

## DECISIONS YOU CAN MAKE TO INFLUENCE YOUR INVESTMENT RESULTS

Lettie Mzwinila, from Allan Gray, writes about how the local market staged a turnaround during the first quarter of 2019, despite the fact that 2018 was an undeniably tough year.

“While we cannot control or accurately predict market movements or macroeconomic factors, this does not mean we have no control of our own financial future. There are various decisions that we can make to ensure a more secure outlook for ourselves”, says Mzwinila.

### To invest or not to invest

The most important decision to make regarding your investment, is the decision to invest in the first place.

#### The time is now



It is beneficial to start investing sooner than later in order to benefit from compound growth.

#### The optimum amount



The choice of how much to invest is within your control, but will be bound by constraints, such as your income and household expenses. Although some expenses cannot be adjusted, it is empowering to consider which elements of your current spend you might choose to forfeit now, to reap greater financial returns in the future.

### Stay in the game

Another difficult decision to make regarding your investment, is whether to continue to invest during tough economic times. Having the self-control to remain steadfast in your investments during tough times will reap rewards in the long run.



#### Avoid binge spending

We all have the tendency to want to splurge on luxury items in periods where we have economic relief. As the economy lies outside of our locus of control, it is best to add any surplus cash to an existing investment or tax-free savings investment, which will leave you in a much more secure financial position when the tides turn again.

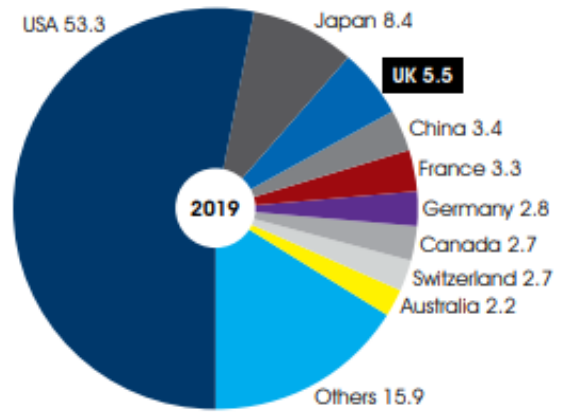
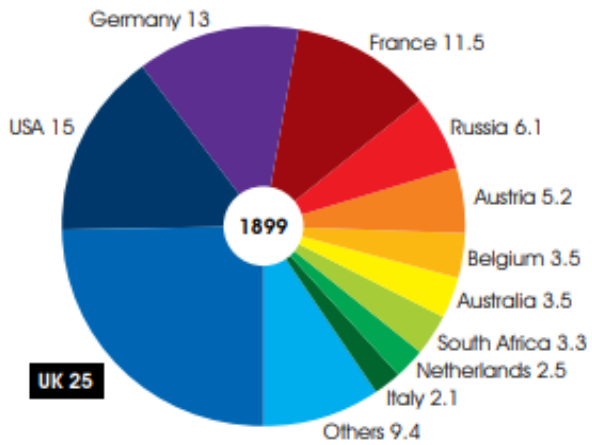
#### Select your investment manager



You have full control of who to trust with your investment. Investment managers allocate a great deal of time to growing wealth for their clients. Research thoroughly on options before choosing to start an investment. Once you have chosen an investment manager, continue to assess whether you feel comfortable with the long-term results, services and investment philosophy of your chosen investment partner.

**For any assistance with your investment needs, please contact our office to be put in contact with a PW Harvey & Co financial advisor**

Chart 1: Relative size of world stock markets (%)



Source Chart 1: MSCI, FTSE Russel, S&P, Elroy Dimson, Paul Marsh and Mike Staunton

### Customer Satisfaction Index



Woolworths customers remain the most satisfied while Spar customers' satisfaction level increased the most compared to previous measures

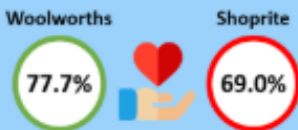


Checkers customers indicated the highest value for money with Pick & Pay coming in last

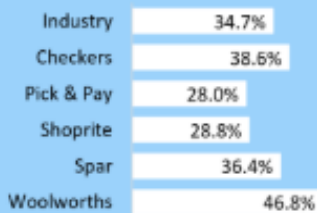


#### Loyalty towards your supermarket

Gradual decrease in Supermarket loyalty across the industry



#### Likelihood to recommend your Supermarket...



## This and That

- Old Mutual Chief Executive, Peter Moyo, earned a total of R35.5 million in 2018.
- The average price of a cappuccino in South Africa is R25.99; the 57<sup>th</sup> most expensive out of 86 countries on the Numbeo index.
- A South African adult consumes on average 83 cups of coffee per year. South Africans prefer tea and is the World's 11<sup>th</sup> biggest consumer.
- 2017 was the safest year in aviation history, with 10 accidents and 44 lives lost.
- 1<sup>st</sup> place for airline safety went to Qantas for the sixth year in a row.
- Apple generates 62.8% of its revenue from the iPhone .
- Facebook generates almost all its revenue (98.5%) from advertisements.
- Clicks plans to open 41 new stores in 2019, and has already opened 17 thus far.

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Telephone: 041 373 2710  
Email: [reception@pwharvey.co.za](mailto:reception@pwharvey.co.za)  
171 Cape Road, Mill Park  
Port Elizabeth 6001  
[www.pwharvey.co.za](http://www.pwharvey.co.za)



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