

VOICE

OF CREDIT

THE OFFICIAL JOURNAL OF THE INSTITUTE OF CREDIT MANAGEMENT
- CREDIT PROFESSIONAL BODY

COVID-19



*Institute of Credit
Management NPC
- Credit Professional Body*

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NATIONAL OFFICE

Website:	www.icmorg.co.za – <i>Under Construction</i>
Email:	admin@icmorg.co.za
Postal Address:	P.O. Box 10345, Edenglen, 1613
Physical Address:	5 Skeen Boulevard, Bedfordview
Contact No:	011 450-3914
Editor:	Briony Winslet
Advertising enquiries:	admin@icmorg.co.za



*Institute of Credit
Management NPC
– Credit Professional Body*

DIRECTORS:

Heather Lawlor (Acting President)	082 885 4305
Susan Basson (Vice President)	084 913 2727
Ronel Davidson	011 450 3914
Melanie Bezuidenhout	082 379 8755
Dr Noah Marutlulle	072 807 6509

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From the desk of.... Lockdown Home Edition

Melanie Bezuidenhout



The positive side of working from home

Covid19 has made us all look at our desks and our offices from a different perspective. ... at home. We were all working at our offices and before we knew it life changed dramatically on the 26th March 2020. We had to relocate and set up office at home with limited resources and prep time.

So what does this mean realistically?

This resulted in finding ways to do our day to day work more cost effectively by saving on printing and paper yet still performing the same tasks. Email communication is the head of the game now, Credit Controllers used to spend hours and hours per week phoning their clients which incurred a huge amount of telephone costs. Responses have become quicker and more efficient as people are able to concentrate on the task at hand while working different hours. Programs like Zoom and MS Teams are now the *Game Changer*.

Productivity has increased exponentially due to saving on average three hours travel time a day, less frustration and aggravation which often was taken out on the clients and fellow colleagues. Normal day to day interruptions and corridor chats have fallen away, conversations are now more precise and meaningful.

However the waist line has taken its toll....

Covid19 has given us a gift of time to spend with our families, reconnect and do things we never had the time to do previously. It has taught us to use our time wisely and learn new skills as well as studying for a better future. The Credit Profession will be viewed in a whole new light as cash flow becomes more important in this tough economy that we are facing.

The ICM Credit Professional Body board has had to rethink when preparing the exam papers and a new model was born, "Distance with a Difference". The QCTO has given permission for online assessments which gives much more thought and safety to the future of our learners. The upcoming June 2020 exams are the first of our online assessments.

The ICM Credit Professional Body believes in our Learners and their future, and at this point in time the South African economy more than ever requires qualified Credit Professionals.

AWARDS 2019

Credit Executive Winner


Rani Pillay



Let me start by saying that I am an accidental credit specialist. I had a disappointment in pursuing my intended career due to financial constraints. I started my career at a very young age in the credit department. As I observed the daily activities conducted by the Debtor Clerks, Credit Controllers, Credit Supervisors and Credit Manager, my desire and passion grew and I wanted to become more involved in the credit field, which is what led me to start pouring my energy and passion into the credit environment. I had a vision and I set myself a goal. I repeated each day, "I will be a Credit Manager one day".

I was young, inexperienced and I was trying to start a career which I did not understand, so slowly but surely I started overcoming the challenges, I rolled up my sleeves and got a working plan to get to my goal and through that vision I persevered. It was through constant mentorship from my leaders, studying through ICM and on the job training, that I managed to conquer my goal. Over the years of my career, I was promoted from Data Capturer to Debtor's Clerk to Credit Controller to Credit Supervisor to Credit Manager to Regional Credit Manager to Group Credit Manager and I am now currently National Credit Manager, Head of Credit. This was all possible through perseverance, determination and hard work. If you pursue a strategy with purpose, then make sure you endure. If your strategy is well planned out to your vision and you endure, then you will succeed in the end.

Through my years in credit I managed to cover many industries and have worked on every industry in every province in South Africa. And I have also covered international industries too. This exposure has certainly strengthened my career and has allowed me to interact very closely with many heads of credit, CEO's and Directors of many entities. I also had the opportunity to be a guest speaker at the Retail Credit Conference, where I reached out to an audience of over 200 delegates addressing effective and efficient credit control in the retail industry.



