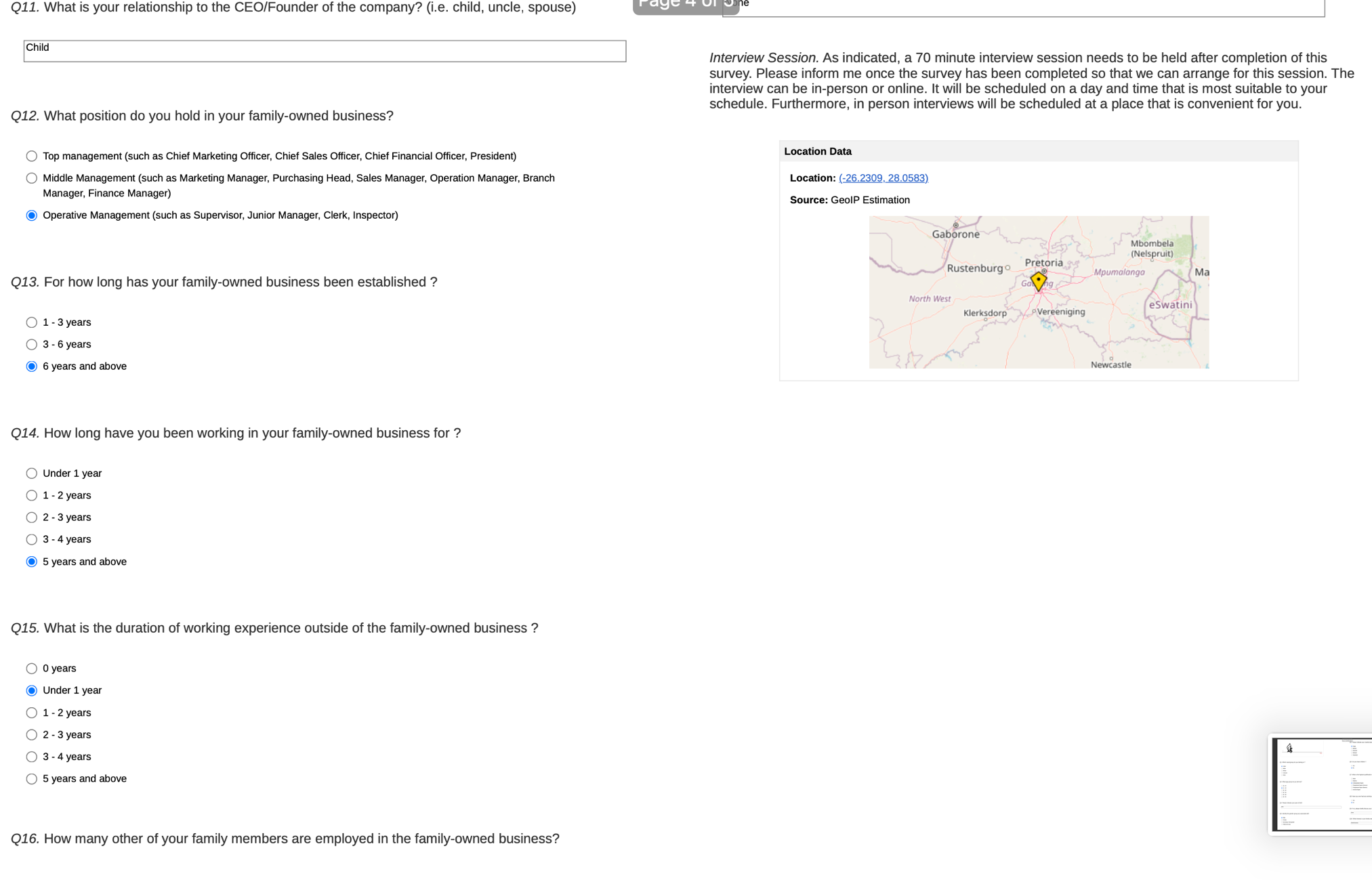
# INTERVIEW 7

## Interview Transcription

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| --- | --- | --- |
| Line Number | Person | Dialogue |
| 1 | Researcher | Good day, how are you doing today? |
| 2 | Participant | I’m well, thanks and you? |
| 3 | Researcher | I’m good thanks. Before proceeding, I want to confirm that you have completed the consent form and if you would still like to proceed with this interview? |
| 4 | Participant | Yes, no problem. |
| 5 | Researcher | Thank you. I would like to highlight that this interview will be confidential and your identity will be kept anonymous through explicit and implicit methods. This implies that your name will not be used and further factors that could potentially lead to your identification will be eliminated. Do you understand this ? |
| 6 | Participant | Yes. |
| 7 | Researcher | Okay. I request that you stop me at any given point where you are uncomfortable with the interview or questions posed. On that note, I would like to remind you of your right to withdraw from participation with no negative consequences this implies that you can at any point in this interview or research process convey the intention to withdraw your contribution to this study and there will be no penalty or disadvantage presented to you. Do you understand this right? |
| 8 | Participant | Yes. |
| 9 | Researcher | Okay, I am going to record this interview for record keeping and transcription purposes. Is that still okay? |
| 10 | Participant | Yes, no problem. |
| 11 | Researcher | Okay, now that all that admin is done, I want to thank you for carving the time to speak with me today. So the intention of this is to have a free flowing discussion regarding your experience being placed in your family-owned business. I will now start posing the interview questions but please remove all feelings of anxiousness, it is just a normal conversation. |
| 12 | Participant | Okay |
| 13 | Researcher | Perfect. I see that you have been working in the family business for about five years and above. I also see that your family business is placed in the retail industry. So just to get an idea, what exactly do you guys sell? |
| 14 | Participant | So… uh…let me start with saying that my father owns a retail business in Marabastaad so Pretoria CBD. It’s in town, he sells imitation jewellery, clothes so a mixture of everything really so clothes, jewellery, school uniforms, stationery so it’s a mixture of a whole lot of things really. |
| 15 | Researcher | So it’s a one stop shop kind of setting? |
| 16 | Participant | Yes |
| 17 | Researcher | Okay cool and it’s interesting that you said you guys are placed in Marabastaad because my pa…my father’s side of the family also has shop there. |
| 18 | Participant | I’m not sure but I am sure my father knows of it and all the people involved in it. |
| 19 | Researcher | Yes but I feel everyone originates from Marabastaad really. |
| 20 | Participant | Ya … they do. I think my father was born there. |
| 21 | Researcher | And do you guys stay in Laudium at the moment ? |
| 22 | Participant | Ya we stay in Erasmia and you? |
| 23 | Researcher | Okay that’s nice. We’re placed in Waterkloof so it’s quite a distance but ya. That’s nice to know and I can imagine how much of stock you guys must carry having all of these options available. A big operation. |
| 24 | Participant | Yeah… over the years, the business was depreciating in terms of income and...so.. like the business became smaller and smaller as the years went on because the market is… I wouldn’t say dying, I would say depreciating because everything is moving online. So ya it’s a bit… of a tough situation now so ya. |
| 25 | Researcher | I mean with the current state of the economy and unemployment rates, people just don’t have the spending power |
| 26 | Participant | Ya exactly. |
| 27 | Researcher | It’s scary where we’re headed. |
| 28 | Participant | Eish it’s true. |
| 29 | Researcher | Okay so it’s nice to get that background on your family business. I just want to get an understanding, how do you experience working in the family owned business? You mention that things are tough so let’s have a conversation on the pros and cons that you feel are present working in the family business despite this. |
| 30 | Participant | So do you want to know my personal experience working within the family business? |
