

THE Entrepreneurial Magazine

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Magazine

A start-Up
Conversation
with **Terrence
Mugova**

Top 10
Industries
with **voids**
entrepreneurs
need to fill up

03 | The Rise Of Start-Ups In Zimbabwe Amid The 2006-2008 Economic Crunch

12 | Keys For Establishing A Successful Agribusiness Venture

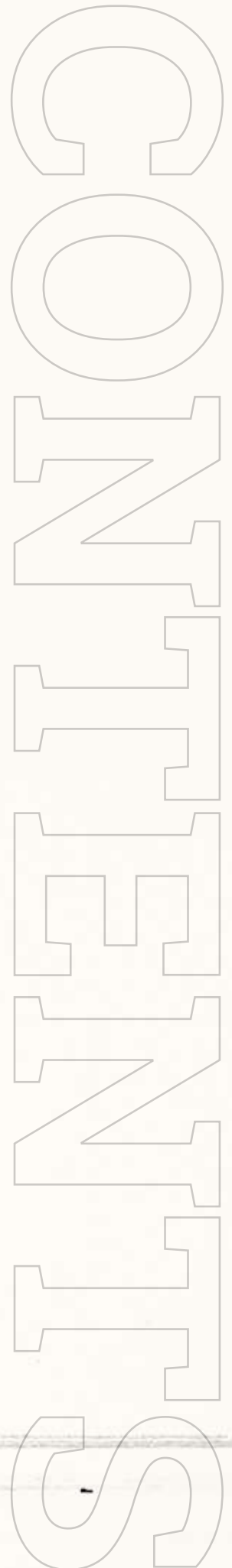
15 | The Gifts Business With A Technological Twist: The Birth Of Giftzyze



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CONTENTS

1	THE RISE OF START-UPS IN ZIMBABWE AMID THE 2006-2008 ECONOMIC CRUNCH	page 3
2	THE BIRTH AND RISE OF MPALA CAR RENTALS SINCE 2007	Page 4
3	THE BIRTH AND THE RISE OF NASH PAINTS IN 2007	page 6
4	BUHALI ROCKS THE BOAT IN THE MEAT INDUSTRY	page 9
5	A JOURNEY OF A THOUSAND MILES STARTS WITH A SINGLE STEP: NEVER HESITATE TO START SMALL AND EXERCISE PATIENCE	page 11
6	KEYS FOR ESTABLISHING A SUCCESSFUL AGRIBUSINESS VENTURE	page 12
7	THE GIFTS BUSINESS WITH A TECHNOLOGICAL TWIST: THE BIRTH OF GIFTYZE	Page 15
8	A START-UP CONVERSATION WITH TERENCE MUGOVA & HIS ASPIRATIONS TO BUILD COOPERATIVE COMMUNITIES	page 17
9	YOUNG MINERS FOUNDATION: THE YOUNG MINERS' ORACLE	page 21
10	TOP 10 INDUSTRIES WITH VOIDS ENTREPRENEURS NEED TO FILL UP.....	page 24





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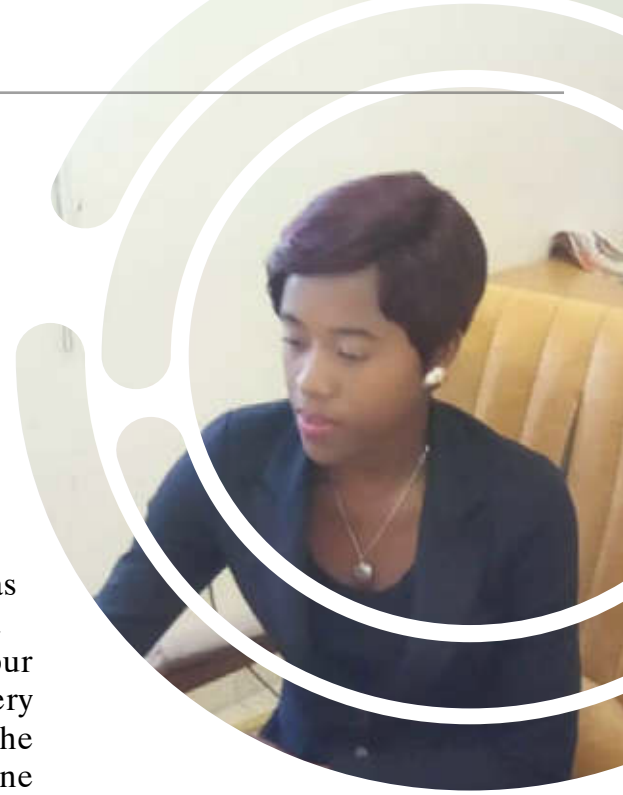
EDITOR'S NOTE

JOIN us in this proudest moment as EntreVision Media as we present to you our pioneer magazine, the very first issue of The Entrepreneurial Magazine full of entrepreneurial content meant to equip Start-Ups, SMEs and aspiring Entrepreneurs with strategic talent development and professional knowledge.

In an effort to make self-education easier for you and to serve you with entertaining constructive content, The Entrepreneurial Magazine is premised on acknowledging the stellar work accomplished by start-ups amid a harsh economic trajectory in the country.