The climax of my career was when I received the ICM Credit Executive Award in 2019. Receiving this award was an absolute privilege and honour. This award has brought high esteem to my career and the credit fraternity. And has created a high level of motivation and inspiration for my staff, company, family and fellow staff members. I also received recognition from Directors and CEO's of many other corporate entities. Further to this, I have the opportunity to lecture Credit Management 3 through CBT. This is an honour and it gives me absolute pleasure to pass the knowledge forward to our future Credit Managers. This is a great way to pay it forward. My passion and desire to pass on this knowledge to the future Credit Managers is overwhelming. This is the ultimate achievement especially with the current economic climate, as there will be a high demand from many entities for the Credit Specialist, Credit Analyst and Credit Managers to manage and maintain a healthy cash flow within an entity. This is right up my alley, as I do believe that I have the recipe for success for the ICM 3 class of 2020. I am certain that the students will be honoured to know that their lecturer was the winner of the Credit Executive Award in 2019, this will allow the students to recognise excellence and will motivate and inspire the students in achieving the results.

The Credit Executive 2019 award has opened doors for me that I will use as my gateway to reach out to the younger generation to allow them to learn and understand about the credit environment in a practical, back to basic manner with attention to details. Credit is a specialised job, one has to be empowered and filled with passion to gear oneself to become successful in the credit field. Achieving such an award is overwhelming and it certainly makes me feel like I am wearing the crown of success, which I can and will pass to future credit specialists through my shared knowledge.

"If you do not go after what you want, you will never have it. If you do not ask, the answer will always be NO. If you do not step forward, you will always be in the same place". (NR)

WHY STRONG LEADERS NEED MENTORS



WHY STRONG LEADERS NEED MENTORS

"I suddenly wonder what it would be like to have a normal job, where I sleep till 6am, and be home by 5pm, allowing for some family time outside of weekends."

"I remind myself that this job is bigger than me. That as Credit Manager, I am not only responsible for the wellbeing of myself, but also that of all our stakeholders."



Sitting behind my office desk I look outside my window and realize how dark it has become, and that I am once again alone in the office building. Checking the time it reads 8pm. The office is deady quiet and has an eerie feel to it. Deciding to call it a day, I take 10 minutes to compile my "to do" list for the next day, hoping that this will help me keep focused on what needs to be done in between fighting fires. Knowing I must be back at the office by 6am so I can do some deep work before the day officially starts, and with exhaustion setting in, I suddenly wonder what it would be like to have a normal job, where I sleep till 6am, and am home by 5pm, granting family time outside of weekends.

Allowing my thoughts to run, I contemplate whether the life and energy I spend "keeping it all together" here, is really worth it. In an effort to prevent my sudden loneliness from overcoming me, I remind myself that this job is bigger than me. As Credit Manager, I am not only responsible for my own wellbeing, but also that of all our stakeholders.

After all, if my department doesn't run on optimum, ensuring our sales turn into collections and thus profits, our owners won't get a return on their investment, our employees will not receive their bonuses or increases (if a salary at all), and our suppliers and customers certainly won't be better off.

My stomach acids well up into my throat as hunger sets in. Remembering that I last ate at 10am, I open my lunch bag and grab what is now a somewhat soggy cheese sandwich. As I open the wrapper and start shutting down my computer, my mind continues. Bigger than you? The thought continues to the day's events.

The, "this is not good enough" response I received from my boss when giving him the cash flow forecast; the call I received from the sales director to inform me of how I am going to, "shut down this business" because I could not approve an account; the client that was verbally abusive when I insisted on an interim payment before releasing an order;



WHY STRONG LEADERS NEED MENTORS

“Risk management, I say out loud as I tidy my office and get my bag and laptop packed up, is indeed a thankless position; although those of us in it don’t need praise; a bit of co-operation without a fight would be nice!”

“Whether you are a seasoned Credit Supervisor, manager or executive; or young in the position, this mind set can become a daily struggle.”

“The truth of the matter is that in ourselves we are not capable of doing all things. As human beings we have been designed to live in communities where we can learn from one another.”



When you're so busy investing your energy in everything and everyone else, who invests in *you*?

and the admin clerk who burst into tears when I informed her that her late submission of invoices for processing was unacceptable. To name but a few..