| 31 | Researcher | Yes, so everything that we are going to discuss should be from your perspective, your experience. |
| 32 | Participant | Okay |
| 33 | Researcher | So what I am going to do with this, I have to conduct 12-15 interviews then transcribe each interview. After I do these things, I sit with all the interviews and try and find a consensus with regards to the different aspects that we are going to discuss. Just to paint a picture of the current state of family businesses within South Africa. So definitely your personal experience. Again, you can be completely honest with me. This interview recording will go to no one else. |
| 34 | Participant | (laughs) okay no problem. So I would say… like you say there are pros and cons, there’s like positives and negatives to working in the family business. Not so much negativity to it, the only negative aspect to it is like you see the dying economy, we are losing our customer base because people are not really buying anymore. It’s a bit tough to adapt to new situations like what do we need to work on, what do we need to do now to get to the position that we were last year and a few years ago. As the years go on, the situation changed. So … for me working in the business helped me produce that working ..how can I , what term can I put to it… the drive… like it built a drive in me not only working in a customer based business as a salesman but you know it like broadened my knowledge to go study something else. For example I am studying IT, working in the business helped me because I saw that the business is lacking in development in terms of technology like a website for the business, we don’t have any online store or e commerce for the business where we can push out things online and sell online. That’s why the business helped me push towards that academic.. you know what I am saying. |
| 35 | Researcher | Ya like it kind of motivated you to go out there and upskill yourself. |
| 36 | Participant | Yeah then the knowledge I gain, I want to use to help my family, the family business get on the right page in terms of putting them online, getting stock online, just bettering the business overall you know. |
| 37 | Researcher | Ya. I’m glad you brought up the career part of it because that’s the next thing we need to speak about. Before we go on, I want to address the con where you spoke about the economy not being great then you over the years, the situation has changed. In what ways for you and your family has the situation changed? If you look at your current state versus ten, five years ago – what has changed since then? |
| 38 | Participant | So if we have to speak about .. the state of the business five or ten years ago. I wouldn’t go into money terms… it’s just we were doing well. For example my father was strong with watched, we used to sell a lot of watches with a good customer base where people used to come from different provinces to buy watches from us. So that was our strong point in the business going strong. If we look at that chapter today, the market for those kind of watches has kind of died down. So what was our strong point is basically our weak point now. We basically trying to find…like…where can we go now? What’s the strong point that is going to put us where we were five, ten years ago where … to get back to that earning how much we used to do compared to now you know what I mean. |
| 39 | Researcher | Ya so there was that impact on the business reputation where you were once known for your watches and now that has slowly died down so you’re kind of looking for that niche market again, something that people come to your doorstep and say that we know you stock this… a novelty kind of thing ? |
| 40 | Participant | Yes, exactly. |
| 41 | Researcher | You also mentioned the earnings aspect of it and even though that is not everything, it still has a significant part since I assume it changed your lifestyle as well. Is that correct? |
| 42 | Participant | Yes, it did. |
| 43 | Researcher | Okay and sorry, just to get an understanding – in terms of your employee workforce, has that also reduced over the years? |
