



# The offshoring opportunity for small to medium businesses.

Why the Philippines and South Africa are the ultimate destinations for offshoring success.

## GET OVER IT.

Your barriers to growth, that is.

Finding and retaining good talent are common challenges for small to medium businesses – and it's no wonder why.



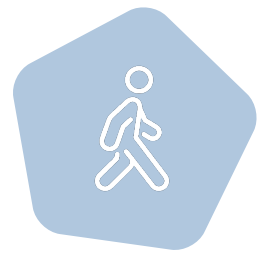
Local, qualified talent is scarce.



In demand roles typically demand greater salaries.



Employment costs are a significant barrier to growth.



Staff don't stick around long enough to get great value.

It's these very challenges that have spurred the growth of offshore outsourcing.

# What is offshore outsourcing?

When you outsource work or a role to people in another country – the common name for this is offshoring. By Staff Domain's definition, it's when you build a team of highly qualified professionals who work only for, in another country, enabled and supported by us.

While once the exclusive domain of multinationals and large enterprises, offshoring is now a mature and accessible market for businesses of all sizes.

Large enterprises helped offshoring services develop and become more sophisticated over many decades. In doing so, they paved the way for smart small to medium businesses, just like yours, to gain access to exceptional global talent. All while enjoying as much as 60% cost savings.

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## Optus Business Centre

"I didn't set out on this journey to cut costs. It was to find stable, great talent that I couldn't find anywhere else. I tried local recruitment, local outsourcing and a raft of offshoring options. I now have a stable, talented team generating quality leads at literally a fraction of the cost had I have done it here. I only wish I had found Staff Domain earlier!"

### Tamer Ali

Business Owner, Optus Business Centre



"I had completely exceeded my capacity and turned to Staff Domain to help. I should have done it months ago. It has been an excellent solution that has freed up my time and allowed me to add more value to clients."

### Tamer Ali

Business Owner, Optus Business Centre

# What functions can be outsourced offshore?

Offshore outsourcing can help fill roles across a range of industries, including finance, eCommerce, tech, recruitment, marketing and more! You'd be hardpressed to find a task you can't offshore; however, the simplest roles for businesses to offshore involve tasks that can be easily standardised, and process mapped. For example, functions like, tech support, customer service or bookkeeping. Not only is there a huge talent pool to tap into offshore, but you will be able to find highly qualified staff with years of experience in your local market.



## The Philippines and South Africa

### Home to exceptional talent.

When hiring staff locally, think about what you look for – excellent communication, the right skill set, years of experience? The Philippines and South Africa offer highly qualified talent with all this and more.

Home to large, educated populations with fantastic English-speaking skills, great work ethic and cultural compatibility with Western nations – there could be no better fit for us than these locations. Staff Domain only recruits ambitious, talented individuals who are enjoyable to work with and have great empathy and communication skills.

## Location Snapshot

	 <b>THE PHILIPPINES</b>	 <b>SOUTH AFRICA</b>
<b>Total Population</b>	109.6 million	59.3 million
<b>Labour Force</b>	43.7 million	21.7 million
<b>Currency</b>	Philippine Peso (PHP).	Rand (ZAR).
<b>Political Status</b>	Democratic Republic.	Democratic Republic.
<b>Official Languages</b>	Filipino & English.	Afrikaans, English, Venda, Tsonga, Southern Sotho, Swati, Xhosa, Tswana, Ndebele, Zulu, Northern Sotho
<b>English Proficiency Index</b>	Ranked 18 out of 112 countries – High Proficiency	Ranked 12 out of 112 countries – Very High Proficiency

## Educated Labour Force

THE PHILIPPINES	SOUTH AFRICA
<p>In the Philippines education is free and compulsory from kindergarten to year twelve. The functional literacy rate for women is 92.9% and for men 90.2%.<sup>1</sup></p> <p>Over 3.4 million students attend state and local universities and colleges or private higher education institutes. Business Administration, Education, Engineering and Technology are among the in-demand and priority courses for students in the Philippines.<sup>3</sup></p>	<p>In South Africa education is compulsory from the age of 7-15. The country dedicates a significant 19.5% of its expenditure towards education.<sup>2</sup></p> <p>Six South African universities are ranked in the top 500 universities of the world. Education, Business and Economics, Health and Engineering are among the most popular courses for students.</p>