I felt discouraged. While I give “these people” the very best of my day, my wit, my knowledge and my commitment; I am likely the most unpopular person in the business; second only to perhaps the Health and Safety team. “Risk management”, I say out loud as I tidy my office and get my bag and laptop packed up. “Indeed a thankless position.” Although those of us in it don’t need praise, a bit of co-operation without a fight would be nice!

As I lock my office and make my way to the car in the dark, I need encouragement. I need guidance. I need Balance.

All the self-help books I have read are full of great information, but they mostly don’t relate to my day to day challenges.

I drive home feeling defeated, but positive in the power of sleep and grit. “A good leader never gives up”, I tell myself as I decide to try again tomorrow.

.....
Let me assure you Credit Management Leaders, you are not alone.

Whether you are a seasoned Credit Supervisor, Manager or Executive; or young in the position, this mind set can become a daily struggle.

Unfortunately grit and passion alone is not enough. The strain on your body, soul and spirit eventually causes burn out, leading to all sorts of physical, mental and emotional instabilities.

So if grit and passion is not enough, and reading books on the subject are helpful but not relevant enough to give us clear guidance, what do we do?

The truth of the matter is that in ourselves we are not capable of doing all things. As human beings we have been designed to live in communities where we can learn from one another. Leadership is not something we should do, or want to do, on our own. We need the wisdom of others, and the only people who actually understand the integrities and challenges of the Credit Management industry, are other Credit Managers.

Perhaps that's why this question is so important:
Who leads you?

When you're so busy investing your energy in everything and everyone else, *who invests in you?*

"A mentor is not someone who walks ahead of you to show you how they did it. A mentor walks alongside you to show you what you can do."

WHAT IS A MENTOR

A Mentor is an experienced practitioner of your craft, who is willing to share his/her skills and insights with those who want to learn.

They mentor through teaching and training, by modeling what they know, and through sharing their experience in practical ways.

They create understanding and direction, and minimize the chaos of uncertainty in an environment of TRUST with no judgement, just learning.

Mentorship is all about forming a great relationship centered on a mutual passion and trust.

A good Mentor is a considerable professional asset.

ATTRIBUTES OF A MENTOR

They share their Experience

By asking the hard questions, a Mentor can help you solve problems by thinking outside of the box, and can give you an insider's view on how to get things done in a practical and measurable way.

They can teach you how to use emotional intelligence, helping you to understand yourself and thus improve the impact you have on others.

They help you find Perspective

A Mentor can help you move to a new position of thought, enabling you to see a situation in a different way.

When your biggest enemy is yourself, a Mentor will ask the tough questions needed to challenge your thinking habits and limiting beliefs.

They are a bouncing board for innovative ideas

A seasoned Mentor has been solving problems and creating solutions for a much longer time than you have. While they may not have *all* the answers, brainstorming a problem with them, and adding their experience to your ideas, will bring solutions to life that can be practically implemented, much more easily than you would be able to do on your own.

They keep you Accountable

When you know you are meeting with your Mentor, you ensure that all the tasks you discussed in your last meeting are completed.



ATTRIBUTES OF A MENTOR

They share their Experience

They help you find Perspective

They are a bouncing board for innovative ideas

**Great People
have Great
Mentors**





ATTRIBUTES OF A MENTOR

They keep you accountable

They push you towards success

They remind you of your purpose

They make us better leaders

They help you Define and Expand your Career Path

They can expand your contacts and network

An added benefit to this is the excitement of completing tasks, and seeing the results, which will motivate you to strive for achievements you may previously have thought were impossible.

They push you towards success.

A Mentor can offer truthful encouragement in difficult times, and by knowing your strengths and weaknesses, will encourage you to push through, resulting in higher confidence levels, which leads to better job performance and more success.

They remind you of your purpose

A Mentor will remind you of your purpose when leadership becomes challenging. In times of great pressure and struggle, the *reasons* you are called to lead will give you strength.

They make us better leaders

There are those around us who have seasoned leadership skills which can enhance what we do. Mentors have made mistakes, and can warn you of negatives and solutions, and how to evade problems. Their strategies can make us more effective and their insights can grow our leadership capacity.

They help you Define and Expand your Career Path.

A Mentor can help ensure that you don't lose focus on your medium and long term goals, amidst the distraction of day-to-day pressures.