Focus is on emerging start-up and aspiring Entrepreneurs who are willing to take a step of faith and discover the fruits of Entrepreneurship at the same time giving you an in-depth analysis of a successful entrepreneurial journey.

Join us in this journey and be rest assured that we will deliver nothing but the



BEST! Riveting information that will change your life.

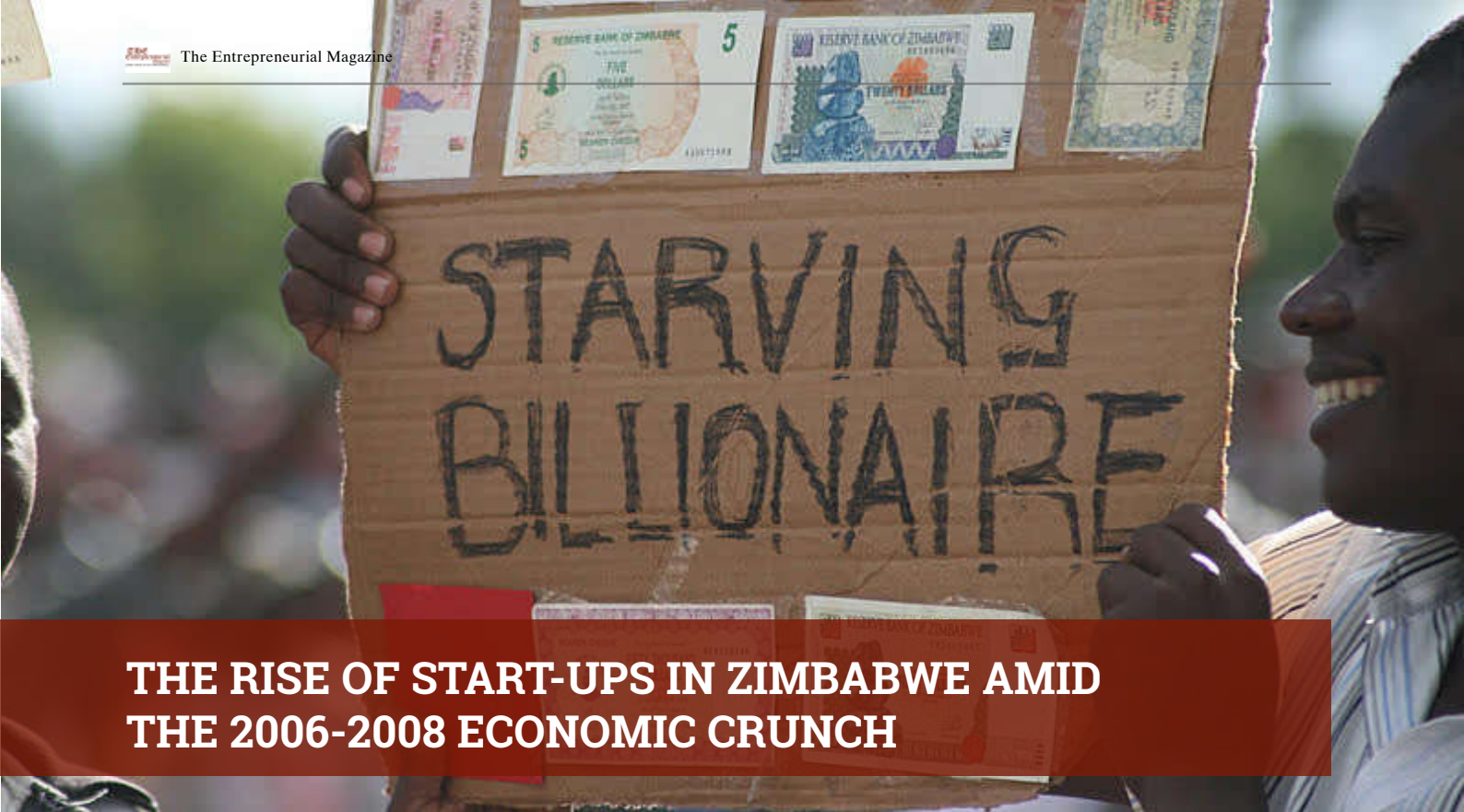
Above all, the EntreVision team expresses its gratitude to its readers who have shown their unwavering support in the month of October.

We were so overwhelmed with our target audience's support recording 3 157 web viewers in our first month of operation (October), an average of 102 site visitors per day and a 7.8% growth rate.

Enjoy the launch copy, crafted with love. Don't forget to share with your loved ones and send us a feedback on admin@entremag.co.zw

Caroline Chiimba

The Entrepreneurial Magazine Editor



THE RISE OF START-UPS IN ZIMBABWE AMID THE 2006-2008 ECONOMIC CRUNCH

WHILE the country was reeling in crisis around 2006 until 2008 when hyper-inflation screeched its peak, some enterprising individuals were observing and identifying gaps and saw the moment as richer ground to establish their start-ups. Going down the memory lane one can reminisce how the year 2008 was the worst for the country's economic outlook to the extent of government suspending the filing of official inflation statistics.

The period was characterised with highest annual inflation rate in the world, price controls, closing up of manufacturing firms due to huge losses, prize freezes, overvaluation of the Zimbabwean Dollar by the interbank rate, loss of

investor confidence and domination of the black market for foreign currency and basic commodities. However, as bleak as the future seemed, it did not deter the determined entrepreneurs to set up companies that later turned out to be game changers in this current era.

