on small businesses in the retail clothing industry owned by African immigrants in Cape Town.

No	SUB-RESEARCH QUESTIONS AND OBJECTIVES	PROBING QUESTIONS	CHECK
1	Sub-research question		

	<p>What are the e-business tools used small retail clothing businesses owned by African immigrants?</p> <p>Sub-research objective To define and understand e-business tools used by small retail clothing businesses owned by African immigrants.</p>	<ul style="list-style-type: none"> Are you using the internet in your retail clothing business? Yes I am Have you adopted e-business in your retail clothing business? If yes, then: I use Facebook, use cellphone banking, emails, Google. What and how do you use e-business in your retail clothing business <p>I use Google search to check on what is trending, I do internet banking and cellphone banking, I order goods online from my suppliers. I use e-commerce websites to order my goods from other countries</p>
2	<p>Sub-research question How can small businesses in the retail clothing sector which are owned by African immigrants use e-business tools to enhance their businesses?</p> <p>Sub-objective To explore how small businesses in the retail clothing sector which are owned by African immigrants use e-business tools to enhance their businesses</p>	<ul style="list-style-type: none"> Why did you start using internet for your small retail clothing business? I started using internet because I studied IT at school so it was easy for me to integrate that into my business. What is the driving force behind you using e-business e.g. • Is it cost effective? Or you just want to improve

		<p>competitiveness?)?The use of e-business is less expensive for me. I just have to whatsapp my supplier, email her and then do internet banking to pay her. In 3-7 days my goods will be delivered. Unlike before, it used to be very expensive. I had to travel to other countries and spend lots of money just to get my goods.</p> <ul style="list-style-type: none"> • How important is the cost factor with regards to adoption of e-business? Cost is the driving factor of e-business adoption in my opinion. I have always been a fan of IT so I did knew exactly what I was doing when it comes to e-business. The cost is too small as compared to the profit I make. • What do you consider as most beneficial for you from using e-business (internet)? I have a greater clientele, an online space as well as onsite clients, the cost of buying goods from suppliers • What are the factors affecting/hindering the use of e-
--	--	---

		business/internet by African immigrants' small business in retail clothing industry? The knowledge, they seem to be afraid of using the services or they are ignorant.
3	<p>Sub-research question What are the best practices in using e-business tools by small businesses in the retail clothing industry?</p> <p>Sub-objective</p> <ul style="list-style-type: none"> To explore best practices in using e-business tools by small businesses in the retail clothing industry. 	<ul style="list-style-type: none"> Were you aware of the potential benefits and barriers before you started using e-business? Since I was an IT student, and my passion is IT, I knew all the benefits of using e-business. I was very aware of the barriers before embarking in the venture. How much are you familiar with the ways other companies in your industry use e-business tools? Please describe. I know that several companies use e-business to advance their businesses. I am not sure about other African immigrants because where we come from, we are not used to using internet for business. This will be a great issue for them.
	<p>Sub-research question What is an effective way by using e-business tools by African immigrants owning small retail businesses in</p>	<ul style="list-style-type: none"> Do you follow trends in using e-tools to enhance business? If yes,

	<p>Cape Town?</p> <p>Sub-objective</p> <p>To suggest a model for an effective use of e-business tools by African immigrants owning small retail businesses in Cape Town.</p>	<p>please describe. I use recent tools for my business such as internet banking, Alibaba (e-commerce), I use whatsapp to communicate with my customers.</p> <ul style="list-style-type: none"> • Please describe if, in your opinion, the model presented to you by this researcher can help in better management of e-business tools in your business. <p>I think the researcher has vast knowledge of the topic and tries to make me understand better my business and gains I have been over looking.</p>
--	---	---

Thank you for your participation!

RESEARCH TITLE:

EFFECTS OF E-BUSINESS TOOLS UPTAKE WITHIN THE INFORMAL RETAIL CLOTHING SECTOR IN THE CAPE METROPOLITAN AREA.

Day of the interview:.....28 September 2018

Time of interview:.....10am

Location:.....Cape Town CBD

QUALIFYING QUESTIONS:

Are you the owner of the business or an assistant? **Co-owner**.....

How long have you been running this business? 10years.....

What is your Country of origin?Nigeria.....

Please indicate your Age range:

19-29

30-39

40-49

50-above!

What is your level of education?

Under-high school

Matric certificate

College certificate

Under-graduate degree

Post-graduate degree

Main Research question:

How does e-business tools impact on small retail clothing businesses owned by African Immigrants in Cape Town?

Main Research objective:

To explore the impact of e-business tools on small businesses in the retail clothing industry owned by African immigrants in Cape Town.

No	SUB-RESEARCH QUESTIONS AND OBJECTIVES	PROBING QUESTIONS	CHECK
1	Sub-research question What		

	<p>are the e-business tools used small retail clothing businesses owned by African immigrants?</p> <p>Sub-research objective To define and understand e-business tools used by small retail clothing businesses owned by African immigrants.</p>	<ul style="list-style-type: none"> Are you using the internet in your retail clothing business? Yes I am Have you adopted e-business in your retail clothing business? If yes, then: I use Facebook, use cellphone banking, internet banking, emails, Google. Instagram , digital marketing What and how do you use e-business in your retail clothing business <p>I am from Nigeria, and we have a lot of influence in south Africa. I check information on different blogs to help me with trends as well as facebook.</p> <p>Google search to check on what is trending, I do internet banking and cellphone banking, I order goods online from my suppliers. I use e-commerce websites</p>
2	<p>Sub-research question How can small businesses in the retail clothing sector which are owned by African immigrants use e-business tools to enhance their businesses?</p> <p>Sub-objective To explore how small businesses in the retail clothing sector which are owned by African immigrants use e-business tools to enhance their businesses</p>	<ul style="list-style-type: none"> Why did you start using internet for your small retail clothing business? I started using internet because I studied IT and Information systems at school so it was easy for me to integrate that into my business.

		<ul style="list-style-type: none"> • What is the driving force behind you using e-business e.g. • Is it cost effective? Or you just want to improve competitiveness?)? The use of e-business is less expensive for me. I just have to whatsapp my supplier, email her and then do internet banking to pay her. In 5-10 days my goods will be delivered. I used to travel to Turkey, Nigeria and Indonesia, while spending lots of money just to get my goods. • How important is the cost factor with regards to adoption of e-business? Cost and benefit is the driving factor of e-business adoption according to me. I study IT so I did knew exactly what I was doing when it comes to e-business. The cost is too small as compared to the profit I make. • What do you consider as most beneficial for you from using e-business (internet)? I have a market share, an online space as well as onsite clients, lots of leads on social media, the cost of
--	--	---