They will keep you focused on self-development, recommend reading material, and show where to learn and improve, thus stretching you to do more than you would on your own.

They can expand your Contacts and Network.

A Mentor may have networks and connections that you haven't yet acquired, and that are perhaps still out of reach for you. Thus adding talented people to yours, which makes finding and hiring the best people considerably easier.

*"There is no
lack of
KNOWLEDGE
out there...
Just a shortage of
asking for
HELP"*



Institute of Credit Management – Credit Professional Body

5 Skeen Boulevard
Block A, First Floor
Bedfordview 2008

GPS Co-ordinates
26°10'29 136"S
28°07'57 575"E

Phone

Tel: +27 (0)11 450 3914/3944

Fax: +27 (0)11 450 3905

IN CONCLUSION

While being a leader can be challenging, stressful and lonely, my fortune in finding an amazing Mentor who has taken the time to get to know me and who has invested her time in me, has given me new vigour for life. She is a sea of encouragement, gives me honest and practical guidance, and has taught me how to find balance.

A good Mentor is without a doubt, a necessary support system, who provide a great psychological safety net for leaders.

However, finding mentors who are able to meet our different needs and help us to grow various aspects of our careers can prove challenging.

We must not mistake a Powerful or Highly successful person as someone who will be a good Mentor. Our mentor/s must also be respected members of the community and the business world; and must be passionate about making a positive contribution to society.

Recognizing that our Credit Professionals are facing new challenges in a new economy; and that the need for good Mentors in the Credit Industry is more important than ever before; the **Institute of Credit Management – Credit Professional Body** have **launched a Mentorship program**.

This Mentorship program is aimed at creating a platform where Credit Leaders can get together under an umbrella of trust, where they will have access to a panel of Mentors who are seasoned in the industry and who can relate to their challenges.

Between them, **they stand qualified to offer their experience** of logical solutions to Credit Management challenges, to **offer perspective** in difficult situations, and to listen to and comment on innovative ideas. They will **offer you Accountability**, will **push you towards Success** and **will remind you of your Purpose**. They will **make you a Better Leader** and **help you define and expand your Career Path**, and if you prove yourself to be a diligent mentee, they may even **share their Network and Contacts with you**.

As there is limited space, **this platform is open to Leaders in the Credit field only**.

If you are a member of the ICM your spot is secured and is Free.

Non-members may attend their first meeting as our guest, but will need to become a member to join the next session, alternatively pay an entrance fee of R150-00.

Booking is essential and Right of admission is reserved.

Invitations to this event (which will happen on a monthly basis) will be sent out soon!

Written by Susan Basson
ICM Credit Professional Body Director (Education)



CREDIT ONE TOP ACHIEVER ASSIGNMENT SEMESTER TWO

MARIO VAN DER WALT

INTRODUCTION

Authentic Creations (Pty) Ltd ("Authentic Creations") specialize in the manufacturing of high quality, eco-friendly material, which they use to create Designer African Wedding dresses.

Their mission statement is:

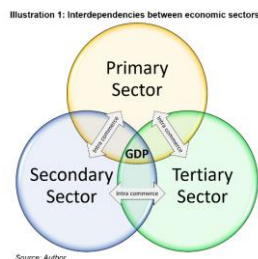
"To serve the south African population by supplying hand crafted, beautiful African Wedding dresses that are high quality, eco-friendly and affordable, making "Authentic Creations" the consumers' first choice, ensuring business sustainability for future generations"

Despite the excellent product however, Authentic Creations are experiencing low turnover due to their competition offering credit facilities to the wedding store retailers, who in turn are able to pass this on to the consumers.

For this reason, Authentic Creations are considering to offer credit facilities to the wedding retailers to retain and grow their market share. The remainder of the document provides an assessment of the macro economy in which Authentic Creations operates, the advantages and disadvantages of credit facilities, the role of credit facilities in the South African economy, factors to consider in developing a credit policy and the credit department's mission and goals to achieve the company's overall mission.

OVERVIEW OF MACRO ECONOMIC SECTORS

The sectors all work together to create an economic chain of production. The primary sector gathers the raw materials, the secondary sector puts the raw materials to use, and the tertiary sector sells and supports the activities of the other two.