| 44 | Participant | So yes. We had a few employees five years ago so I would say, my father is the manager of the shop. So when I am not at university or school, I come help be supporting manager. He had like three employees that would help in different sectors, I think that four years ago, we let go of two of those employees. It got to a point where we couldn’t support their wages every month because of how the business was performing. So today, it is my father and one more employee in the shop. |
| 45 | Researcher | Okay so it is your father and the other employee? Is there any other ground staff present? |
| 46 | Participant | It’s… not really.. we don’t…it’s not that type of business where we have …we employ guys okay.. you fixed to this, and you fixed to this.. we basically just employ saying okay you talk to the guy, you sell to the customer, finish. We don’t have different types of roles, we have one fixed role which is like a salesman. |
| 47 | Researcher | Okay I understand. |
| 48 | Participant | Then when they do any other work that is required of them, there is no..like not related to customers like cleaning of something or sorting out something you know. |
| 49 | Researcher | Oh yeah. It’s the same with us actually. For example we sell gas and if the runners are free, we say okay don’t sit, clean something. So I think it’s a common practice to be flexible. |
| 50 | Participant | Yeah exactly like that. |
| 51 | Researcher | So that;s good to know. So the con is basically just that as the family of this business, you get the first hit from the economy and external factors and now it’s put you in a position where you are looking for that niche market again and getting to that position. |
| 52 | Participant | Yes, 100%. |
| 53 | Researcher | Then let’s talk a bit about the pros, you mention that the business influenced your decision to go and study IT so that you could put everything online and I think that is such a wonderful thing. Seeing how things are going, I would rather just open Superbalist and shop everything, it is just convenient. |
| 54 | Participant | Exactly yeah. |
| 55 | Researcher | What are your comments on that ? Can we talk about how this decision came about and speak to how this decision making process that you underwent ? |
| 56 | Participant | Yeah sure. So… I think I’ve realised that the situation we were in in grade 10 which was like five to six, seven years ago. We were sitting in a situation where we were kind of sitting dry where we were receiving two to five customers a day which was not good. So I sat myself down, thinking to myself ‘okay what can I do myself to help my family’s business get back on it’s feet and how it used to be’. So I felt like, the only aspect the business was lacking or missing was the digital and technological aspect of everything so I felt if I could go into IT and develop my skills and knowledge there, I could just bring that knowledge for example like web development. I have skills in web development and I can use that skills to design a website, come up with a website for the business. So like it stands out not only for the people looking at the business on the street but also people online so they look at the shop and say ‘oh the shop got nice things’ you know. That’s the world we live in today. So it’s basically all about adapting you know. So I… it was more of a situation where..I didn’t look at it in my benefit…like okay what do I like to do. IT wasn’t my first choice, it is a good direction to be heading into because not only is it going to be beneficial to me, it’s going to be beneficial to my family, the family business. That’s why I went into IT. |
| 57 | Researcher | Okay so there wasn’t anyone that told you to do all of these things, you kind of just did your own analysis and saw what was lacking in the company and how you could bridge that gap |
| 58 | Participant | Yes |
| 59 | Researcher | So you did mention that it wasn’t initially what you had planned so what did you initially plan on doing? |
| 60 | Participant | My initial plan was to go into mechanical engineering |
| 61 | Researcher | Oh shew |
| 62 | Participant | (laughs) yeah |
| 63 | Researcher | That sounds difficult. |
| 64 | Participant | Yeah in school I was a lot on the construction side and building it, how things are like constructed and coming together but as the years went by I realised what was lacking and what was needed so that is why I made a choice based on that. |
| 65 | Researcher | Yeah and when you made this decision, I am trying to understand the motivation behind it, did you feel obligated towards the family or the business? You mentioned that you saw the gap but what was the motivating factor behind it ? |