		<p>buying goods from suppliers</p> <ul style="list-style-type: none"> What are the factors affecting/ hindering the use of e-business/internet by African immigrants' small business in retail clothing industry? The knowledge, ignorance, unawareness.
3	<p>Sub-research question What are the best practices in using e-business tools by small businesses in the retail clothing industry?</p> <p>Sub-objective</p> <ul style="list-style-type: none"> To explore best practices in using e-business tools by small businesses in the retail clothing industry. 	<ul style="list-style-type: none"> Were you aware of the potential benefits and barriers before you started using e-business? Since I was an IT student, I knew all the benefits of using e-business. I am aware of the barriers before embarking in the venture. How much are you familiar with the ways other companies in your industry use e-business tools? Please describe. I know that several companies use e-business to advance their businesses. This will be a great issue for them.
	<p>Sub-research question What is an effective way by using e-business tools by African immigrants owning small retail businesses in Cape Town?</p>	<ul style="list-style-type: none"> Do you follow trends in using e-tools to enhance business? If yes, please describe. I use recent tools for my business such as internet banking, Alibaba (e-commerce), I

	<p>Sub-objective</p> <p>To suggest a model for an effective use of e-business tools by African immigrants owning small retail businesses in Cape Town.</p>	<p>use whatsapp to communicate with my customers Zoho a CRM management program.</p> <ul style="list-style-type: none"> • Please describe if, in your opinion, the model presented to you by this researcher can help in better management of e-business tools in your business. <p>I think the researcher has vast knowledge of the topic .</p>
--	---	--

Thank you for your participation!

RESEARCH TITLE:

EFFECTS OF E-BUSINESS TOOLS UPTAKE WITHIN THE INFORMAL RETAIL CLOTHING SECTOR IN THE CAPE METROPOLITAN AREA.

Day of the interview:.....28 September 2018

Time of interview:.....10am

Location:.....Cape Town CBD

QUALIFYING QUESTIONS:

Are you the owner of the business or an assistant? **Owner**.....

How long have you been running this business? 20years.....

What is your Country of origin?Somalian.....

Please indicate your Age range:

19-29

30-39

40-49

50-above!

What is your level of education?

Under-high school

Matric certificate

College certificate

Under-graduate degree

Post-graduate degree

Main Research question:

How does e-business tools impact on small retail clothing businesses owned by African Immigrants in Cape Town?

Main Research objective:

To explore the impact of e-business tools on small businesses in the retail clothing industry owned by African immigrants in Cape Town.

No	SUB-RESEARCH QUESTIONS AND OBJECTIVES	PROBING QUESTIONS	CHECK
1	Sub-research question What		

	<p>are the e-business tools used small retail clothing businesses owned by African immigrants?</p> <p>Sub-research objective To define and understand e-business tools used by small retail clothing businesses owned by African immigrants.</p>	<ul style="list-style-type: none"> Are you using the internet in your retail clothing business? No Have you adopted e-business in your retail clothing business? If yes, then: I just make calls and sometimes travel to buy goods. What and how do you use e-business in your retail clothing business <p>I really do not have much information about e-business. My nephew created a Facebook page for me but it is only for personally use.</p>
2	<p>Sub-research question How can small businesses in the retail clothing sector which are owned by African immigrants use e-business tools to enhance their businesses?</p> <p>Sub-objective To explore how small businesses in the retail clothing sector which are owned by African immigrants use e-business tools to enhance their businesses</p>	<ul style="list-style-type: none"> Why did you start using internet for your small retail clothing business? I only do internet banking to pay my suppliers and it's when I go to the bank. What is the driving force behind you using e-business e.g. • Is it cost effective? Or you just want to improve competitiveness?)? Normally when I do internet banking, it is cheaper for me How important is the cost factor with regards to adoption of e-business? I cannot say much

		<p>because I do not really use this e-business. My charges have reduced since I use internet and cell phone banking.</p> <ul style="list-style-type: none"> • What do you consider as most beneficial for you from using e-business (internet)? My charges have reduced. • What are the factors affecting/ hindering the use of e-business/internet by African immigrants' small business in retail clothing industry? The knowledge, ignorance, unawareness.
3	<p>Sub-research question What are the best practices in using e-business tools by small businesses in the retail clothing industry?</p> <p>Sub-objective</p> <ul style="list-style-type: none"> • To explore best practices in using e-business tools by small businesses in the retail clothing industry. 	<ul style="list-style-type: none"> • Were you aware of the potential benefits and barriers before you started using e-business? I am not aware of the benefits. I have heard people talk about it but I am not keen because I do not know how to use the internet. If I need something I usually find someone to help me. • How much are you familiar with the ways other companies in your industry use e-business tools? Please describe. I really do not know much about other

		<p>companies. I am aware that they use the internet but I do not know how beneficial that can be to my business.</p>
	<p>Sub-research question</p> <p>What is an effective way by using e-business tools by African immigrants owning small retail businesses in Cape Town?</p> <p>Sub-objective</p> <p>To suggest a model for an effective use of e-business tools by African immigrants owning small retail businesses in Cape Town.</p>	<ul style="list-style-type: none"> Do you follow trends in using e-tools to enhance business? If yes, please describe. I do not. Please describe if, in your opinion, the model presented to you by this researcher can help in better management of e-business tools in your business. <p>I think the researcher has a lot of knowledge on the internet. I will like to learn more about this so I can apply to my business.</p>

Thank you for your participation!

RESEARCH TITLE:

EFFECTS OF E-BUSINESS TOOLS UPTAKE WITHIN THE INFORMAL RETAIL CLOTHING SECTOR IN THE CAPE METROPOLITAN AREA.

Day of the interview:.....28 September 2018

Time of interview:.....10am

Location:.....Cape Town CBD

QUALIFYING QUESTIONS:

Are you the owner of the business or an assistant? **Owner**.....

How long have you been running this business? 15years.....

What is your Country of origin?Cameroonian.....

Please indicate your Age range:

19-29

30-39

40-49

50-above!

What is your level of education?

Under-high school

Matric certificate

College certificate

Under-graduate degree

Post-graduate degree

Main Research question:

How does e-business tools impact on small retail clothing businesses owned by African Immigrants in Cape Town?

Main Research objective:

To explore the impact of e-business tools on small businesses in the retail clothing industry owned by African immigrants in Cape Town.

No	SUB-RESEARCH QUESTIONS AND OBJECTIVES	PROBING QUESTIONS	CHECK
1	Sub-research question What		

	<p>are the e-business tools used small retail clothing businesses owned by African immigrants?</p> <p>Sub-research objective To define and understand e-business tools used by small retail clothing businesses owned by African immigrants.</p>	<ul style="list-style-type: none"> • Are you using the internet in your retail clothing business? I would say I use it. • Have you adopted e-business in your retail clothing business? If yes, then: I use apps such as whatsapp, Facebook, instagram and emails. • What and how do you use e-business in your retail clothing business <p>I really do not have much information about e-business. My nephew created a Facebook page for me but it is only for personally use.</p>
2	<p>Sub-research question How can small businesses in the retail clothing sector which are owned by African immigrants use e-business tools to enhance their businesses?</p> <p>Sub-objective To explore how small businesses in the retail clothing sector which are owned by African immigrants use e-business tools to enhance their businesses</p>	<ul style="list-style-type: none"> • Why did you start using internet for your small retail clothing business? Internet banking to pay my suppliers, whatsapp to contact clients, instagram to post pics of new goods. • What is the driving force behind you using e-business e.g. • Is it cost effective? Or you just want to improve competitiveness?)? the time factor is a great matter for me as well as cost effectiveness of using e-business tools. This has helped my

