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ABSTRACT

Due to the high unemployment rate of twenty-five and a half percent in South Africa it is critical to create jobs. Economies throughout the world have benefited through the job creation resulting from successful small and medium enterprises (SME's). What is also apparent is the high prevalent rate of failure in start-up of SME's. It is therefore important to guide entrepreneurs that enter into business by starting a SME and to ensure sustainability and success with the new venture. In order to be sustainable and successful, research is in agreement that market orientation is a prerequisite for the business performance of a company in that the successful implementation of market orientation as a management philosophy will result in sustainable competitive advantage. A SME's is successful if and when the company have realised business performance.

This study has determined the relationship between market orientation and businesses performance in the Mining Communication Industry of South Africa. In addition the study contributed by proposing a measurement tool for business performance.

Considerations of the findings in this study will benefit entrepreneurs within the start-up phase as well as aspirant entrepreneurs. The benefit of these finding will become obvious in that the risk of failure will be reduced through the implementation of market orientation and the aspects of the financial perspective. Subsequently the enormous potential of job creation through successful and sustainable SME's can become a reality.

DECLARATION

I declare that this short dissertation is my own, unaided work. It is being submitted in partial fulfilment of the requirements for a Masters Degree in Business Management at the University of Johannesburg. It has not been submitted for any degree or examination in any other University.

Signed at _____ on this day _____ 2007

Signature _____



TABLE OF CONTENTS

| | |
|-------------------------------|-----|
| ACKNOWLEDGEMENTS | i |
| ABSTRACT | ii |
| DECLARATION | iii |
| TABLE OF CONTENT | iv |
| LIST OF FIGURES | ix |
| LIST OF TABLES | x |

CHAPTER 1

INTRODUCTION, PROBLEM STATEMENT, PURPOSE OF THE STUDY AND RESEARCH METHODOLOGY

| | | |
|-------|-------------------------------------|----|
| 1.1 | BACKGROUND | 1 |
| 1.2 | PROBLEM STATEMENT | 4 |
| 1.3 | PURPOSE OF THE STUDY | 8 |
| 1.4 | RESEARCH OBJECTIVES | 8 |
| 1.4.1 | Primary research objective | 8 |
| 1.4.2 | Secondary research objective | 9 |
| 1.5 | RESEARCH HYPOTHESES | 9 |
| 1.6 | RESEARCH METHODOLOGY | 9 |
| 1.6.1 | Literature review | 10 |
| 1.6.2 | Empirical study | 10 |
| 1.7 | RELEVANCE OF THE STUDY | 10 |
| 1.8 | CLARIFICATION OF KEY CONCEPTS | 11 |
| 1.8.1 | SME | 11 |
| 1.8.2 | Start-up period | 11 |
| 1.9 | DEMARCATON OF STUDY | 11 |
| 1.10 | CONCLUSION | 13 |

CHAPTER 2

MARKET ORIENTATION

| | | |
|---------|--|----|
| 2.1 | INTRODUCTION | 14 |
| 2.2 | EVOLUTION OF MARKETING | 14 |
| 2.2.1 | The production phase | 15 |
| 2.2.2 | The product phase | 15 |
| 2.2.3 | The selling phase | 15 |
| 2.2.4 | The marketing phase | 16 |
| 2.2.5 | The societal marketing phase | 16 |
| 2.3 | THE MARKETING CONCEPT | 17 |
| 2.3.1 | The pillars of the marketing concept | 17 |
| 2.4 | DESCRIPTION OF MARKET ORIENTATION | 17 |
| 2.4.1 | Information generation | 21 |
| 2.4.2 | Information dissemination | 23 |
| 2.4.3 | Responsiveness | 24 |
| 2.5 | PARADOXES OF MARKET ORIENTATION | 25 |
| 2.6 | SUSTAINABLE COMPETITIVE ADVANTAGE | 27 |
| 2.6.1 | Definition of a sustainable competitive advantage | 27 |
| 2.6.2 | The structure of a sustainable competitive advantage | 28 |
| 2.6.2.1 | Substance | 28 |
| 2.6.2.2 | Expression | 29 |
| 2.6.2.3 | Locality | 29 |
| 2.6.2.4 | Effects | 30 |
| 2.6.2.5 | Cause | 30 |
| 2.6.2.6 | Time span | 30 |
| 2.6.3 | The link between SCA and market orientation | 30 |
| 2.7 | SUMMARY | 30 |

CHAPTER 3

BUSINESS PERFORMANCE

| | | |
|---------|---|----|
| 3.1 | INTRODUCTION | 32 |
| 3.2 | THE BALANCED SCORECARD | 32 |
| 3.2.1 | Introduction | 33 |
| 3.2.2 | The balanced scorecard as preferred means of performance measurement | 33 |
| 3.2.3 | Perspectives of the balanced scorecard | 34 |
| 3.2.3.1 | Financial perspective | 35 |
| 3.2.3.2 | Customer perspective | 37 |
| 3.2.3.3 | Internal business perspective | 39 |
| 3.2.3.4 | Innovation, learning and growth perspective | 40 |
| 3.3 | FACTORS RELATING TO BUSINESS PERFORMANCE IN SME's IN SOUTH AFRICA | 44 |
| 3.3.1 | Financial perspective | 44 |
| 3.3.2 | Customer perspective | 45 |
| 3.3.3 | Internal perspective | 45 |
| 3.3.4 | Innovation and learning perspective | 46 |
| 3.4 | CONCLUSION | 47 |