| 66 | Participant | Uhmm… my motivating factor was that if I don’t make decisions or nobody makes the step to get this business sorted, I saw it like in five, ten years – this business will basically be dead. Then if you have a family business, I think it is morally right for you to do everything in your power. To the best in your ability to get that business sorted because it’s your main source of income; it put you through school, put you through university. So you know the world is changing but you also see those ways where like okay you look at someone else’s business where it was once in our current state and now it’s one of the top current businesses in South Africa, kind of thing. So those external thoughts got to me and said ‘listen, maybe we can make something happen here’. If we bring technology into the whole business, if we brought digitisation, if we brought card payment, you know small small things that make people’s convenience then maybe we can get back to where we were. |
| 67 | Researcher | That’s really inspiring. It wasn’t really an obligation but rather an emotional attachment and the feeling of having to repay or contribute in some sense because the business put you through life and if that is no longer there then that disappears. |
| 68 | Participant | Yes, exactly. |
| 69 | Researcher | I can relate to a large extent. I am in a similar position as you. I mean my father never had a say in what I wanted to do in terms of my career, the thought of going to study was there. I have noticed this with the other interviews as well where the children find the need to make the decision and contribute somehow to the business. |
| 70 | Participant | Mmmm |
| 71 | Researcher | It’s interesting to see and I commend you on making that decision. Are you happy with this decision? |
| 72 | Participant | Yes… I have found … at first, I was sceptical because I was not so technologically advanced like I knew with the basics to everything in terms of computer literacy and web development but as uhm… the course of my degree carried on, I’ve learnt to love certain things like designing a web page or like small… I’ve learnt to love small things in what I am studying, what I am doing. So yeah. I have learnt to enjoy it basically, yeah. |
| 73 | Researcher | Yeah so it is sparking your interest as you go along? |
| 74 | Participant | Yeah. |
| 75 | Researcher | Just to get an idea of where you are going from this point, so you have made these decisions, you’ve placed yourself in a situation which you are happy with, you enjoy it. What are your plans from this point? So you’re obviously going to get the website in place, that is your short-term goal. In terms of long term goals, do you see yourself carrying on in the business or do you see yourself taking over? Has these discussions come up ? |
| 76 | Participant | Yes. The discussions have come up. There … it’s … it looks like my father wants to retire. The decision hasn’t been made to close down the business but actually continue it. In my eyes if we have a family business, we are blessed with a family business. We must try and keep it going because we do have family members who do not want to pursue a career ..like a big time career for example and just go to college, maybe they just want to finish matric and go straight into work. So we do have family members like that. Then I was just looking at it, if they don’t want to go into University or get a top class job or something like that then we can push them into the family business and they can find their way there. So like I see ways of keeping the business alive but there is a lot of…ya, my father thinks the opposite. |
| 77 | Researcher | In what sense ? |
| 78 | Participant | (laughs) he thinks the business will die in the next five, ten years when he retires and he leaves it.. |
| 79 | Researcher | (laughs) this is what I noticed hey. A lot of our fathers think that only they can do everything, no one can do it better, no one knows better and the day they go, the business was going to fall ! |
| 80 | Participant | Yeah I thought I was alone on it (laughs) |
| 81 | Researcher | But uhm… so what is your role in keeping this business alive in future? |