In essence, the 3 sectors are dependent on each other and function in a symbiotic manner that results in the total value of economic value created in a country, expressed as the Gross Domestic Product

ASPECTS TO CONSIDER IN PROVIDING CREDIT FACILITIES

Authentic creations should consider the following advantages and disadvantages of offering credit facilities to their customer in the wedding store retailer sector:

Advantages	Disadvantage
As a marketing tool it improves the value proposition to the customer and can gain customer loyalty	Increased financial investment required to maintain working capital levels, which carries financing cost element at a Weighted Average Cost of Capital (WACC) rate.
Increased sales to an expanded/new customer base that were not accessible before offering credit facilities.	Increased risk of customers not paying their accounts on time, resulting in liquidity/cash flow problems for Authentic Creations.
Improved utilisation of production capacity as a result of increased sales, which in turn reduces the cost per unit produced.	Protracted legal proceedings to recover outstanding debts from customers that are in default.
Increased competitiveness in the wedding dress manufacturing market	Increased risk of bad debt write off should legal proceedings be unsuccessful, resulting in direct financial losses.
Increase profits due to lower unit costs and improved absorption of fixed and other overhead costs	Increased risk of total liquidation should the liquidity challenges arising from non-payment of customers be pervasive.
Offering credit at the correct payment terms can optimize the utilisation of working capital and align with Authentic Creation's supplier credit terms.	Increased exposure to changes in Government's fiscal and monetary policy as well as changes in relevant legislation.
Improved financial sustainability due to increased sales and competitiveness, improving Authentic Creation's resilience to negative external market forces	Increased administration, legal, accounting, auditing and associated overhead costs to manage the accounts receivable book.
The debtors book can be used to secure short term funding, either through an outright sale (debt factoring) or discounting (a form of security).	Additional insurance costs to cover the risk of bad debts



CREDIT ONE TOP ACHIEVER ASSIGNMENT SEMESTER TWO

MARIO VAN DER WALT

There are additional costs that should be considered and assessed further before a decision is taken to offer credit facilities. These costs include:

- **Additional administration costs** relating to the cost of establishing and maintaining a credit office in terms of additional personnel (credit controllers, accountants, credit analysts), office space, furniture and equipment, Enterprise Resource Planning ("ERP") software license fees, account set up and master data maintenance;
- **Additional investment required** to maintain working capital and cash flows due to delayed cash receipts from customers. This cost is normally determined by the cash cycle (the time between paying suppliers and receiving payment from customers) and the company's WACC rate as informed by the capital structure;
- **Additional financial reporting and disclosure requirements** in terms of International Financial Reporting Standards, with specific reference to complex impairment models that may require expert skills to determine probability of default and expected credit losses;
- **Additional internal and external audit fees** to audit the debtors book and associated bad debt provisions/impairments;
- **Costs relating to credit assessments** requiring external advisory services from a credit bureau;
- **Additional legal fees** to recover accounts in default, or additional insurance to cover the risk of default (effectively transferring the risk and recovery of bad debts to the insurer);
- **Bad debt write-offs** for accounts not recoverable, which is both a loss in profit and costs incurred to manufacture the products. This is quite important, as it would have been better not to have the sale at all, as Authentic Creations would not have incurred the direct/variable cost to manufacture the item.

ROLE OF CREDIT IN SOUTH AFRICA

In a "free" economy, the relationship between supply and demand greatly affect the economic activity of citizens and businesses in a country. In a low demand scenario, pricing of products are generally low and the supply side highly competitive with little growth in the market. In a high demand scenario, pricing is generally higher and more competitors are active in the market to meet demand.

Credit plays a vital role in (1) enabling consumer spending that boosts trade and service demand in the tertiary economy, which in turn creates demand for products and materials in the secondary and primary economies as well as (2) enabling businesses to trade as a financing solution to working capital requirements. The combination of these factors can generally be seen in the correlation between inflation, interest rates, growth in GDP and the rate of employment (or unemployment in South Africa's case).

The enablement of economic activity and accompanying growth through credit market regulation also contributes to the overall competitiveness of a country. It is therefore of critical importance to manage the credit market in a responsible manner. Excessive credit in an economy places credit providers and credit receivers alike at great risk of liquidity problems and even liquidation when an economy suddenly experience a recession (signaled by a drop in demand resulting in lower sales and profits) or when interest rates are hiked to curb high inflation (which is a by-product of price hikes due to the artificial demand created by excessive credit).