CHAPTER 4

RESEARCH METHODOLOGY, PROCEDURE AND FREQUENCY DISTRIBUTIONS

| | | |
|-----|--|----|
| 4.1 | INTRODUCTION | 49 |
| 4.2 | REASONS FOR CHOOSING THE STUDY GROUP | 49 |
| 4.3 | DETERMINING AND DESCRIBING THE STUDY GROUP | 50 |
| 4.4 | THE NATURE AND DESIGN OF THE DATA COLLECTION METHOD | 51 |

| | | |
|-------|---|----|
| 4.4.1 | Introduction | 51 |
| 4.4.2 | Questionnaire design | 51 |
| 4.5 | QUESTIONNAIRE ADMINISTRATION | 52 |
| 4.6 | DEMOGRAPHICS OF RESPONDENTS | 53 |
| 4.7 | DESCRIPTIVE STATISTICS REGARDING THE RESPONDENTS | 55 |
| 4.8 | CONCLUSION | 60 |

CHAPTER 5

RESEARCH FINDINGS AND INTERPRETATIONS

| | | |
|---------|--|----|
| 5.1 | INTRODUCTION | 61 |
| 5.2 | STATISTICAL ANALYSIS | 61 |
| 5.2.1 | Descriptive statistics and reliability testing on Section B: Market orientation | 61 |
| 5.2.2 | Descriptive statistics and reliability testing on Section C: Business performance | 63 |
| 5.2.2.1 | Descriptive statistics and reliability testing on the financial perspective | 63 |
| 5.2.2.2 | Descriptive statistics and reliability testing on the customer perspective | 65 |
| 5.2.2.3 | Descriptive statistics and reliability testing on the internal business perspective | 66 |
| 5.2.2.4 | Descriptive statistics and reliability testing on the innovation and learning perspective | 66 |
| 5.2.3 | Inferential statistics | 67 |
| 5.2.3.1 | Test for normality | 67 |
| 5.2.4 | Correlation statistics | 68 |

| | | |
|-----|------------------|----|
| 5.3 | CONCLUSION | 71 |
|-----|------------------|----|

CHAPTER 6

CONCLUSIONS, IMPLICATIONS AND RECOMMENDATIONS FOR FUTURE RESEARCH

| | | |
|-------|---|----|
| 6.1 | INTRODUCTION | 72 |
| 6.2 | ACHIEVEMENT OF OBJECTIVES | 72 |
| 6.2.1 | Primary objective | 72 |
| 6.2.2 | Secondary objectives | 73 |
| 6.3 | RESEARCH HYPOTHESIS | 74 |
| 6.4 | LIMITATIONS OF THE STUDY | 74 |
| 6.4.1 | Limitations in the literature review | 74 |
| 6.4.2 | Limitations in the empirical research | 75 |
| 6.5 | RECOMMENDATIONS | 75 |
| 6.6 | CONCLUSION | 76 |
| | REFERENCES | 78 |

APPENDIX A: QUESTIONNAIRE

LIST OF FIGURES

| | | |
|--------------------|---|-----------|
| FIGURE 2.1: | Naver and Slater's (1990) model of the dimensions of market orientation | 19 |
| FIGURE 2.2: | Market orientation (MARKOR) model | 21 |
| FIGURE 2.3: | The select framework | 29 |
| FIGURE 3.1: | A basic BSC, with examples of typical contents for each of the four perspectives | 34 |



LIST OF TABLES

| | | |
|--------------------|---|-----------|
| TABLE 1.1: | Unemployment in South Africa, March 2007 | 1 |
| TABLE 4.1: | Response on the current position held at the company | 53 |
| TABLE 4.2: | Response on gender | 54 |
| TABLE 4.3: | Cross tabulation of the current position held at the company and gender | 54 |
| TABLE 4.4: | Statistics on the age of the respondents | 55 |
| TABLE 4.5: | Years appointed in current position | 56 |
| TABLE 4.6: | Education | 56 |
| TABLE 4.7: | Disciplines of the mining communication industry | 56 |
| TABLE 4.8: | Amount of respondents marking one or more of the disciplines | 57 |
| TABLE 4.9: | Location of business premises | 57 |
| TABLE 4.10: | Geography of business activity | 59 |
| TABLE 4.11: | Employees | 60 |
| TABLE 4.12: | Cross tabulation of head office sum and regional offices sum | 60 |
| TABLE 5.1: | Total statistic on Section B, nineteen questions | 62 |
| TABLE 5.2: | Total statistic on Section B, eighteen questions | 63 |
| TABLE 5.3: | Total statistics on section C, financial perspective, thirteen questions | 64 |
| TABLE 5.4: | Total statistics on section C, financial perspective, twelve questions | 64 |
| TABLE 5.5: | Total statistics on section C, customer perspective, seventeen questions | 65 |
| TABLE 5.6: | Total statistics on section C, internal business perspective, eleven questions | 66 |

| | | |
|--------------------|--|-----------|
| TABLE 5.7: | Total statistics on section C, innovation and learning perspective, eight questions | 67 |
| TABLE 5.8: | Test for normality | 68 |
| TABLE 5.9: | Non-parametric correlation test result | 69 |
| TABLE 5.10: | Parametric correlation test result | 70 |