| 82 | Participant | My .. I would say just taking over as a manager and then whatever skills, because obviously our parents are old school, they don’t have the skills that we’ve developed so maybe… I wouldn’t say I am smarter than my father, he is way smarter than me business wise. There’s a lot of external things that I could bring into the business to actually make it better. So… |
| 83 | Researcher | Yeah like the IT aspect of it. |
| 84 | Participant | Yeah. So I was just thinking now, if I don’t, whenever I am unemployed, not in industry or a job at the moment – I would work and freelance and my freelancing duties will be just improving the business. So in my opinion, I .. I think the business can be growing, can be continued. Sorry… I am trying to find the words |
| 85 | Researcher | No don’t stress |
| 86 | Participant | And just ya. I feel the business can still run so hopefully when I finish my honours, hopefully, I can see what direction we can go into like if I want to go into industry or if I’m not in workplace at the moment, I would be working at the shop to improve that. Ya. |
| 87 | Researcher | Okay so I am getting an understanding that from this point forward, you are going to make efforts to bring that digitisation and .. IT systems in place. Even though your father thinks it’s doom and gloom the day he steps out of the shop, you think that you could keep it running. In that sense you will provide job security to the people around you but also to yourself because you will always have that source of income coming in. Is that correct? |
| 88 | Participant | Yes |
| 89 | Researcher | Okay so we’re just going to take it as it goes. |
| 90 | Participant | Mmm |
| 91 | Researcher | Okay and how do you feel about that ? Are you happy ? |
| 92 | Participant | To be honest, I don’t really know. I don’t really know. I take it one day at a time. I am happy in the sense that we are trying to improve things but we don’t actually know the outcome of everything – it’s a 50/50 but at the end of the day it’s just you need to do what you need to do |
| 93 | Researcher | And do you think that could be a risk of being in a family business? The fact that you put in so much of effort and you go that extra mile, your life kind of blankets the business in some sense, you give it your all but then you don’t know the outcome and what will happen tomorrow. Do you think that’s one of the risks with these businesses? |
| 94 | Participant | It is a risk but it is also another thing… If you don’t take action, you’re going to be sitting one day thinking what could have been or maybe the business could have been here by now if you just made that one thing. So whatever… even though it is time consuming or if there is no positive outcome, you know the outcome is going to be a bit, you just try your utmost best to keep it going. |
| 95 | Researcher | Yeah so I am getting a sense that it is a welcomed risk? You are welcoming this uncertainty. |
| 96 | Participant | Yup. Mmmm |
| 97 | Researcher | That’s good to see. So, I think in terms of career, we are okay. I just want to talk about your family dynamic, you did mention that your father plays a more managerial role and you come in when you aren’t busy with campus. I just want to get a sense of the dynamic between you and your dad? |
| 98 | Participant | In the workplace? |
| 99 | Researcher | Yeah |
| 100 | Participant | So basically, we shared an understanding from when I was five years old so whenever I was there, I had certain fixed duties and that. So, it was very professional. We knew when to keep it professional and when to you know... there was balance. So, when I went to the shop for example, there was a certain set of tasks that he would give me to do. So, like… it’s like a boss to employee kind of relationship. There is also that sense of ease because he is your father, he is not a stranger. So, like you work at ease, in a good environment, they’ll support you if you stuck in something or lacking in something. So, I will… it’s actually yeah. |
| 101 | Researcher | So, do you perceive him as a mentor of some sort? You speak of him allocating tasks to you which is an employee -employer relationship but you mention that if you need help, you know you can turn to him and there wont be like negative consequences of ‘oh you don’t know how to do this’ in some sense? |
| 102 | Participant | Mmm |
| 103 | Researcher | So he is a workplace mentor ? |