		<p>business grow to another level.</p> <ul style="list-style-type: none"> • How important is the cost factor with regards to adoption of e-business? The cost benefit I get from using e-business is much more than when I did not use the internet. I do not know what I will do without internet. • What do you consider as most beneficial for you from using e-business (internet)? The fact that i use e-tools has helped me a lot. Cost effectiveness has been the greatest gain in this business. I have gotten a bigger client base esp online. • What are the factors affecting/ hindering the use of e-business/internet by African immigrants' small business in retail clothing industry? The knowledge, ignorance, unawareness.
--	--	---

3	<p>Sub-research question</p> <p>What are the best practices in using e-business tools by small businesses in the retail clothing industry?</p> <p>Sub-objective</p> <ul style="list-style-type: none"> To explore best practices in using e-business tools by small businesses in the retail clothing industry. 	<ul style="list-style-type: none"> Were you aware of the potential benefits and barriers before you started using e-business? I am quite aware of the benefits of using e-business. But I cannot say I explore all of them. How much are you familiar with the ways other companies in your industry use e-business tools? Please describe. Other companies in this country use e-business extensively. I can say we do not have support groups to help us get this information so we get more informed.
	<p>Sub-research question</p> <p>What is an effective way by using e-business tools by African immigrants owning small retail businesses in Cape Town?</p> <p>Sub-objective</p> <p>To suggest a model for an effective use of e-business tools by African immigrants owning small retail businesses in Cape Town.</p>	<ul style="list-style-type: none"> Do you follow trends in using e-tools to enhance business? If yes, please describe. I follow trends especially when it comes to business because I want to advance my growth in business and personally. Please describe if, in your opinion, the model presented to you by this researcher can help in better management of e-business tools in your business. <p>I think the researcher has a lot of</p>

		knowledge on the internet and the tools used to advance a business when it comes to e-business.
--	--	--

Thank you for your participation!

RESEARCH TITLE:

EFFECTS OF E-BUSINESS TOOLS UPTAKE WITHIN THE INFORMAL RETAIL CLOTHING SECTOR IN THE CAPE METROPOLITAN AREA.

Day of the interview:.....16 Oct 2018

Time of interview:.....10am

Location:.....Cape Town CBD

QUALIFYING QUESTIONS:

Are you the owner of the business or an assistant? **Owner**.....

How long have you been running this business? 5years.....

What is your Country of origin?Ivorian.....

Please indicate your Age range:

19-29

30-39

40-49

50-above!

What is your level of education?

Under-high school

Matric certificate

College certificate

Under-graduate degree

Post-graduate degree

Main Research question:

How does e-business tools impact on small retail clothing businesses owned by African Immigrants in Cape Town?

Main Research objective:

To explore the impact of e-business tools on small businesses in the retail clothing industry owned by African immigrants in Cape Town.

No	SUB-RESEARCH QUESTIONS AND OBJECTIVES	PROBING QUESTIONS	CHECK
1	Sub-research question What		

	<p>are the e-business tools used small retail clothing businesses owned by African immigrants?</p> <p>Sub-research objective To define and understand e-business tools used by small retail clothing businesses owned by African immigrants.</p>	<ul style="list-style-type: none"> • Are you using the internet in your retail clothing business? I do not use internet much • Have you adopted e-business in your retail clothing business? If yes, then: I use apps such as whatsapp. • What and how do you use e-business in your retail clothing business <p>I really do not have much information about e-business.</p>
2	<p>Sub-research question How can small businesses in the retail clothing sector which are owned by African immigrants use e-business tools to enhance their businesses?</p> <p>Sub-objective To explore how small businesses in the retail clothing sector which are owned by African immigrants use e-business tools to enhance their businesses</p>	<ul style="list-style-type: none"> • Why did you start using internet for your small retail clothing business? Internet banking to pay my suppliers, whatsapp to contact clients. • What is the driving force behind you using e-business e.g. • Is it cost effective? Or you just want to improve competitiveness?)? it is cheaper to call on whatsapp. • How important is the cost factor with regards to adoption of e-business? I do not know much about other services. But as long as whatsapp is concerned, it is not

		<p>that expensive.</p> <ul style="list-style-type: none"> • What do you consider as most beneficial for you from using e-business (internet)? Watsapp has helped me a lot because I used to call suppliers. And internet banking has also helped me. • What are the factors affecting/ hindering the use of e-business/internet by African immigrants' small business in retail clothing industry? The knowledge, ignorance, unawareness.
3	<p>Sub-research question What are the best practices in using e-business tools by small businesses in the retail clothing industry?</p> <p>Sub-objective</p> <ul style="list-style-type: none"> • To explore best practices in using e-business tools by small businesses in the retail clothing industry. 	<ul style="list-style-type: none"> • Were you aware of the potential benefits and barriers before you started using e-business? I am quite aware of the benefits of using e-business. I do not use most of them. I am not really used to it. • How much are you familiar with the ways other companies in your industry use e-business tools? Please describe I know that other companies esp south Africans use this internet things but I do not cause I don't know how to go

		about it.
	<p>Sub-research question</p> <p>What is an effective way by using e-business tools by African immigrants owning small retail businesses in Cape Town?</p> <p>Sub-objective</p> <p>To suggest a model for an effective use of e-business tools by African immigrants owning small retail businesses in Cape Town.</p>	<ul style="list-style-type: none"> Do you follow trends in using e-tools to enhance business? If yes, please describe. I really do not follow trend when it comes to e-business tools. Please describe if, in your opinion, the model presented to you by this researcher can help in better management of e-business tools in your business. <p>I will like to learn more from this study. Please can you give me more information so I can advance my business.</p>

Thank you for your participation!

RESEARCH TITLE:

EFFECTS OF E-BUSINESS TOOLS UPTAKE WITHIN THE INFORMAL RETAIL CLOTHING SECTOR IN THE CAPE METROPOLITAN AREA.

Day of the interview:.....10 Dec 2018

Time of interview:.....10am

Location:.....Cape Town CBD

QUALIFYING QUESTIONS:

Are you the owner of the business or an assistant? **Manager**.....

How long have you been running this business? 5years.....

What is your Country of origin?Cameroonian.....

Please indicate your Age range:

19-29

30-39

40-49

50-above!

What is your level of education?

Under-high school

Matric certificate

College certificate

Under-graduate degree

Post-graduate degree

Main Research question:

How does e-business tools impact on small retail clothing businesses owned by African Immigrants in Cape Town?

Main Research objective:

To explore the impact of e-business tools on small businesses in the retail clothing industry owned by African immigrants in Cape Town.