While today we are faced with almost the same conditions, in addition to the global pandemic (Covid-19) that has affected business, resulting in the shutdown of some big companies and disrupted powerful economies, some entrepreneurs have managed to whither the storm and still finding their balance in the chaos.

A local entrepreneur who faced various challenges in starting up once said challenges are opportunities in disguise. Let us make a

date with the past and reveal how two start-ups which were founded during the economic turbulence (2006-2009) managed to survive in such conditions and became household names.





Humble Beginnings

Having started as an idea in Middleborough, UK in 2006 and officially incorporated on the 5th of April in 2007 in the midst of an Economic Crisis, the company was founded to serve the Tourism and Hospitality Sector with car rental services, ringing true to the adage that necessity is the mother of all inventions. The company started with three employees and just four vehicles which comprised of Mitsubishi Delica, Toyota Lucida, Nissan Sunny and Mitsubishi RVR.

Survival Strategy

In 2008, due to high costs of renting a vehicle and an unfriendly operating environment they resorted to selling tyres so as to stay in the game under the brand: Impala Tyres. On their Facebook page they once posted, “The year 2008 was quite a challenging year. Globally, economies were shaken and the environment was favorable for business. In Zimbabwe the inflation



rate was very high and this affected the buying power of the Zimbabwean dollar. The value of the Zimbabwean dollar fell sharply, which made it difficult to set fixed charges for our car rental services. This had a negative impact on the business, a start-up to make it worse. To survive we decided to sell tyres which were imported from South Africa. We did not abandon the car rental business, operations were still on, but not effective because the environment wasn't so friendly. The tyre business was there to keep us in the game.”

Expansion



Though founded in the midst of an economic crisis, it now offers a full range of services including self-drive, chauffeur drive as well as shuttle services. From the Harare Branch, it now has other branches in Bulawayo and Victoria Falls. It also now has footprints in Zambia, Botswana and South Africa having branches in Durban, Johannesburg and Cape

Town, making it a regional recognized brand.

Awards

- 2014 Platinum Partner Award | Institute of Directors
- 2016 Best service Provider of the year Award | Megafest Business Awards
- 2017 Super brand best car rental
- 2017 Best car rental customer choice award
- 2017 Best CSR (Corporate Social Responsibility) Awards
- 2018 Most Trusted Brand CICRM
- 2018 Zimbabwe Tourism Authority Best (Car Rental Sector)
- 2019 Excellence in Community Award

Corporate Responsibilities



- Alfred Dondo Foundation (Named after the Founder)
- Significant sponsor in the Zimbabwe Arts Industry
- Charity Events Organizer



THE BIRTH AND THE RISE OF NASH PAINTS IN 2007

Founded in 2006 by Mr Tinashe Mutarisi and officially registered on 27th of March 2007, Nash Paints was formed as a company that will manufacture and distribute automotive, decorative, wood paints to a variety of customers and painting accessories.

Humble Beginnings

Nash Paints started with only one branch at Chikwanha shopping centre in Chitungwiza with only three employees. Start-Up capital came from Mr Mutarisi's personal savings and later on, he obtained financial support from financial institutions for expansion and growth in the later years.

Challenges faced and Survival Strategy

In the early years Nash Paints faced challenges in Brand acceptance. This was however overcome by producing quality products and marketing efforts. Procurement of raw materials also came as another challenge and establishing relationships with suppliers of raw materials came as a solution. Nash Paints also faced distribution challenges and this was curbed by establishing own retail outlets.



Around 2017, Nash Paints reported that it had around 220 employees, 20 branches throughout Zimbabwe, a US\$3 million worth plant that manufactures 50,000 litres of paint a day. Nash Pints has grown to be regional company with footprints in South Africa and 3 Zambia Branches. It also reported its plans to infiltrate in the Botswana Market.

Other Companies

Throughout its years of existence, Nash Paints has also mastered the art of acquisition and diversifying and now it partly or fully owns:

- Eastlea Paints
- Nash Furnishers
- Nash TV Zimbabwe

Award

- ISO 9001 quality management system
- MEGAFEST AWARDS

- o Businessman of the Year 2016 (Nationals)
- o Businessman of the Year 2016 (Northern Region)
- NATIONAL ANNUAL QUALITY AWARDS
- o Quality Individual of the Year Award 2016
- WHOLESALERS & RETAILERS AWARDS
- o Hardware Suppliers Award 2016
- MARKETERS ASSOCIATION OF ZIMBABWE (SUPERBRAND AWARDS)
- o Exceptional Marketing Awards (EMA)
- o Kohekera Exceptional Promotional Campaign of the Year 2015

- ZIMBABWE INSTITUTE OF MANAGEMENT LEADERSHIP EXCELLENCE AWARDS
- o National Leadership Excellence Award 2016
- o Leadership Excellence Award (Northern Region) 2016
- o Leadership Excellence Award (Regional) 2016
- ZIMBABWE NATIONAL CHAMBER OF COMMERCE
- o Company of the Year Award 2016 (Mashonaland)
- o Company of the Year Award 2016 (National)
- ZIMBABWE LEADERSHIP AWARDS
- o Top Business Leader of the Year | Paint & Construction Industry 2015
- o Top Businessman of the Year 2015
- o Top Leadership Excellence Award | Paint & Construction Industry 2015
- Corporate Responsibilities
- Support of the Art Industry



