



# LIMPOPO

PROVINCIAL GOVERNMENT  
REPUBLIC OF SOUTH AFRICA

## DEPARTMENT OF ECONOMIC DEVELOPMENT, ENVIRONMENT & TOURISM

### MEDIA ALERT

Thursday: 23 November 2022

### MEC Rodgers Monama Calls on all Local Businesses to Take Ownership of the “Black Friday” Concept

MEC Rodgers Monama acknowledges the annual voluntary spending by consumers under the spell of Black Friday, Cyber Monday as well as various other specials throughout the last week of November. Monama has indicated his displeasure on the increasing number of people engaging in foreign online shopping while neglecting local markets, local manufacturers, and local products.

Black Friday together with its offspring specials has proven to be a spending fever whereby consumer behavior becomes easily corruptible over excitement of lowered prices. Such excitement and extravagant life for a day has the potential to lead to indebtedness and uncreditworthy. It is further important for consumers to ensure that reckless spending does not affect January school fees, uniform budget as well as various other academic necessities for kids post December.

The MEC hereby calls upon and encourages Limpopo based businesses, entrepreneurs, artists, cooperatives, etc to adapt to the “Black Friday” concept by competing within the space and maximize their profits.

The digital era has broadened the market options, introduced foreign products to our homes at cheaper costs, and most importantly, such technology has made shopping possible without the burden of leaving our bedside. This has since complicated the local traditional advertising methods and continues to rob local emerging businesses of the opportunity to witness physical consumer excitement.

Monama hereby call upon local businesses to acknowledge and participate on the “Black Friday” and other opportune price cuts madness in order to reclaim their customers, attract careless spending by consumers and most importantly diversify their indigenous product range.

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