

Opportunities to improve international business prospects in south africa

[Business](#)



The economy is undergoing rapid growth especially with the concerted efforts by the government and stakeholders to enhance the recovery from the inefficiencies of apartheid. According to Lundahl and Petersson, there has been notable growth in the manufacturing and transport sector (33). However, employment opportunities are fewer than the employable population in the country. The government is, therefore, encouraging foreign investors to establish a business in the country in a bid to solve the problem of high unemployment rates (Prasad et al. 13). This is the reason our company has been granted approval to establish in Durban where it may help in creating employment opportunities for locals. On the other hand, the city's political climate is encouraging. The politicians are concerned about economic growth and the empowerment of people to improve their standards of living. Our company enjoys an unmatched reputation in the region and therefore there is no doubt of imminent success.

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