FIND
OUT HOW
OTHERS **ARE**
MAKING IT
CURRENTLY

WHEN PASSION MEETS PURPOSE, A DREAM IS REALISED: BUHALI ROCKS THE BOAT IN THE MEAT INDUSTRY

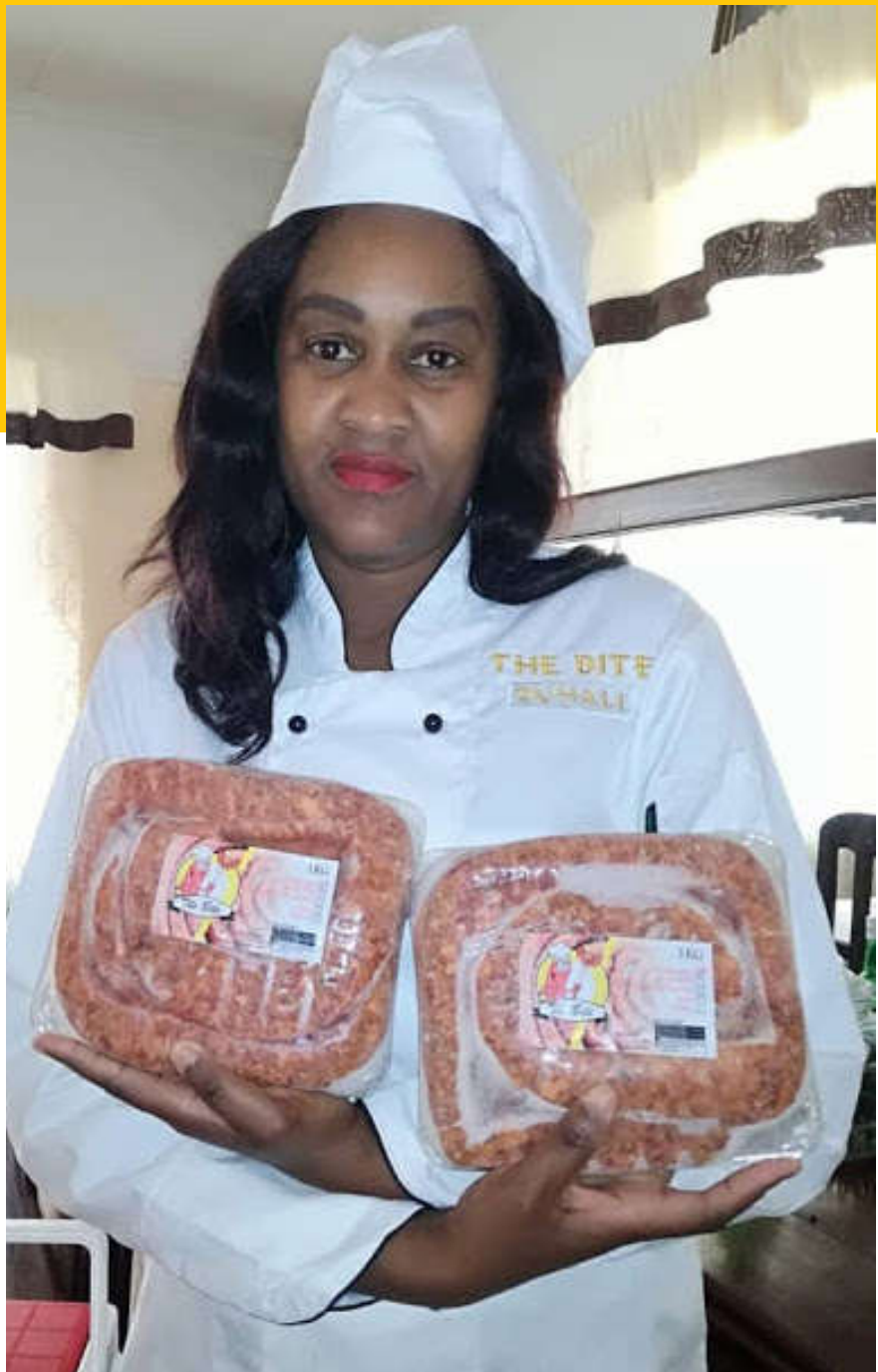
By Caroline Chiimba

HAILING from Matebeleland South in G w a n d a , Nothabo Buhali (38) is slowly but surely claiming her space in the country's sausage industry through her 'The Bite' mouthwatering boerwors that she has been supplying to local markets.

Despite being employed as a secretary at PPC Zim, Nothabo's search for financial security and growth pulled her towards the meat industry, that saw her successfully juggling between being an employee and an aspiring employer who runs her own side business.

"I told myself that constantly complaining about a salary that is never enough is not good, why not do something I know I will excel and enjoy my financial freedom," Nothabo told The Entrepreneurial Magazine.

Noticing a gap that she felt like she can fill in the sausage industry, Nothabo



Nothabo Buhali Holding some of her products

threw caution to the wind and dived into the territory without hesitating.