South Africa seemed to have struck a positive balance between managing credit regulations and driving economic growth by not over-extending credit facilities to consumers in line with the National Credit Act of 2006, as evidenced by the shielded impact the global financial crisis in 2008 had on the South African economy compared to more developed countries around the world.



CREDIT ONE TOP ACHIEVER

ASSIGNMENT SEMESTER TWO

MARIO VAN DER WALT

CREDIT POLICY CONSIDERATIONS

Authentic Creations should develop and implement an appropriate credit policy to guide and direct all credit management activities in the business. The credit policy should take due consideration of the following factors:

Cash cycle

The cash cycle is determined by the difference between the timing of supplier payments and customer receipts. The longer the cash cycle the more investment in working capital is required to ensure adequate cash resources and liquidity is available to run the business on a day-to-day basis.

Competitors

The credit terms and conditions offered by Authentic Creations should be comparable in all material respects to those provided by its competitors, save for minor differences to ensure a competitive advantage over its competitors without undue exposure to the risks of offering credit facilities.

Legal recourse

Engaging legal services, either in-house or outsourced legal firms, to recover arrear accounts or bad debts are almost inevitable in a credit environment. Due consideration should be given to the prevailing laws and legal recourse options available to Authentic Creations in the market it operates. The policy decisions must enable shift recovery by suitably and experienced lawyers, with predetermined thresholds and effective procedures to initiate legal interventions, whilst minimizing the cost of legal fees.

Industry

The terms and conditions for credit facilities should also be in line with the industry norms. This will highly influence the marketing strategy, competitive advantage it seeks and the risk appetite to inherent credit risk exposures.

Marketing strategy

The terms and conditions of credit facilities must be aligned to ensure balance between the marketing strategy and credit policy, and should be in line with the overall risk appetite of the Authentic Creations

Product

The credit policy should take cognizance of the nature and useful life of the product being sold, which would determine the terms and conditions of the credit facilities provided to a large extent. Generally in consumer credit, the shorter the useful life of the product, the shorter the term of the credit facility and *vice versa*.

Authentic Creation's Mission

To serve the South African population by supplying hand crafted, beautiful African dresses that are high quality, eco-friendly and affordable, making Authentic Creations the consumers first choice, ensuring business sustainability for future generations.

Credit Department Mission Statement

To facilitate sustainable sales growth, develop strong customer relationships, and protect the company's profits by managing counter-party risk exposures within acceptable limits.

Provide appropriate credit limits

- Pre-qualify potential customers with sales team
- Deploy appropriate B2B credit risk assessment tools (7C's of credit)
- Perform regular credit checks of current customers' credit limits

Accurate and timeous billing

- Accurate customer statements delivered to the customer on time
- Timeous resolution of customer queries/disputes
- Reconciliation of invoices, debtors book and general ledger

Collection of amounts due

- Maintain "days sales outstanding" within targeted range
- Engage customers immediately if payment terms are not met
- Acknowledge customers that settle debts when due

Reduce bad debt write-offs

- Integrated recovery of accounts in arrears with legal team
- Update credit bureaus on delinquent customers

Up to date records

- Reconciliation of invoices, debtors book and general ledger accounts
- Maintain customer master files and keep appropriate source documents (i.e. credit applications, communications with customers)

Leverage business insights to promote sales

- Create business insights through data analytics (sales/market trends, customer behaviors, payment history) to optimise and refine marketing strategy on an ongoing basis

Effective and efficient credit department

- Deploy best-in class ERP software and IT solutions
- Recruit and retain skilled employees
- Regular training on developments in credit management



CONCLUSION

There is ample evidence that offering credit facilities actively contributes towards a company's financial sustainability through increasing its competitive advantage, fostering customer loyalty, better utilisation of production capacity, job creation and preservation as well as increasing profits.

After all, if the concept of credit did not create economic value for both the credit provider and credit receiver to the benefit of a country's broader economy, neither business or consumer would offer credit or take credit.

However, offering credit facilities should be done in responsible manner as the inherent risks in credit must be pro-actively managed to reduce the risk of losses and liquidity challenges within acceptable levels.