No	SUB-RESEARCH QUESTIONS AND OBJECTIVES	PROBING QUESTIONS	CHECK
1	Sub-research question What		

	<p>are the e-business tools used small retail clothing businesses owned by African immigrants?</p> <p>Sub-research objective To define and understand e-business tools used by small retail clothing businesses owned by African immigrants.</p>	<ul style="list-style-type: none"> • Are you using the internet in your retail clothing business? we do not use internet much • Have you adopted e-business in your retail clothing business? If yes, then: we use whatsapp, internet banking, Facebook but not often. • What and how do you use e-business in your retail clothing business <p>We do not have much information about e-business. But since you have explained it is clearer now.</p>
2	<p>Sub-research question How can small businesses in the retail clothing sector which are owned by African immigrants use e-business tools to enhance their businesses?</p> <p>Sub-objective To explore how small businesses in the retail clothing sector which are owned by African immigrants use e-business tools to enhance their businesses</p>	<ul style="list-style-type: none"> • Why did you start using internet for your small retail clothing business? We use Internet banking to pay my suppliers, whatsapp and Facebook to contact clients and even make sales. • What is the driving force behind you using e-business e.g. • Is it cost effective? Or you just want to improve competitiveness?)? It is cheaper to call on whatsapp, and Facebook is a little cheap • How important is the cost factor

		<p>with regards to adoption of e-business? We use Facebook which is cost effective as well as whatsapp to communicate with customers. Internet banking to pay our suppliers.</p> <ul style="list-style-type: none"> • What do you consider as most beneficial for you from using e-business (internet)? Whatsapp and facebook used to call suppliers. And internet banking has also helped me. • What are the factors affecting/hindering the use of e-business/internet by African immigrants' small business in retail clothing industry? The knowledge, ignorance, unawareness.
3	<p>Sub-research question What are the best practices in using e-business tools by small businesses in the retail clothing industry?</p> <p>Sub-objective</p> <ul style="list-style-type: none"> • To explore best practices in using e-business tools by small businesses in the retail clothing industry. 	<ul style="list-style-type: none"> • Were you aware of the potential benefits and barriers before you started using e-business? I am quite aware of the benefits of using e-business. I do not use most of them. I am not really used to it. • How much are you familiar with the ways other companies in your industry use e-business tools?

		<p>Please describe I know that other companies esp south Africans use this internet things but I do not cause I don't know how to go about it.</p>
	<p>Sub-research question</p> <p>What is an effective way by using e-business tools by African immigrants owning small retail businesses in Cape Town?</p> <p>Sub-objective</p> <p>To suggest a model for an effective use of e-business tools by African immigrants owning small retail businesses in Cape Town.</p>	<ul style="list-style-type: none"> Do you follow trends in using e-tools to enhance business? If yes, please describe. I really do not follow trend when it comes to e-business tools. Please describe if, in your opinion, the model presented to you by this researcher can help in better management of e-business tools in your business. <p>I will like to learn more from this study. Please can you give me more information so I can advance my business.</p>

Thank you for your participation!

RESEARCH TITLE:

EFFECTS OF E-BUSINESS TOOLS UPTAKE WITHIN THE INFORMAL RETAIL CLOTHING SECTOR IN THE CAPE METROPOLITAN AREA.

Day of the interview:.....10 Dec 2018

Time of interview:.....10am

Location:.....Cape Town CBD

QUALIFYING QUESTIONS:

Are you the owner of the business or an assistant? **Owner**.....

How long have you been running this business? 30years.....

What is your Country of origin?Somalian.....

Please indicate your Age range:

19-29

30-39

40-49

50-above!

What is your level of education?

Under-high school

Matric certificate

College certificate

Under-graduate degree

Post-graduate degree

Main Research question:

How does e-business tools impact on small retail clothing businesses owned by African Immigrants in Cape Town?

Main Research objective:

To explore the impact of e-business tools on small businesses in the retail clothing industry owned by African immigrants in Cape Town.

No	SUB-RESEARCH QUESTIONS AND OBJECTIVES	PROBING QUESTIONS	CHECK
1	Sub-research question What		

	<p>are the e-business tools used small retail clothing businesses owned by African immigrants?</p> <p>Sub-research objective To define and understand e-business tools used by small retail clothing businesses owned by African immigrants.</p>	<ul style="list-style-type: none"> • Are you using the internet in your retail clothing business? I do not use internet • Have you adopted e-business in your retail clothing business? If yes, then: the truth is that I do not know anything about e-business. I am old and so do my business only by making calls and sometimes take pictures and send through whatsapp to my clients. I do not have any form of using e-business. • What and how do you use e-business in your retail clothing business? <p>I only take pictures and send to my clients on whatsapp like I said previously.</p>
2	<p>Sub-research question How can small businesses in the retail clothing sector which are owned by African immigrants use e-business tools to enhance their businesses?</p> <p>Sub-objective To explore how small businesses in the retail clothing sector which are owned by African immigrants use e-business tools to enhance their businesses</p>	<ul style="list-style-type: none"> • Why did you start using internet for your small retail clothing business? My clients and customers ask me to take pictures and send. I send them the pictures and they choose what they like. I also go to the bank to pay suppliers. • What is the driving force behind

		<p>you using e-business e.g. • Is it cost effective? Or you just want to improve competitiveness?)? It is cheaper to call on whatsapp, my customers see the pictures and ask me to bring the goods. So I can say I use e-business because of the pictures but I would not say it has made it cheaper for me.</p> <ul style="list-style-type: none"> • How important is the cost factor with regards to adoption of e-business? Atleast I share pics and make phone calls on whatsapp. I would say it helped. • What do you consider as most beneficial for you from using e-business (internet)? I use Whatsapp to call and send pictures to customers and suppliers. And internet banking has also helped me. • What are the factors affecting/hindering the use of e-business/internet by African immigrants' small business in retail clothing industry? The knowledge, ignorance, unawareness, inability and I think its expensive.
--	--	--

3	<p>Sub-research question</p> <p>What are the best practices in using e-business tools by small businesses in the retail clothing industry?</p> <p>Sub-objective</p> <ul style="list-style-type: none"> To explore best practices in using e-business tools by small businesses in the retail clothing industry. 	<ul style="list-style-type: none"> Were you aware of the potential benefits and barriers before you started using e-business? I know that it makes things simple for me. But I do not know much about it. How much are you familiar with the ways other companies in your industry use e-business tools? Please describe I know that other companies esp south Africans use the internet.
	<p>Sub-research question</p> <p>What is an effective way by using e-business tools by African immigrants owning small retail businesses in Cape Town?</p> <p>Sub-objective</p> <p>To suggest a model for an effective use of e-business tools by African immigrants owning small retail businesses in Cape Town.</p>	<ul style="list-style-type: none"> Do you follow trends in using e-tools to enhance business? If yes, please describe. I do not follow trend when using internet. Please describe if, in your opinion, the model presented to you by this researcher can help in better management of e-business tools in your business. <p>Please can you give me more information so I can advance my business.</p>

Thank you for your participation!

RESEARCH TITLE:

EFFECTS OF E-BUSINESS TOOLS UPTAKE WITHIN THE INFORMAL RETAIL CLOTHING SECTOR IN THE CAPE METROPOLITAN AREA.