| 104 | Participant | Yes, we he is my workplace mentor, yes. |
| 105 | Researcher | Okay and then in that, because he is still your dad. Is there any boundary? How do you manage that work-life boundary because there is work and home so how does that pan out ? |
| 106 | Participant | So obviously there is … it needs to be set straight, at work no messing around everything. When…I remember the one time when I was ten years old, I wanted to make money seriously, I just didn’t want to ask for money for coke or ice cream. I went to him and said listen I want pocket money each month you know like a proper professional, so I had that mindset when I was ten years old. So, we used to discuss at home, ‘pkay when I am at the shop, I need to do this, I need to do that’. So, we signed a contract, so there you can see the level of professionalism. |
| 107 | Researcher | Yeah. |
| 108 | Participant | So, when we go to the shop, he makes me leave my phone at home because he knows I’ll mess around if I bring my phone to the shop (laughs) |
| 109 | Researcher | (laughs) yeah. |
| 110 | Participant | Ya so we find that balance, there is good balance. We know when to be professional and the home situation like you said, when to put off the pedal in terms of the business and talk to each other as a family. |
| 111 | Researcher | So I am getting a sense that your relationship with your dad is quite good even though he is kind of like your boss, allocated tasks to you and maintained that professionalism through putting in a contract in place. I am getting a sense that you still feel comfortable to speak to him about personal things? |
| 112 | Participant | Yes. |
| 113 | Researcher | Okay uhm…say if you and your dad have an argument, who do you turn to for support then? Cause sometimes it could be that you can’t speak to him even though at some point that conflict will get resolved but say for example you are getting heated up with emotions. Who do you turn to for support? |
| 114 | Participant | I’ll self-reflect to be honest because my father is my main pillar of support. So even if I have an outburst or argument with him, I’ll just sit back and reflect and say, what was the problem because at the end of the day even if there are problems, he is your father. You can’t fight or talk to any other person, you need to self-reflect, see what the problem is then both come to the table and sort the situation out. That’s the type of relationship we have. We don’t… like if we have an argument, we won’t speak for about a day, we will both self-reflect then the next day at the table, we eat breakfast, talk about the situation and sort it out. |
| 115 | Researcher | Mmm so can we talk through a time you might have had with your dad; can we talk through that mental process you underwent when you were experiencing this? |
| 116 | Participant | Okay so this experience wasn’t like... it wasn’t business related. I think when it was first year, I failed one of my modules so that already, you could see what was the whole situation with my father, we had an argument and all of that stuff. That was the most heated thing that has been between us but at the end of the day, we … I spoke to my sister because she is in life coaching, she is a life coach, so if there are factors that I can’t like express to my father or talk about with my father, I will go to my sister and we will discuss the small small things, out the things together, come up with a solution, then I will speak to my father and everything is sorted. |
| 117 | Researcher | In all of this, did it at any point come into work? Did it influence your performance at work? Did it have an impact on |
| 118 | Participant | Yes, yes it did. When I failed the module obviously, you know how parents are they’ll say ’aahh you failed the module, you didn’t work’ then they’ll start comparing you to your cousin then they’ll compare you to your friend. When I went back to university and work, it stuck in my mind of ‘oh I failed a module, you’re not smart, you’re kind of a dumb person’. Obviously, you’ll have those feelings but as time went, it’s like, I saw it as a lesson. Failing the module gave me a wakeup call and got me on my feet again. So everything in life happens for a reason so if there is an outburst or argument or anything, we don’t I don’t take it as a ‘aaah’ there is always a solution. |