"As someone who love cooking and never liked sausages that do not burst with flavour, I decided why not build a legacy and do a business I have a passion in," she said.

"Instead of constantly buying sausages, why not make them and supply them since I love playing around with spices and I love food.

"So I decided to embark on different flavours such as beef BBQ, Chakalakala, Country boerwors, pork, kameeldoring and drankensburgs boerwors."

The mother of three sources her beef and pork from local villages to produce sausage, mince and burger patties for an affordable price. As they say that success is not a tree to be climbed with one's hands in the pockets, Nothabo faced hurdles on her way up.

Starting off her business back in 2012, she found it harder to find her niche in the market as she was competing with big established companies who have already gained customer confidence.

"When I first started my sausage business years ago it was an epic fail. I had to go back to the drawing board and re-strategise until I came up with a win solution," Nothabo recalled.

"I initially started this business in 2012 but I didn't do so well but last year was my big break, in 2019.

"The challenges I faced when I started my business was lack of knowledge and fear of the unknown. I have often noticed that at times small business fail especially those owned by women because we fail to balance home life and work."

"Finding that balance is very important and crucial. But at the same time getting to that space doesn't come easy it requires one to be empowered and a complete change of the mindset."

She added that it is exciting that women are now exposed to many programmes that help them undergo courses in business management and everything business related.

"The ball is really in our court to take up those programmes and start treating our businesses not as a project but as a business," she said.

"Looking back, the other challenge I had was that I was a one man band. I was practically doing everything myself and I learnt that I was the hindrance to my growth."

"I learnt that if you want your business to grow you need to learn to delegate and treat your business like your baby."

Nothabo also pointed out that she is a lucky woman as her husband (Ernest Goneso) is a very supportive man and is behind her success.

"My advice to aspiring young females entrepreneurs who fear the pressure associated with running a home, work and also business is that you should never give up on your dream," the mother of three said.

"Yes you will face challenges and hurdles but take them head on and turn that disappointment into motivation."

"Never stop seeking knowledge, learn as much as you can and also have a social network to constantly engage

with people who have made it and be open to advice."

For the 38 year old mother and wife, entrepreneurship is the way to go to ascertain one's financial security; and when ambition meets purpose, a beautiful dream can be realised.

Stretching a Helping Hand

Besides her booming business Nothabo is also giving back to the society through her pad donation programme that seeks to ensure that underprivileged young girls bleed with dignity.

She is very passionate about women being able to stand on their own and making something of themselves.

"I am also running a programme called 'donate a pad and keep a girl child at school' where I outsource donations from well-wishers and donate the pads to girls in my community just as a way of ploughing back," she said.

"I have been donating to our local Colleen Bawn high school. When I started the initiative I wanted girls to write their exams with ease without fear of spoiling the uniform while at it.

"I just wanted to eradicate that uneasiness during exam time. Rather a person worried about exams not about missing an exam because of a period."



By Precious Marecha

“

A JOURNEY OF A THOUSAND MILES STARTS WITH A SINGLE STEP: NEVER HESITATE TO START SMALL AND EXERCISE PATIENCE



TRAINED, mentored and motivated by her mother, Ennie Somerai (24) started well and is excelling in business as she is now involved in several businesses including travel and tours, Avon, detergent and petroleum jelly making.

Somerai who is now an Electrical Engineer from National University of Science and Technology started off as an Avon girl during her lower 6 at Kyle College.

Based at Bushmead, Masvingo Somerai is a co-director of her family's business travel and tours that deals with travelling bookings for national and international travelling.

"We are a registered travel agent affiliated to IATA and Galileo and we also have contracts with Intercape, Greyhound and City liner."

Somerai explained that as a travel and tours agent, they book both national and international destinations.

With her detergent, petroleum jelly and Avon business, Somerai is a mobile business woman and she also operates from their travel and tours office located at Chevron Hotel.

Somerai alluded that confidence and the ability to express her facts right when marketing her products boosts up her sales.

"You have to be confident, have your facts right. Have something to show people pertaining your product because people want to see what you have achieved through the business," said Somerai.

She also acknowledged that exercising patience is key as the business journey is filled with challenges and obstacles that might trigger mixed emotions towards moving forward.

"I encountered a couple of challenges

including balancing my time between school and business but I have always made sure that I spare the little time that I had for my business demands.

However, Somerai said that she has gained financial freedom and independence through the extra income she earns from her business.

She said that, "I managed to achieve so many things from a young age such as being able to help with renovations at my family home and catering for my own needs as a young woman."

Somerai also said that she is overcoming the flooded market of Avon by focusing more on recruiting and stocking up products.

"It's easier to approach the customers when you have the product at hand than placing orders per individual," added Somerai.

The young lady who is also passionate about charity work seized an opportunity to give back to the society through Girl Child Empowerment Club that caters for women's needs.

The club has managed to do several stationery, sanitary wear, and breast cancer awareness campaigns around Bulawayo.

According to Somerai her entrepreneurship journey stands as a motivation and inspiration to other young women to achieve their financial freedom in order to cater for themselves and for them to be able to stretch out a hand to the needy.