Day of the interview:.....10 Dec 2018

Time of interview:.....10am

Location:.....Cape Town CBD

QUALIFYING QUESTIONS:

Are you the owner of the business or an assistant? **Owner**.....

How long have you been running this business? 5years.....

What is your Country of origin?Somalian.....

Please indicate your Age range:

19-29

30-39

40-49

50-above!

What is your level of education?

Under-high school

Matric certificate

College certificate

Under-graduate degree

Post-graduate degree

Main Research question:

How does e-business tools impact on small retail clothing businesses owned by African Immigrants in Cape Town?

Main Research objective:

To explore the impact of e-business tools on small businesses in the retail clothing industry owned by African immigrants in Cape Town.

No	SUB-RESEARCH QUESTIONS AND OBJECTIVES	PROBING QUESTIONS	CHECK
1	Sub-research question What		

	<p>are the e-business tools used small retail clothing businesses owned by African immigrants?</p> <p>Sub-research objective To define and understand e-business tools used by small retail clothing businesses owned by African immigrants.</p>	<ul style="list-style-type: none"> • Are you using the internet in your retail clothing business? I do not use internet. I use whatsapp, Facebook and internet banking. • Have you adopted e-business in your retail clothing business? If yes, then: I do not know anything about e-business. I do my business only by making calls, take pictures and send through whatsapp to my clients. I do not have any form of using e-business. • What and how do you use e-business in your retail clothing business? <p>I take pictures and send to my clients on whatsapp, I also pay my suppliers.</p>
2	<p>Sub-research question How can small businesses in the retail clothing sector which are owned by African immigrants use e-business tools to enhance their businesses?</p> <p>Sub-objective To explore how small businesses in the retail clothing sector which are owned by African immigrants use e-business tools to enhance their businesses</p>	<ul style="list-style-type: none"> • Why did you start using internet for your small retail clothing business? My clients and customers ask me to take pictures and send. I send them the pictures and they choose what they like. I also go to the bank to pay suppliers. • What is the driving force behind

		<p>you using e-business e.g. • Is it cost effective? Or you just want to improve competitiveness?)? It is cheaper to call on whatsapp, my customers see the pictures and ask me to bring the goods. So I can say I use e-business because of the pictures but I would not say it has made it cheaper for me.</p> <ul style="list-style-type: none"> • How important is the cost factor with regards to adoption of e-business? I share pics, messages and make phone calls on whatsapp. I also use internet and cellphone banking, I would say it helped. • What do you consider as most beneficial for you from using e-business (internet)? I use Whatsapp to call and send pictures to customers and suppliers. And internet banking has also helped me. • What are the factors affecting/ hindering the use of e-business/internet by African immigrants' small business in retail clothing industry? The knowledge, ignorance,
--	--	--

		unawareness, inability and I think its expensive.
3	<p>Sub-research question What are the best practices in using e-business tools by small businesses in the retail clothing industry?</p> <p>Sub-objective</p> <ul style="list-style-type: none"> To explore best practices in using e-business tools by small businesses in the retail clothing industry. 	<ul style="list-style-type: none"> Were you aware of the potential benefits and barriers before you started using e-business? I know that it makes things simple for me. But I do not know much about it. How much are you familiar with the ways other companies in your industry use e-business tools? Please describe I know that other companies esp south Africans use the internet.
	<p>Sub-research question What is an effective way by using e-business tools by African immigrants owning small retail businesses in Cape Town?</p> <p>Sub-objective To suggest a model for an effective use of e-business tools by African immigrants owning small retail businesses in Cape Town.</p>	<ul style="list-style-type: none"> Do you follow trends in using e-tools to enhance business? If yes, please describe. I do not follow trend when using internet. Please describe if, in your opinion, the model presented to you by this researcher can help in better management of e-business tools in your business. <p>Please can you give me more information so I can advance my business?</p>

Thank you for your participation!

RESEARCH TITLE:

EFFECTS OF E-BUSINESS TOOLS UPTAKE WITHIN THE INFORMAL RETAIL CLOTHING SECTOR IN THE CAPE METROPOLITAN AREA.

Day of the interview:.....10 Dec 2018

Time of interview:.....10am

Location:.....Cape Town CBD

QUALIFYING QUESTIONS:

Are you the owner of the business or an assistant? **Owner**.....

How long have you been running this business? 7years.....

What is your Country of origin?Somalian.....

Please indicate your Age range:

19-29

30-39

40-49

50-above!

What is your level of education?

Under-high school

Matric certificate

College certificate

Under-graduate degree

Post-graduate degree

Main Research question:

How does e-business tools impact on small retail clothing businesses owned by African Immigrants in Cape Town?

Main Research objective:

To explore the impact of e-business tools on small businesses in the retail clothing industry owned by African immigrants in Cape Town.

No	SUB-RESEARCH QUESTIONS AND OBJECTIVES	PROBING QUESTIONS	CHECK
1	Sub-research question What		

	<p>are the e-business tools used small retail clothing businesses owned by African immigrants?</p> <p>Sub-research objective To define and understand e-business tools used by small retail clothing businesses owned by African immigrants.</p>	<ul style="list-style-type: none"> • Are you using the internet in your retail clothing business? I do not use internet. I use whatsapp, Facebook and internet banking. • Have you adopted e-business in your retail clothing business? If yes, then: I do not know anything about e-business. I do my business only by making calls, take pictures and send through whatsapp to my clients. I do not have any form of using e-business. • What and how do you use e-business in your retail clothing business? <p>I take pictures and send to my clients on whatsapp, I also pay my suppliers.</p>
2	<p>Sub-research question How can small businesses in the retail clothing sector which are owned by African immigrants use e-business tools to enhance their businesses?</p> <p>Sub-objective To explore how small businesses in the retail clothing sector which are owned by African immigrants use e-business tools to enhance their businesses</p>	<ul style="list-style-type: none"> • Why did you start using internet for your small retail clothing business? My clients and customers ask me to take pictures and send. I send them the pictures and they choose what they like. I also go to the bank to pay suppliers. • What is the driving force behind

		<p>you using e-business e.g. • Is it cost effective? Or you just want to improve competitiveness?)? It is cheaper to call on whatsapp, my customers see the pictures and ask me to bring the goods. So I can say I use e-business because of the pictures but I would not say it has made it cheaper for me.</p> <ul style="list-style-type: none"> • How important is the cost factor with regards to adoption of e-business? I share pics, messages and make phone calls on whatsapp. I also use internet and cellphone banking, I would say it helped. • What do you consider as most beneficial for you from using e-business (internet)? I use Whatsapp to call and send pictures to customers and suppliers. And internet banking has also helped me. • What are the factors affecting/ hindering the use of e-business/internet by African immigrants' small business in retail clothing industry? The knowledge, ignorance,
--	--	--

		unawareness, inability and I think its expensive.
3	<p>Sub-research question What are the best practices in using e-business tools by small businesses in the retail clothing industry?</p> <p>Sub-objective</p> <ul style="list-style-type: none"> To explore best practices in using e-business tools by small businesses in the retail clothing industry. 	<ul style="list-style-type: none"> Were you aware of the potential benefits and barriers before you started using e-business? I know that it makes things simple for me. But I do not know much about it. How much are you familiar with the ways other companies in your industry use e-business tools? Please describe I know that other companies esp south Africans use the internet.
	<p>Sub-research question What is an effective way by using e-business tools by African immigrants owning small retail businesses in Cape Town?</p> <p>Sub-objective To suggest a model for an effective use of e-business tools by African immigrants owning small retail businesses in Cape Town.</p>	<ul style="list-style-type: none"> Do you follow trends in using e-tools to enhance business? If yes, please describe. I do not follow trend when using internet. Please describe if, in your opinion, the model presented to you by this researcher can help in better management of e-business tools in your business. <p>Please can you give me more information so I can advance my business?</p>

Thank you for your participation!

