



Linking Giants and Gilt-edge: An Action Research on Business Integration Strategies between Large Firms and Local SMEs in South Africa

Siphiwe Mthuli¹

¹ South African Institute for Medical Research (SAIMR)

Published: 19 December 2009 | **Received:** 04 August 2009 | **Accepted:** 16 November 2009

Correspondence: smthuli@yahoo.com

DOI: [10.5281/zenodo.18888467](https://doi.org/10.5281/zenodo.18888467)

Author notes

Siphiwe Mthuli is affiliated with South African Institute for Medical Research (SAIMR) and focuses on Business research in Africa.

Abstract

This study examines the integration of large firms and local Small and Medium Enterprises (SMEs) in South Africa's coastal management sector. The study employs an action research approach, involving interviews with key stakeholders and analysis of existing data from the South African Department of Environmental Affairs. Business integration strategies varied significantly in terms of direction (from supply to demand) and proportion (with some firms adopting multi-faceted approaches). Despite challenges, there is evidence that strategic partnerships can lead to mutual benefits for both large firms and SMEs in coastal management. Firms should proactively seek out local SMEs with complementary skills, while the government could facilitate collaboration through policy support.

Keywords: *Geographic, African, South_Africa, Capitalism, Entrepreneurship, Innovation, Co-operation*

ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

✉ **REQUEST FULL PAPER**

Email: info@parj.africa

Request your copy of the full paper today!

SUBMIT YOUR RESEARCH

Are you a researcher in Africa? We welcome your submissions!

Join our community of African scholars and share your groundbreaking work.

Submit at: app.parj.africa



Scan to visit app.parj.africa

Open Access Scholarship from PARJ

Empowering African Research | Advancing Global Knowledge