Ennie Somerai



KEYS
FOR ESTABLISHING
A SUCCESSFUL
AGRIBUSINESS
VENTURE

By Takudzwa Gondo



Agribusiness ventures are profitable if they are done in a correct way and can act as a solution to youth unemployment in Zimbabwe. Capital is usually the main limiting factor for one to venture into any agribusiness project since capital enables one to kick-start the business.

If you want to be successful in your venture, you will need to research and read all the material out there you can find concerning your intended venture and also to network with other successful individuals in that area.

There are several basic skills or things you require in order for your agribusiness venture to be successful. These include:

Operational skills

This involves full knowledge of general day to day duties on your agribusiness venture. It also involves crop and animal management skills. These skills are important because they will enable you to grow or raise your

animals successfully. Usually this is obtained as a result of training by specialists or employing well knowledgeable individuals.

Interpersonal Skills

These also play a key role in contributing to the success of your agribusiness venture. You are routinely required to interact with farmers who produce the farm products, and deliver these goods to other companies and institutions. Having strong interpersonal skills is necessary for those involved in sales, marketing, advertising or an area of expertise that relies heavily on strategic communication. With these interpersonal skills you establish the correct network of individuals and this will result in the success of your venture.

Value Chain Knowledge

This is also a requirement before you start your agricultural venture. When you get into farming you need to be well versed with the value chain or value addition process. The value chain involves a full range of value adding activities

required to bring a product or service through the different phases of production, including procurement of raw materials and other inputs. Knowing how to add value to your produce will be helpful to you on how to generate more profit. It is also important to understand the value chain as this will give you information on how your product will reach the consumer.

Time Management

It is an important skill which you should have before you start. Beginner farmers need to know how to manage their time as they start farming. Almost every activity in farming has its own time for instance it's important to know planting dates of certain crops. Farmers are tasked with ensuring that farm produce are properly transported, stored and delivered from producer, to wholesaler, to consumer at the required time. This is very important to ensure success of the business.

Technical Skills

This must be there also before you start your business. These are agricultural technical skills on how to use farm implements, disease identification, management and prevention and also information on farm chemical use. For example if you are doing dairy farming you need to go for training to get practical and theoretical knowledge on how to take care of your herd. The same applies to crop production and other animal husbandry ventures.

Marketing Skill

Marketing comes is a requirement in every business. Without marketing there is no business. In farming the rule of thumb is that by the time your produce matures you should have a ready market. You have to source market early before the venture. Most agricultural produce are marketable on their own because they are among the basic human needs. However this does not necessarily mean that marketing is not important in farming. For that matter, this assumption often leads to post-harvest loss due to lack of market. This often arises when there is a surplus of a specific

commodity in your region and more marketing action is needed to sell your farm produce elsewhere.

Record Keeping

You cannot improve what you don't know and record keeping plays a critical role in farming. Every farmer needs to have a record keeping system in place as they engage in agribusiness. All records should be up to date and this will aid in tracking your progress. This will also enable you to have a systematic flow of inputs and outputs on your venture. It will also control financial issues that arise on the farm by showing the flow of money within the agribusiness

enterprise i.e. where the money has come from and where it was spent (Income and Expenses). Due to changes in technology, softwares that help you to manage your farm records and keep your finances in order include Financial Management Softwares, Dairy Management Softwares and Crop Production Softwares.

In conclusion farming is not a walk in the park, it's not always roses, some suffer huge losses, and disasters do occur, capital is lost. Farming isn't for everyone but if you have the passion and willing to work hard, search knowledge and invest in technology and key human resources you will be successful and reap huge profits.



THE GIFTS BUSINESS WITH A TECHNOLOGICAL TWIST: THE BIRTH OF GIFTYZE

GIFTYZE is the brainchild of two friends Mr Alson Moyo and Miss Nobuhle Ncube, who came together to combine their hobbies, which are the love for technology and gifts. Thus, Giftyze was born as a platform that affords convenience and variety to consumers both locally and abroad.

According to a Giftyze statement, the business is done through having an online presence and through collaboration with existing brick and mortar gift shops in order to service customers.

"So far, the company mostly services the Bulawayo market, dabbling in both the individual and corporate market segments," the statement read.

Vision

To become the preferred online store for all things gifts and have a footprint across Africa and the global village by 2025.

Mission

Mastering the art of personalization

Core Values

We are strong believers in the words of Pierre

Corneille, 'the manner of giving is worth more than the gift', and thus our operations are embedded in the foundation of always striving for excellence and quality in all our services.

Our team is committed to supplying its clients with the finest, high-quality products that meet their specifications and budgets.

Our corporate philosophy holds us to the highest ethical conduct in all our business dealings, treatment of team members, and social and environmental policies.

Services

We offer the following services:

- Gift sourcing, customization and wrapping
- Gift baskets, hampers, packages and flowers
- Experience gifts bookings [baby/bridal/groom showers, proposals, dates and picnics etc]

- Online shop boasting of local designer wares
- Gift registries
- Gift deliveries

Milestones

- April 2019 - Opened our doors to the public
- May 2019 - Website goes live
- August 2020 - Scored first major corporate client contract
- December 2019 - Achieved highest number of sales since inception
- February 2020 - Achieved highest sales ever recorded in a day
- April 2020 - Began collaborations with local designers
- October 2020 - Finalizing plans to hold official launch

Challenges

We have not been spared from the ravages of the Corona virus pandemic which put a halt to our

operations and thus compromised our cash flows. As a start-up, the worst thing that could ever happen to any small business happened and it left us struggling, but we are hoping to recover soon.