RESEARCH TITLE:

EFFECTS OF E-BUSINESS TOOLS UPTAKE WITHIN THE INFORMAL RETAIL CLOTHING SECTOR IN THE CAPE METROPOLITAN AREA.

Day of the interview:.....10 Dec 2018

Time of interview:.....10am

Location:.....Cape Town CBD

QUALIFYING QUESTIONS:

Are you the owner of the business or an assistant? **Owner**.....

How long have you been running this business? 6years.....

What is your Country of origin?Cameroon.....

Please indicate your Age range:

19-29

30-39

40-49

50-above!

What is your level of education?

Under-high school

Matric certificate

College certificate

Under-graduate degree

Post-graduate degree

Main Research question:

How does e-business tools impact on small retail clothing businesses owned by African Immigrants in Cape Town?

Main Research objective:

To explore the impact of e-business tools on small businesses in the retail clothing industry owned by African immigrants in Cape Town.

No	SUB-RESEARCH QUESTIONS AND OBJECTIVES	PROBING QUESTIONS	CHECK
1	Sub-research question What		

	<p>are the e-business tools used small retail clothing businesses owned by African immigrants?</p> <p>Sub-research objective To define and understand e-business tools used by small retail clothing businesses owned by African immigrants.</p>	<ul style="list-style-type: none"> • Are you using the internet in your retail clothing business? I do not use internet. I use whatsapp, Facebook and internet banking. • Have you adopted e-business in your retail clothing business? If yes, then: I know about e-business. I do my business only by making calls, take pictures and send through whatsapp to my clients. I do not have any form of using e-business. • What and how do you use e-business in your retail clothing business? <p>I take pictures and send to my clients on whatsapp, I also pay my suppliers.</p>
2	<p>Sub-research question How can small businesses in the retail clothing sector which are owned by African immigrants use e-business tools to enhance their businesses?</p> <p>Sub-objective To explore how small businesses in the retail clothing sector which are owned by African immigrants use e-business tools to enhance their businesses</p>	<ul style="list-style-type: none"> • Why did you start using internet for your small retail clothing business? My clients and customers ask me to take pictures and send. I send them the pictures and they choose what they like. I also go to the bank to pay suppliers. • What is the driving force behind you using e-business e.g. • Is

		<p>it cost effective? Or you just want to improve competitiveness?)? It is cheaper to call on whatsapp, my customers see the pictures and ask me to bring the goods. So I can say I use e-business because of the pictures but I would not say it has made it cheaper for me.</p> <ul style="list-style-type: none"> • How important is the cost factor with regards to adoption of e-business? I share pics, messages and make phone calls on whatsapp. I also use internet and cellphone banking, I would say it helped. • What do you consider as most beneficial for you from using e-business (internet)? I use Whatsapp to call and send pictures to customers and suppliers. And internet banking has also helped me. • What are the factors affecting/ hindering the use of e-business/internet by African immigrants' small business in retail clothing industry? The knowledge, ignorance, unawareness, inability and I
--	--	--

		think its expensive.
3	<p>Sub-research question</p> <p>What are the best practices in using e-business tools by small businesses in the retail clothing industry?</p> <p>Sub-objective</p> <ul style="list-style-type: none"> To explore best practices in using e-business tools by small businesses in the retail clothing industry. 	<ul style="list-style-type: none"> Were you aware of the potential benefits and barriers before you started using e-business? I know that it makes things simple for me. But I do not know much about it. How much are you familiar with the ways other companies in your industry use e-business tools? Please describe I know that other companies esp south Africans use the internet.
	<p>Sub-research question</p> <p>What is an effective way by using e-business tools by African immigrants owning small retail businesses in Cape Town?</p> <p>Sub-objective</p> <p>To suggest a model for an effective use of e-business tools by African immigrants owning small retail businesses in Cape Town.</p>	<ul style="list-style-type: none"> Do you follow trends in using e-tools to enhance business? If yes, please describe. I do not follow trend when using internet. Please describe if, in your opinion, the model presented to you by this researcher can help in better management of e-business tools in your business. <p>Please can you give me more information so I can advance my business?</p>

Thank you for your participation!

RESEARCH TITLE:

EFFECTS OF E-BUSINESS TOOLS UPTAKE WITHIN THE INFORMAL RETAIL CLOTHING SECTOR IN THE CAPE METROPOLITAN AREA.

Day of the interview:.....10 Dec 2018

Time of interview:.....10am

Location:.....Cape Town CBD

QUALIFYING QUESTIONS:

Are you the owner of the business or an assistant? **Owner**.....

How long have you been running this business? 3years.....

What is your Country of origin?Nigerian.....

Please indicate your Age range:

19-29

30-39

40-49

50-above!

What is your level of education?

Under-high school

Matric certificate

College certificate

Under-graduate degree

Post-graduate degree

Main Research question:

How does e-business tools impact on small retail clothing businesses owned by African Immigrants in Cape Town?

Main Research objective:

To explore the impact of e-business tools on small businesses in the retail clothing industry owned by African immigrants in Cape Town.

No	SUB-RESEARCH QUESTIONS AND OBJECTIVES	PROBING QUESTIONS	CHECK
1	Sub-research question What		

	<p>are the e-business tools used small retail clothing businesses owned by African immigrants?</p> <p>Sub-research objective To define and understand e-business tools used by small retail clothing businesses owned by African immigrants.</p>	<ul style="list-style-type: none"> • Are you using the internet in your retail clothing business? I do not use internet. I use whatsapp, Facebook and internet banking. • Have you adopted e-business in your retail clothing business? If yes, then: I know about e-business. I do my business only by making calls, take pictures and send through whatsapp to my clients. I do not have any form of using e-business. • What and how do you use e-business in your retail clothing business? <p>I take pictures and send to my clients on whatsapp, I also pay my suppliers.</p>
2	<p>Sub-research question How can small businesses in the retail clothing sector which are owned by African immigrants use e-business tools to enhance their businesses?</p> <p>Sub-objective To explore how small businesses in the retail clothing sector which are owned by African immigrants use e-business tools to enhance their businesses</p>	<ul style="list-style-type: none"> • Why did you start using internet for your small retail clothing business? My clients and customers ask me to take pictures and send. I send them the pictures and they choose what they like. I also go to the bank to pay suppliers. • What is the driving force behind you using e-business e.g. • Is