## Affordable Labour Force

THE PHILIPPINES	SOUTH AFRICA
<p><b>535, 000 PHP</b>  <b>14,590 AUD / 10,400 USD</b>                      Average annual income in the Philippines.</p>	<p><b>276,000 RAND</b>  <b>24,950 AUD/ 17,796 USD</b>                      Average annual income in South Africa.</p>

With significantly lower operational and salary costs, locations like the Philippines and South Africa are very cost-effective options for foreign entities looking to outsource. Please note, this is general information only.

## Tech Infrastructure

THE PHILIPPINES	SOUTH AFRICA
<p>The Philippines' telecommunications industry is robust and is a key contributor to the country's economy. Continuous capital expenditure for the upgrade of communications equipment contributes to the growth of the industry and in turn ensures state-of-the-art infrastructure for businesses operating in the region.<sup>4</sup></p>	<p>South Africa's ICT market is the largest in Africa and continues to grow. The nation's connectivity and data infrastructure has made significant strides with SEACOM, a world-class fibre optic telecommunications network and the launch of their first commercial 5G network in 2021. The government has also introduced a Skills Development Program aiming to train 1 million young people in tech-related fields like AI and computing by 2030.<sup>5</sup></p>

# Cultural Compatibility

THE PHILIPPINES	SOUTH AFRICA
<p>The Filipino culture soundly matches Western cultures. The Philippines was governed by the United States for about 50 years (1899 to 1946), with the remnants of the US influence in the last century existing to this day. Although the official language is Filipino, English is also the primary language for business and education.</p>	<p>South Africa offers a unique blend of indigenous and western cultures. Before becoming the Republic of South Africa in 1961, the nation was a sovereign state in the British Empire. As a result, the country has many influences from - and similarities to - Western Culture. English is an official language of South Africa and is primarily used in business.</p>

# Time Zone Advantages

THE PHILIPPINES	SOUTH AFRICA
<p><b>Philippine Standard Time: GMT + 8</b>            AEDT = The Philippines is 3 hours behind            PST = The Philippines is 16 hours ahead            ET = Philippines is 13 hours ahead</p> <p>A great option for Asia Pacific clients, or Europe and US Clients looking to provide 24/7 support.</p>	<p><b>South Africa Standard Time GMT + 2</b>            AEDT = South Africa is 9 hours behind            PST = South Africa is 10 hours ahead            ET = South Africa is 7 hours ahead</p> <p>A great option for clients in Europe and the US, or Asia-pacific clients looking to provide 24/7 support.</p>

With access to talent in The Philippines and South Africa, your search crosses boundaries. You can ensure you get the right fit in the right time zone for your business, so you can provide round the clock support or have an offshore team working hand in hand with your local staff.

1. <https://psa.gov.ph/content/functional-literacy-rate-estimated-916-percent-2019#:~:text=About%2091.6%20percent%20Filipinos%20,iterate%20on%20a%20functional%20level>

2. <http://uis.unesco.org/en/country/za>

3. <https://ched.gov.ph/wp-content/uploads/Higher-Education-Enrollment-by-Discipline-Group-AY-2019-20.pdf>

4. <https://www.export.gov/article?id=Philippines-Information-and-Communications-Technology>

5. <https://www.trade.gov/knowledge-product/south-africa-information-technology>



# Interested in growing your business with offshoring?

Book in for an obligation free consultation with us and receive a custom growth pack for your business. It maps out the best offshore outsourcing approach for your business, including roles, full pricing, business requirements and more.

You've got everything to gain, and nothing to lose.



Email us: [info@staffdomain.com](mailto:info@staffdomain.com)



For more info: [staffdomain.com](http://staffdomain.com)

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