Before a decision is take by Authentic Creation to offer credit facilities, a detailed cost-benefit analysis should be performed to ensure that the cost of credit facilities do not out-way the profits from increased sales.

	<p>CREDIT ONE TOP ACHIEVER</p> <p><i>Runner Up</i></p> <p>ASSIGNMENT SEMESTER TWO</p>
<p>AUTHENTIC CREATIONS (PTY) LTD</p>  <p><i>Our Fabrics tell a unique African story</i></p>	<p>PELMA MAJA</p> <p>THE GOALS OF THE CREDIT MANAGEMENT TEAM</p> <ul style="list-style-type: none"> ➤ Developing trusting relationships with customers, customer satisfaction and retention: By developing good customer relationships with customers and providing them with high quality services, profits could be increased, as customers are willing to do purchase more from Authentic Creations. This will be attained by providing reliable and efficient credit services.
<p>THE IMPORTANCE OF RUNNING CREDIT FACILITIES IN A RESPONSIBLE MANNER</p> <p>Although credit plays a vital role in a business and in building the economy, credit providers need to be very cautious and need to supply credit according to calculated risk. This will eliminate offering credit recklessly to businesses that might not be able to pay the credit provider as a result cause a greater financial harm to the credit providers business and the economy.</p> <p>If credit is offered to customers that are not creditworthy, greater financial harm will be incurred by credit providers, which will have a greater impact on economy. Production will be reduced, unemployment will be increased as employers might seek on cutting expenditure through job reductions, and the country will go into a recession because of the contraction in the economic activity.</p>	<ul style="list-style-type: none"> ➤ Safeguarding Authentic Creations against customer risk and minimizing credit risk exposure: This could be attained through implementing measures in place such as a strong credit policy that will provide guidelines to the credit department on performing credit worthiness tests, credit approvals and securities in place for high-risk customers. ➤ Improving cash flows from customers: Through following up with customers on late payments made, and negotiating with customers on options to pay paying late options when they have financial constraints. ➤ Increasing revenue: The credit department should aim to increase sales through using credit to entice customers to purchase goods and providing customers with competitive credit terms, better than other competitors. ➤ Building industry alliances: Collaborating with other credit management teams in the same industry as Authentic Creations to leverage from their strength, to better understand customers and measures they have put in place to effectively collect overdue debts. ➤ Reduction of bad debts and cost of collections: Authentic Creations needs to conduct thorough credit worthiness checks on customer prior to providing them with any credit. These credit worthiness checks will reduce the risk of providing credit to unreliable customers. Frequent reviews of customer accounts and payment profile.
<p>THE CREDIT DEPARTMENTS MISSION STATEMENT</p> <p>Providing efficient, reliable, and cost effective credit services to customers thereby ensuring business growth, sustainability, developing strong and trusting customer relationships, whilst minimizing the credit risk exposure of Authentic Creations.</p>	<ul style="list-style-type: none"> ➤ Having a strong credit management team: Providing employees with an opportunity enhance their skills by attending credit management training.

“Distance with a Difference”

Credit Blende Training

Life is exciting, life is challenging, life is rewarding. You could say that with Covid19 everything is doom and gloom, which is a defeatist attitude. We are living with many challenges, we should try and find something new to challenge ourselves each day, and if you simply give up then you cannot progress. With Covid19 we need to find new ways in which to achieve our objectives:

Objective

Companies require Qualified Professional Credit People
One needs to obtain a qualification
One needs to continue with one's studies

Problem

We are in Lockdown for a year or more
Defeatist? Gives Up
What does that achieve?
Lose a year of one's life?
Lose the possibility of a new job?
Possibility of losing one's current job?