		<p>it cost effective? Or you just want to improve competitiveness?)? It is cheaper to call on whatsapp, my customers see the pictures and ask me to bring the goods. So I can say I use e-business because of the pictures but I would not say it has made it cheaper for me.</p> <ul style="list-style-type: none"> • How important is the cost factor with regards to adoption of e-business? I share pics, messages and make phone calls on whatsapp. I also use internet and cellphone banking, I would say it helped. • What do you consider as most beneficial for you from using e-business (internet)? I use Whatsapp to call and send pictures to customers and suppliers. And internet banking has also helped me. • What are the factors affecting/ hindering the use of e-business/internet by African immigrants' small business in retail clothing industry? The knowledge, ignorance, unawareness, inability and I
--	--	--

		think its expensive.
3	<p>Sub-research question</p> <p>What are the best practices in using e-business tools by small businesses in the retail clothing industry?</p> <p>Sub-objective</p> <ul style="list-style-type: none"> To explore best practices in using e-business tools by small businesses in the retail clothing industry. 	<ul style="list-style-type: none"> Were you aware of the potential benefits and barriers before you started using e-business? I know that it makes things simple for me. But I do not know much about it. How much are you familiar with the ways other companies in your industry use e-business tools? Please describe I know that other companies esp south Africans use the internet.
	<p>Sub-research question</p> <p>What is an effective way by using e-business tools by African immigrants owning small retail businesses in Cape Town?</p> <p>Sub-objective</p> <p>To suggest a model for an effective use of e-business tools by African immigrants owning small retail businesses in Cape Town.</p>	<ul style="list-style-type: none"> Do you follow trends in using e-tools to enhance business? If yes, please describe. I do not follow trend when using internet. Please describe if, in your opinion, the model presented to you by this researcher can help in better management of e-business tools in your business. <p>Please can you give me more information so I can advance my business?</p>

Thank you for your participation!

RESEARCH TITLE:

EFFECTS OF E-BUSINESS TOOLS UPTAKE WITHIN THE INFORMAL RETAIL CLOTHING SECTOR IN THE CAPE METROPOLITAN AREA.

Day of the interview:.....10 Dec 2018

Time of interview:.....10am

Location:.....Cape Town CBD

QUALIFYING QUESTIONS:

Are you the owner of the business or an assistant? **Owner**.....

How long have you been running this business? 5years.....

What is your Country of origin?Congolese.....

Please indicate your Age range:

19-29

30-39

40-49

50-above!

What is your level of education?

Under-high school

Matric certificate

College certificate

Under-graduate degree

Post-graduate degree

Main Research question:

How does e-business tools impact on small retail clothing businesses owned by African Immigrants in Cape Town?

Main Research objective:

To explore the impact of e-business tools on small businesses in the retail clothing industry owned by African immigrants in Cape Town.

No	SUB-RESEARCH QUESTIONS AND OBJECTIVES	PROBING QUESTIONS	CHECK
1	Sub-research question What		

	<p>are the e-business tools used small retail clothing businesses owned by African immigrants?</p> <p>Sub-research objective To define and understand e-business tools used by small retail clothing businesses owned by African immigrants.</p>	<ul style="list-style-type: none"> Are you using the internet in your retail clothing business? I do not use internet. I use whatsapp. I do not use internet banking because I do not have a bank account Have you adopted e-business in your retail clothing business? If yes, then: I know about e-business. I do my business only by making calls, take pictures and send through whatsapp to my clients. I do not have any form of using e-business. What and how do you use e-business in your retail clothing business? <p>I take pictures and send to my clients on whatsapp, I also pay my suppliers.</p>
2	<p>Sub-research question How can small businesses in the retail clothing sector which are owned by African immigrants use e-business tools to enhance their businesses?</p> <p>Sub-objective To explore how small businesses in the retail clothing sector which are owned by African immigrants use e-business tools to enhance their businesses</p>	<ul style="list-style-type: none"> Why did you start using internet for your small retail clothing business? My clients and customers ask me to take pictures and send. I send them the pictures and they choose what they like. I also go to the bank to pay suppliers. What is the driving force behind

		<p>you using e-business e.g. • Is it cost effective? Or you just want to improve competitiveness?)? It is cheaper to call on whatsapp, my customers see the pictures and ask me to bring the goods. So I can say I use e-business because of the pictures but I would not say it has made it cheaper for me.</p> <ul style="list-style-type: none"> • How important is the cost factor with regards to adoption of e-business? I share pics, messages and make phone calls on whatsapp. I also use internet and cellphone banking, I would say it helped. • What do you consider as most beneficial for you from using e-business (internet)? I use Whatsapp to call and send pictures to customers and suppliers. And internet banking has also helped me. • What are the factors affecting/ hindering the use of e-business/internet by African immigrants' small business in retail clothing industry? The knowledge, ignorance,
--	--	--

		unawareness, inability and I think its expensive.
3	<p>Sub-research question</p> <p>What are the best practices in using e-business tools by small businesses in the retail clothing industry?</p> <p>Sub-objective</p> <ul style="list-style-type: none"> To explore best practices in using e-business tools by small businesses in the retail clothing industry. 	<ul style="list-style-type: none"> Were you aware of the potential benefits and barriers before you started using e-business? I know that it makes things simple for me. But I do not know much about it. How much are you familiar with the ways other companies in your industry use e-business tools? Please describe I know that other companies esp south Africans use the internet.
	<p>Sub-research question</p> <p>What is an effective way by using e-business tools by African immigrants owning small retail businesses in Cape Town?</p> <p>Sub-objective</p> <p>To suggest a model for an effective use of e-business tools by African immigrants owning small retail businesses in Cape Town.</p>	<ul style="list-style-type: none"> Do you follow trends in using e-tools to enhance business? If yes, please describe. I do not follow trend when using internet. Please describe if, in your opinion, the model presented to you by this researcher can help in better management of e-business tools in your business. <p>Please can you give me more information so I can advance my business?</p>

Thank you for your participation!

RESEARCH TITLE:

EFFECTS OF E-BUSINESS TOOLS UPTAKE WITHIN THE INFORMAL RETAIL CLOTHING SECTOR IN THE CAPE METROPOLITAN AREA.

Day of the interview:.....10 Dec 2018

Time of interview:.....10am

Location:.....Cape Town CBD

QUALIFYING QUESTIONS:

Are you the owner of the business or an assistant? **Manager**.....

How long have you been running this business? 7years.....

What is your Country of origin?Congolese.....

Please indicate your Age range:

19-29

30-39

40-49

50-above!

What is your level of education?

Under-high school

Matric certificate

College certificate

Under-graduate degree

Post-graduate degree

Main Research question:

How does e-business tools impact on small retail clothing businesses owned by African Immigrants in Cape Town?

Main Research objective:

To explore the impact of e-business tools on small businesses in the retail clothing industry owned by African immigrants in Cape Town.

