



## **Fix My Biz revamps Mzansi Mobile Fridges**

**TX: Wednesday 27 October at 5.30PM**

A mobile fridge business that offers its customers product as well as a business opportunity looks good on paper, but thus far prospective customers of Mzansi Mobile Fridges are cool in their response. The Fix My Biz team give owner Ntokozo Biyela, the cold hard truth about his business and the tools to turn things around on Fix My Biz on e.tv this Wednesday at 5.30PM.

Ntokozo went into the mobile fridge manufacturing business because he saw an opportunity to capitalise on selling and renting out fridges for functions and events, but the opportunities for entrepreneurship his business creates are often ignored.

The business not only sells and rents out fridges, but also gives its customers the chance to generate an income for themselves by using the fridges to start their own businesses. This, ideally, should ensure a long client list, but customers don't seem to be warming up to the idea. This fruitful business offering is hampered by a lengthy waiting period for manufacturing and a lack of public awareness of Mzansi Mobile Fridges.

The Fix My Biz team give Ntokozo the skills to communicate his double business offering, including budgeting and pricing tips to ensure he successfully moves stock on Fix My Biz on Wednesday 27 October at 5.30PM only on e.tv.

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Fix My Biz is proudly brought to you by Nedbank Small Business Services, who are committed to providing a holistic approach to entrepreneurs, in the interest of uplifting the small business community in South Africa and making things happen.

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