Finding a Solution

What do we do?
Need to carry on with current studies
Find a college which can assist us
Commence your studies with a College who understands your needs
Find an Assessment/Examiner who can assist

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October 2019 Results

Credit 1	
Student No	Final Results
91024782	59
91024833	61
91024841	63
91024958	57
91024959	76
91024960	69
91024961	60
91024962	68
91024963	62
91024964	50
91024965	78
91024966	63
91024967	83
91024968	63
91024969	87
91024970	59
91024971	50
91024973	61
91024974	75
91024975	70
91024976	71
91024977	71
91024978	61
91024979	53
91024980	65
91024981	77
91024982	64
91024983	66
91024984	66
91024986	64
91024987	62
91024988	79
91024989	68
91024990	77
91024991	80
91024992	89
91024994	73
91024998	74
91025000	70
91025001	72

91025002	86
91025003	66
91025004	62
91025005	79
91025006	51
91025009	51
91025010	51
91025011	50

Credit 2	
Student No	Final Results
91011319	72
91024649	50
91024674	55
91024749	50
91024785	50
91024794	54
91024796	71
91024813	69
91024853	70
91024854	51
91024856	68
91024857	67
91024860	56
91024861	53
91024862	77
91024863	61
91024869	63
91024881	80
91024882	84
91024885	51
91024886	64
91024888	59
91024889	78
91024890	53
91024894	63
91024895	71
91024896	64
91024900	64
91024902	74
91024903	50
91024905	56

91024906	68
91024907	67
91024908	58
91024909	63
91024910	68
91024934	65
91024935	60
91024995	51

Credit 3	
Student No	Final Results
91024795	50
91005748	64
91007516	70
91008986	69
91012200	84
91024040	84
91024627	60
91024657	66
91024660	68
91024675	78
91024686	84
91024689	64
91024695	79
91024731	59
91024733	68
91024736	83
91024748	50
91024751	67
91024753	66
91024754	71
91024758	86
91024771	64
91024783	78
91024784	85
91024799	67
91024800	82
91024834	71
91024839	74
91024876	76
91024877	56

Credit 4	
Student No	Final Results
91007408	56
91007688	65
91010030	73
91011748	53
91024406	76
91024409	56
91024452	68
91024565	50
91024566	67
91024572	64
91024648	73
91024652	50
91024658	50
91024663	50
91024672	50
91024690	56
91024693	68
91024696	67
91024709	69
91024743	53
91024880	73
91024922	51

Credit 5	
Student No	Final Results
91004411	62
91004993	88
91007792	73
91012185	71
91024327	77
91024405	92
91024560	50
91024574	83
91024752	82
91024781	94

AWARD CEREMONY 2019



FINALISTS



SHANA SCHUTTE

SARAS REDDY

VANI CHETTY

SHAYNAAZ ISMAIL-ALI

YUGESHAN NAIDOO

FRANSIE SMIT

REFILWE MOSHASHWA

ERICA COLLIER

SIBUSISO NKOSI

CREDIT EXECUTIVE



LIN GROTIUS

ALISTER LOUW

CAROL KIRSTEN

HEMY ISHWARPESAD

RANI PILLAY

ICM Credit Professional Body Membership Fees Payable 2020

MEMBERSHIP	2020
Annual Membership Fee	R735.00
Once off registration fee (all first time registrations)	R226.00
ASSOCIATE MEMBERSHIP	
Annual Associate Membership Fee	R735.00
Once off registration fee (all first time registrations)	R226.00
FELLOW MEMBERSHIP	N/A
CORPORATE MEMBERSHIP	
Annual Associate Membership fee	R5,422.00
Once off registration fee (all first time registrations)	R565.00
ADDITIONAL FEES	
Re-registration fee (payable where membership has lapsed)	R91.00
Internal postage fees (compulsory for non-SA members and learners)	R226.00
Re-print membership certificate (on request)	R172.00

Student Fees Payable 2020

	Part 1, 2	Part 3	Part 4	Part 5
REGISTRATION FEES				
All first time registrations (ONCE OFF)				
Re-registration fee (payable where membership has lapsed)	R91.00	R91.00	R91.00	R91.00
COMPULSORY YEARLY MEMBERSHIP FEES				
Learner (No voting rights, no membership abbreviation)	R283.00			
Member (Full voting rights, Membership abbreviation – MICM, Membership Certificate)		R735.00	R735.00	R735.00
ASSESSMENT (EXAM) FEES				
Exam fee (per exam)	R616.00	R616.00	R745.00	R791.00



People buy into the leader
before they buy into the
vision.

John C. Maxwell



*Institute of Credit
Management NPC
- Credit Professional Body*

Website:

Under Construction

Email:

admin@icmorg.co.za

Postal address:

P.O. Box 10345, Edenglen, 1613

Physical Address:

5 Skeen Boulevard, Bedfordview

Contact No:

011 450-3914