Moreover, the current economic situation in the country is very dire and people have low disposable incomes which is not good news for us as gifting is very much considered a luxury item and therefore not within the reach of the ordinary citizen.

Also, the changes in monetary policies makes it difficult for us to manage our FCA accounts especially with regards to our clients who are abroad. Requiring the expertise of accountants which we as a start-up cannot afford as all our efforts are focused on marketing.

The future of Gift ZW

Giftyze aims to become a household name in the gifting industry. To do that we are currently courting investors to fund the next phase of our journey. We will be holding a launch sometime in the next three months and then from there expand our reach into Harare and Victoria Falls by next year and God willing extend to the rest of the country thereafter.



A START-UP CONVERSATION WITH TERENCE MUGOVA & HIS ASPIRATIONS TO BUILD COOPERATIVE COMMUNITIES

About Terrence

Terrence is the co-founder and managing director of educate, an education access and people improvement company. He is the founder of mission critical a nonprofit that tells stories that change lives. Terrence is an alumnus of Rhodes University and an Andrew Mellon scholar for academic excellence. He holds a bachelor's degree in Business Science and a Master of Commerce Degree in Financial Markets – both attained with distinction (cum laude).

He is a member of the South African Institute of Financial Markets, an alumnus of the social entrepreneurship Bootcamp & the Ashoka Changemaker Xchange. In 2017, he was recognised by Ashoka Africa as a youth champion for his work in education and youth engagement. In 2018 following an invitation from the US Department of state he became an alumnus of the international visitor leadership program social entrepreneurship track.

He is a supporter of entrepreneurship and runs a monthly pitch night event in Bulawayo. Terrence is a facilitator of Beyond Success Roundtable discussions and the Global Leadership Summit, he is the convener of feed the city a monthly feeding drive that provides meals to people in need. His latest adventure is helping people win with money through his financial literacy education programs - poverty proof, winning the game & wealth collector.

We educate + we Feed + we nurture + we open doors = we fund the future

His greatest achievements in life are being a kingdom citizen, getting married to Julian and being a father.

A conversation with Terrence

Terrence described entrepreneurship as something you can be born with and can also be nurtured from being taught by the people around and the environment we live in. He himself is a product of his environment and experiences.

“My inspirations for entrepreneurship can be tracked back to university” said Terrence in the conversation. “The available jobs were not adequate enough to meet our expenses” he added on.



Like in almost every boy's story, his mother played a significant role in helping him realise the entrepreneurship in him. He used to assist his mother with stock taking, and in the process enjoyed speaking to employees finding the problems they were facing and asking himself how he could solve them.

Working and spending more time with his mother gave birth to the thought that Terrence could enjoy entrepreneurship, and now he must be enjoying.

Terrence draws his inspirations of starting educate from the challenges he faced in University. "I had a painful experience in university, I almost lost a place," said Terrence. According to the conversation, Terrence's worst experience was negotiating for a university place in foreign place, South Africa. He had to go through a lot of struggle, and those struggles that what made him say to himself, "When I get a chance, I'm going to make difference."

That difference is what educate is there to make. "essentially Educate is there to give people access to education and show them possibilities that are waiting for them out there," said Terrence in the conversation. Seeing fellow university colleagues pursuing degrees they had no purpose with, pained Terrence a lot and Educate is there to give people information that can help them make better educational decisions.

What influenced your decision to start-up in Bulawayo?

My field of study made me very stingy. I did a financial model with my friend and the financial model told me that I wasn't going to survive two months in Harare. Fortunately I had previously worked in Bulawayo so I had an understanding of the rental environment. So it was a decision mainly influenced by cost and hoping that the environment would accept us there.

In Terrence's start-up journey, his budget had to make decisions for him. Based on a financial model he did with a friend, they were left with no option than to start in Bulawayo since the model highlighted that they could not survive for two months in when doing Business in Harare.

The transition from a stable job to the turbulent world of entrepreneurship forced Terrence to adapt.

"We did not have much money and decided to go and stay with my mother's parents in Bulawayo, which was a taboo but it just mattered that much to start," Terence said.

This revealed to him the value of having an amazing wife and people who believe in the dream. Along the way he struggled a lot.

“They were times I did not know where the next meal was coming from” eluded Terrence.

However, Terrence described the struggles he faced in starting up as a difficult transition that was made for an amazing journey. He became so much closer to her encourager, who always reminded him in times of giving up that the vision was much bigger than them.

Terrence concluded on this aspect saying things were getting better, and they now own their own place.

What impact do you think Educate has had on the communities you serve?

We genuinely love people, we have had so many messages where people would send us pictures of them in graduation and saying thank you guys, you made this possible. We have had schools that have been able to avoid certain mishaps because we have been there for them financially.