No	SUB-RESEARCH QUESTIONS AND OBJECTIVES	PROBING QUESTIONS	CHECK
1	Sub-research question What		

	<p>are the e-business tools used small retail clothing businesses owned by African immigrants?</p> <p>Sub-research objective To define and understand e-business tools used by small retail clothing businesses owned by African immigrants.</p>	<ul style="list-style-type: none"> • Are you using the internet in your retail clothing business? We use internet. We use whatsapp, Facebook, we do not use internet banking because we do not have a bank account. We save the money at home • Have you adopted e-business in your retail clothing business? If yes, then: we do my business only by making calls, take pictures and send through whatsapp to my clients. • What and how do you use e-business in your retail clothing business? <p>we take pictures and send to my clients on whatsapp, we also pay my suppliers.</p>
2	<p>Sub-research question How can small businesses in the retail clothing sector which are owned by African immigrants use e-business tools to enhance their businesses?</p> <p>Sub-objective To explore how small businesses in the retail clothing sector which are owned by African immigrants use e-business tools to enhance their businesses</p>	<ul style="list-style-type: none"> • Why did you start using internet for your small retail clothing business? our clients and customers ask me to take pictures and send. we send them the pictures and they choose what they like. we also go to the bank to pay suppliers. • What is the driving force behind you using e-business e.g. • Is

		<p>it cost effective? Or you just want to improve competitiveness?)? It is cheaper to call on whatsapp, my customers see the pictures and ask me to bring the goods. So I can say I use e-business because of the pictures but I would not say it has made it cheaper for me.</p> <ul style="list-style-type: none"> • How important is the cost factor with regards to adoption of e-business? I share pics, messages and make phone calls on whatsapp. I also use internet and cellphone banking, I would say it helped. • What do you consider as most beneficial for you from using e-business (internet)? I use Whatsapp to call and send pictures to customers and suppliers. And internet banking has also helped me. • What are the factors affecting/ hindering the use of e-business/internet by African immigrants' small business in retail clothing industry? The knowledge, ignorance, unawareness, inability and I
--	--	--

		think its expensive.
3	<p>Sub-research question</p> <p>What are the best practices in using e-business tools by small businesses in the retail clothing industry?</p> <p>Sub-objective</p> <ul style="list-style-type: none"> To explore best practices in using e-business tools by small businesses in the retail clothing industry. 	<ul style="list-style-type: none"> Were you aware of the potential benefits and barriers before you started using e-business? I know that it makes things simple for me. But I do not know much about it. How much are you familiar with the ways other companies in your industry use e-business tools? Please describe I know that other companies esp south Africans use the internet.
	<p>Sub-research question</p> <p>What is an effective way by using e-business tools by African immigrants owning small retail businesses in Cape Town?</p> <p>Sub-objective</p> <p>To suggest a model for an effective use of e-business tools by African immigrants owning small retail businesses in Cape Town.</p>	<ul style="list-style-type: none"> Do you follow trends in using e-tools to enhance business? If yes, please describe. I do not follow trend when using internet. Please describe if, in your opinion, the model presented to you by this researcher can help in better management of e-business tools in your business. <p>Please can you give me more information so I can advance my business?</p>

Thank you for your participation!

RESEARCH TITLE:

EFFECTS OF E-BUSINESS TOOLS UPTAKE WITHIN THE INFORMAL RETAIL CLOTHING SECTOR IN THE CAPE METROPOLITAN AREA.

Day of the interview:.....10 Dec 2018

Time of interview:.....10am

Location:.....Cape Town CBD

QUALIFYING QUESTIONS:

Are you the owner of the business or an assistant? **Owner**.....

How long have you been running this business? 10 years.....

What is your Country of origin?Senegalese.....

Please indicate your Age range:

19-29

30-39

40-49

50-above!

What is your level of education?

Under-high school

Matric certificate

College certificate

Under-graduate degree

Post-graduate degree

Main Research question:

How does e-business tools impact on small retail clothing businesses owned by African Immigrants in Cape Town?

Main Research objective:

To explore the impact of e-business tools on small businesses in the retail clothing industry owned by African immigrants in Cape Town.

No	SUB-RESEARCH QUESTIONS AND OBJECTIVES	PROBING QUESTIONS	CHECK
1	Sub-research question What		

	<p>are the e-business tools used small retail clothing businesses owned by African immigrants?</p> <p>Sub-research objective To define and understand e-business tools used by small retail clothing businesses owned by African immigrants.</p>	<ul style="list-style-type: none"> • Are you using the internet in your retail clothing business? I do not use internet. • Have you adopted e-business in your retail clothing business? If yes, then: we do my business only by making calls, take pictures and send through whatsapp to my clients. • What and how do you use e-business in your retail clothing business? <p>I usually take pictures and send to my customers on whatsapp, we also pay my suppliers.</p>
2	<p>Sub-research question How can small businesses in the retail clothing sector which are owned by African immigrants use e-business tools to enhance their businesses?</p> <p>Sub-objective To explore how small businesses in the retail clothing sector which are owned by African immigrants use e-business tools to enhance their businesses</p>	<ul style="list-style-type: none"> • Why did you start using internet for your small retail clothing business? my customers ask me to take pictures and send. we send them the pictures and they choose what they like. we also go to the bank to pay suppliers. • What is the driving force behind you using e-business e.g. • Is it cost effective? Or you just want to improve competitiveness?)? It is cheaper to call on whatsapp, my customers see the pictures and

		<p>ask me to bring the goods.</p> <ul style="list-style-type: none"> • How important is the cost factor with regards to adoption of e-business? I share pics, messages and make phone calls on whatsapp. I also use internet and cellphone banking, I would say it helped. • What do you consider as most beneficial for you from using e-business (internet)? I use Whatsapp to call and send pictures to customers and suppliers. And internet banking has also helped me. • What are the factors affecting/ hindering the use of e-business/internet by African immigrants' small business in retail clothing industry? The knowledge, ignorance, unawareness, inability and I think its expensive.
--	--	---

3	<p>Sub-research question</p> <p>What are the best practices in using e-business tools by small businesses in the retail clothing industry?</p> <p>Sub-objective</p> <ul style="list-style-type: none"> To explore best practices in using e-business tools by small businesses in the retail clothing industry. 	<ul style="list-style-type: none"> Were you aware of the potential benefits and barriers before you started using e-business? I know that it makes things simple for me. But I do not know much about it. How much are you familiar with the ways other companies in your industry use e-business tools? Please describe I know that other companies esp south Africans use the internet.
	<p>Sub-research question</p> <p>What is an effective way by using e-business tools by African immigrants owning small retail businesses in Cape Town?</p> <p>Sub-objective</p> <p>To suggest a model for an effective use of e-business tools by African immigrants owning small retail businesses in Cape Town.</p>	<ul style="list-style-type: none"> Do you follow trends in using e-tools to enhance business? If yes, please describe. I do not follow trend when using internet. Please describe if, in your opinion, the model presented to you by this researcher can help in better management of e-business tools in your business. <p>Please can you give me more information so I can advance my business?</p>

Thank you for your participation!