| 119 | Researcher | Ya so that’s interesting to see. If you do seem to have conflict with your dad then you obviously take your time to process all of this information and if needs be, then you lean on your sister for that support. There is a lot of self-reflection involved where you think about where the problem is, why did it start, what are all of the elements contributing to it then after you get all of this information, and you process it then you feel ready to have a conversation with him the next day and work towards a resolution. |
| 120 | Participant | Yes, exactly. |
| 121 | Researcher | That’s really nice to see. I know you are studying and working at your dad’s shop, that’s two entirely different roles. I just want to get an understanding, what support structures are there in the that you can fulfil both responsibilities? |
| 122 | Participant | Uhhh...obviously I have my family as a support system. Are you asking how I balance campus and shop life? |
| 123 | Researcher | Ya like is their flexi hours. Then you do share responsibilities with your dad so when you are not there then he takes over right? |
| 124 | Participant | Yes. Uh… so … obviously, okay it’s not obvious but I was lucky enough to be working in a family business, so those outbursts discussed and … it came to my convenience, and it benefitted from me because every time I needed to go to campus, he’d be like ‘okay, it’s fine, you can go to campus’ but it was … I don’t know how to say it but when I am not at campus or doing anything academic related he just says just come to the shop because I don’t play such a huge role where I need to be there everyday, I play a supporting role where I am supporting the manager, supporting salesmen. So my role is not …like…high priority so I can still do my campus work and when I am not at campus, I cant still go to the shop so yeah. |
| 125 | Researcher | So there’s that flexibility? |
| 126 | Participant | Yes |
| 127 | Researcher | And there is a sense of heightened understanding because they are aware of the fact that you need to finish your degree and enrich yourself but there is that expectation that you will come when you are free |
| 128 | Participant | Mmm …no because at the end of the day, obviously with campus, the holidays are long. So, December, January time, it… if they look at you just sitting at home, watching YouTube, playing games or something – it’s not something that you want your father to see like as his son, you want him to see you as a working man. You know that type of thing. That’s what built something in my head where I said ‘okay whenever I am free, I have to go to the shop, my responsibility is to go to the shop help in any situation possible’ you know |
| 129 | Researcher | Mmm and does that come from a sense of guilt? Like your dad works hard throughout the day then he comes home, and you see him tired then he sees you laid back. Do you think there is that sense of like guild of ‘I should be helping him’ |
| 130 | Participant | Yes 100% 100%. |
| 131 | Researcher | Is there any other things that you do to kind of use as an outlet for whatever emotional feelings you may be having like exercise? I think I know that you play soccer or football |
| 132 | Participant | Yes, I am a footballer. |
| 133 | Researcher | Okay so that’s your outlet also. It helps you break away in some sense? |
| 134 | Participant | Yes, it does. |
| 135 | Researcher | Okay so I think we covered that quite well. You do have a lot of support in terms of organizational mechanisms and your family plays a big supporting role. So, I want to get a sense of your well-being. You have mentioned that your business has declined, and you did speak about it affecting a lot of aspects. How has all of the business factors influenced your well-being? |
| 136 | Participant | (sighs) To be honest, there were tough days where we sat, and we were confused and stuck you know. We broke out of that whole cycle because we always found ways. Like if you have your family there are ways to talk about the situation, finding solutions, finding a way to break that negative thing holding us down all the time. So mmm… in terms of my well-being, there were some days where we were kind of down. You just look up and … we look at the situation of life like there are some people who would wish to be in our situation, or you know what I am saying, if you see a random person on the street. Even though we were suffering on some days or suffering in a certain period of time – we would look around and say listen we are in a good position, we are not suffering, we have a roof over our head, we got food on the table, everything. All these external things we can just talk about it, sort it out and as time goes, it will turn around. |
