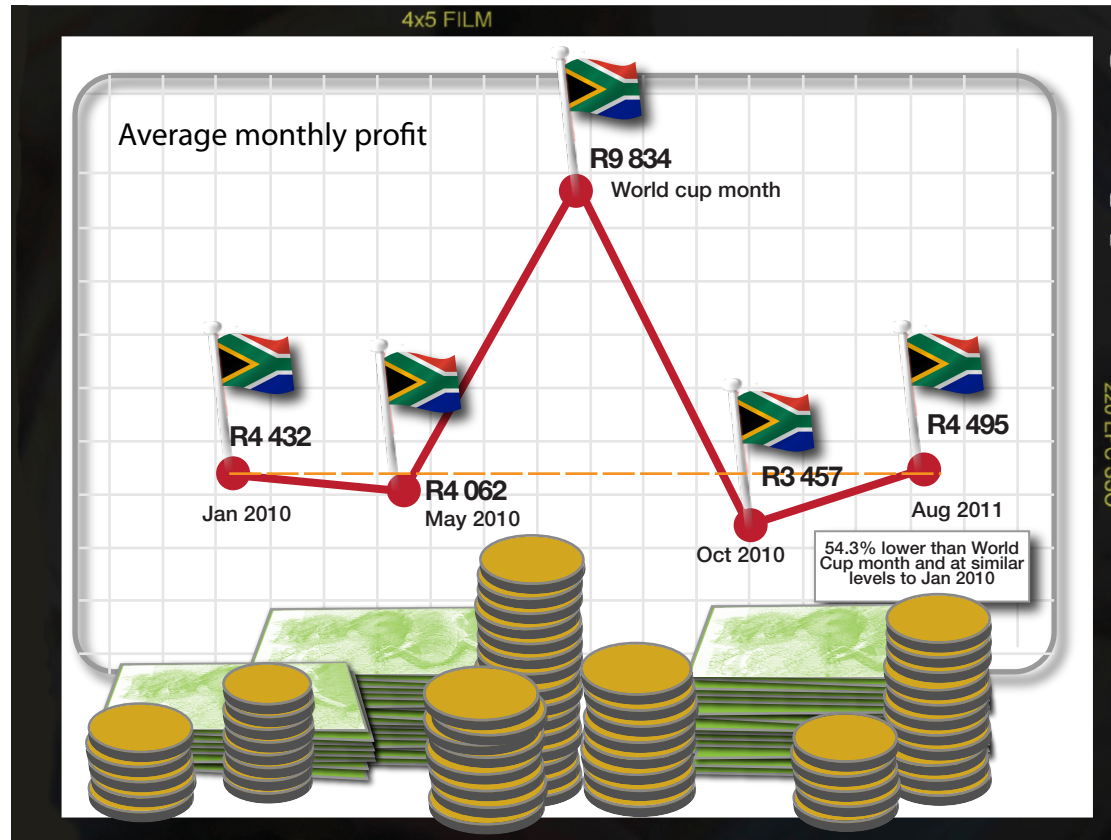


08 FIFA 2010 ECONOMIC LEGACY FOR MICRO-TRADERS

GCRO conducted a 2 year tracking study of 150+ micro-traders in Gauteng province. The study sought to explore the perspective of 'ordinary' South Africans expected to reap benefits from the 2010 World Cup.



! Although there were significant boosts to micro-traders' revenue during the month of the World Cup, these declined post-World Cup. Skills development was minimal for the respondents.

⚡ A steep learning curve for the GCR? Unfortunately the 2010 World Cup made only minor contributions to the growth and skills development capacity of micro-businesses in Gauteng. A valuable opportunity was lost to accelerate skills training and development in the GCR.

► www.gcro.ac.za

Profit usage

79%

used profit to buy more stock

63%

placed their profits in savings

58%

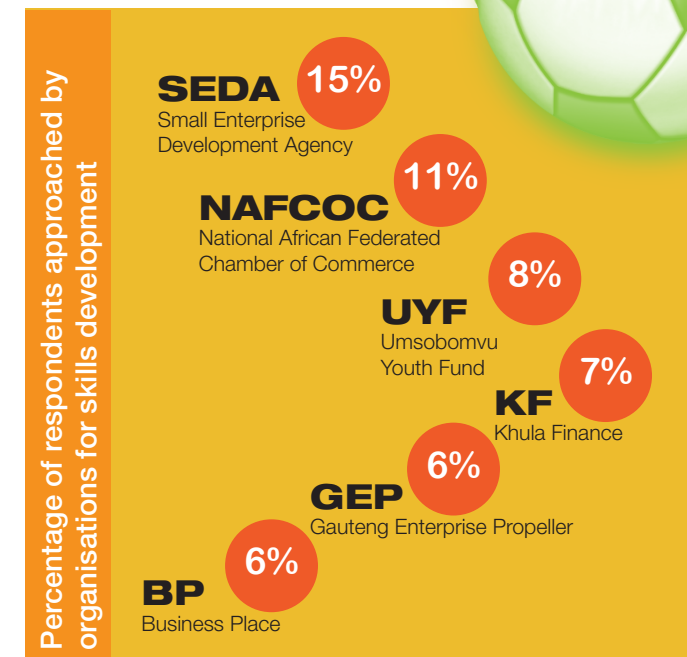
bought equipment for their business

42%

paid school fees

41%

paid off debt



vignettes

info graphics:
www.itldesign.co.za