| 137 | Researcher | So the business does play a significant influence on your well-being because in terms of uncertainty then you’re feeling unsure, upset and down |
| 138 | Participant | Yes |
| 139 | Researcher | But you look around you and found reasons to be grateful and I think that you also mentioned earlier on where you use examples of other businesses where they were in a similar bad state but couple of years later, they’re like one of the top companies within South Africa. So, you find sources of motivation? |
| 140 | Participant | Yeah. |
| 141 | Researcher | That’s really good, I think that’s a good way to stay motivated. I think I am going to keep that as an example for myself |
| 142 | Participant | (laughs) motivation and discipline, that’s all. |
| 143 | Researcher | That’s good and in terms of discipline, what do you mean? |
| 144 | Participant | It’s very easy to be motivated but if you don’t… it’s very easy to say you’re going to do this, you’re going to do that, but you need to take action also. You can’t just sit and say okay ya it’s going to happen. Someone needs to get on their feet and then make the moves. I think I am in that situation because I am looking around and like, I have two siblings but they’re on their own course in life, they want to do their own things. My one sister is a graphic designer, she wants to do her own thing, her own website, own business. My other sister is in life coaching, she wants to do her own thing, so I feel… like if there is any improvement that is going to be done to the shop or any decisions made regarding the shop, it’s going to come from me because no one is going to make that step forward. |
| 145 | Researcher | Mmm yeah so you kind of taking an active role in acknowledging the fact that this is a difficult situation to be in, but you are taking steps to take yourself out of that |
| 146 | Participant | Yes |
| 147 | Researcher | That’s really inspiring. I am going to remember this conversation |
| 148 | Participant | (laughs) |
| 149 | Researcher | I think we have covered everything quite well; we have come to the end of our session. Is there anything you feel you would like to discuss before I let you go? |
| 150 | Participant | Uh…no…covered everything. It was a good conversation – never mind the interview but it was a nice conversation I had with you. |
| 151 | Researcher | I am glad you enjoyed it. I just want to check if you would be willing to have a follow up interview if I require clarity regarding certain issues? |
| 152 | Participant | Yeah, no problem |
| 153 | Researcher | Perfect, thank you so much for taking the time to participate. Your time is highly valued, and your input has been inspiring. |

## Demographic & Questionnaire Responses:



## Notes

### Observation:

Participant was very sincere. He appears to harbour a high emotional sense of obligation towards his father, and his sisters in analysing and initiating action steps that he can take in his personal capacity to improve the current state. In addition, there is a sense of obligation towards the business as a repayment in some sense for carrying him through his life up until this point. He has been involved in the business for many years, there is a formal contract set in place for his employment outlining his role and responsibility. Working in the family business allows for flexibility which allows the participant the opportunity to attend to his studies in conjunction to his job. There does not appear to be a sense of deserted career goals as he seems clear on his past decisions, and has a degree of flexibility towards the future.

### Reflection:

Could relate in many instances to the participants sentiments and experiences, it appears that sharing this probed the participant to let out more information regarding certain aspects. The participants initiative and willingness to sustain the family business is truly inspiring. It is interesting to explore how he motivates himself through self-reflection, using real life success stories and taking responsibility for the family members around him.