One of my favorite experiences is, one of our clients’ daughters fell ill and she needed to get a hospital bill sorted out and get into the hospital as soon as possible. Our business is not to get money, our business is to share hope, so we wrote the doctor a letter and said we were going to pay the bill and the doctor said ok. I could tell the mum was frazzled, her daughter needed this emergency operation. I drove her car for her and dropped the daughter at the hospital and left her preparing for an operation, and up to now we are still friends. That is the impact that we believe in, building friends and building community.

Educate has also impacted communities they serve in. they have so far received many messages with graduation pictures, graduates testifying that it was all possible because of Educate.

Educate have helped schools avoid certain mishaps because it was there for them financially.

At one point, Educate went out of its objective to assist in a medication bill payment because what matters most to them is sharing hope. “This is the impact that we believe in, building friends

and building communities” he said.

Terrence also facilitates a number of initiatives aimed at assisting communities:

- **Feed the City initiative**



Feed the City Volunteers preparing food

Feed the city is a community event where people from different back grounds are brought together with the mission to prepare and deliver meals for people in need.

“It has been amazing, over a year we have been seeing people progress and it has become this amazing event where people volunteers from all ages and races to come together because we genuinely care,” Terrence said. “People have amazing hearts and it’s about creating a people driven social welfare system where we make doing good profitable” concluded Terrence.

- **Pitch Night**

With pitch night, it’s all about getting an entrepreneurs’ idea showcased.

“How many people have ideas, and what does it

take for your idea to be listened to, by people who can do something about it? How much do you need to pay?” asked Terrence.

Pitch Night gives people a free platform to share their ideas. You never know who is in the room; it could be their next partner or a potential investor.

“When I moved to Bulawayo, I talked to the founders who have been very supportive, and we launched the program in Bulawayo. Last Friday or Thursday of every month, Entrepreneurs come and share their ideas in a room full of people. People ask questions, they get advices and hopefully we will have a lot more successful story to share in the years to come” elaborated Terrence.

The bigger picture of every initiative facilitated by Terrence is to create collaborative communities. “I have a wonderful believe that we can do so much more together, leveraging our individual gifts and our differences, this I strongly hope will become true one day.”

“We just have to find ourselves and be willing to collaborate” said Terrence.

“I know its tough right now but I genuinely think that we can make Zimbabwe a place where people would love to live in.” concluded Terrence.

Being a husband, farther and entrepreneur has made Terrence realise that there is no balance in it, since then he has tried to stop to pursue the balance. However, in the conversation, Terrence appreciated that he has begun to cherish every moment he get with his wife and kids.

“I do my best to show that my family means a lot to mean the world to me for the time I have with them” said Terrence.

The continued, “when I’m at business, I do my best to make sure that the team is empowered so that they always remember that they have an influence in bringing the change we want to make.”

Hustling has in the past been Terrence’s lifestyle. He used to sell movie CDs, clothes, women shoes and did internet connections. Anything that he could get his hands on, he did his best. He also failed at so many things however, he kept on going. His wife also played such an amazing role when she was in Holland. She would send Terrence tea and that’s how he got the nick name “tea street” he was selling tea on the streets.



**YOUNG MINERS
FOUNDATION:
THE YOUNG
MINERS'
ORACLE**



YMF is a Trust organization, registration number MA310/2010 established in the mining town of Zvishavane in 2010 to advance and upscale youths entrepreneurial participation in mining enterprise development. The Foundation envisions a society where young people are involved in their own development and that of their communities. Our strategic imperative, therefore, is to fulfil the Young Miners Dream which is to create a commonwealth of 21st Century Young Mineral Magnets as a stimulus to spark development in other productive enterprises.

From the humble beginnings, we have witnessed with awe the pleasurable experience of young people discovering their hidden potential and gaining confidence to embark on meaningful, sustainable, formal, profitable and environmentally friendly mining projects. Our

membership base has increased immensely due to our well-polished value and service delivery. We are now decentralized into 10 Regional Chapters all over the country, owing to our culture of excellence and a results-oriented approach as enshrined in our values. A significant number of Young Miners have immensely benefited directly and indirectly from YMF Programs, Projects and communication platforms.

It remains our major priority therefore, to transform and develop 1000 Small Scale mining projects into ISO Certified state of the art Medium Scale mining enterprises, in the process creating at least 200 000 formal jobs by 2023.

YMF has leveraged its strength in the following key competencies:



- Young Miners Symposiums (Needs Assessment Programme),

- Grouping and organizing Young Miners into formal and registered mining syndicates to mine gold, chrome and other minerals in different mining districts all around the country.

- Assisting Young Miners to access mining investment, alternative financing, drilling equipment and consumables to bolster efficiency gains in their mining projects and spinoff services.

- Decentralized into 10 Regional Chapters managed by Regional Directors.

- YMF has acted as a premium conduit between the Government, quasi-Government departments, Private sector, Individuals, Key

Organisation Vison

- The Foundation envisions a society where young people are involved in their own development and

that of their communities.

Organisation Mission

- To assist, represent, coordinate and/or network Zimbabwean youths in mining.

Core Values

- Teamwork
- Integrity
- Empowerment
- Accountability
- Transparency
- Innovation

Objectives

- To establish an interactive youth network in mining and exploration ventures in Zimbabwe.
- To advance youth empowerment and entrepreneurial interests through geological exploration and mining.
- To create among the indigenous youths, a spirit of popular participation and cooperation in tapping the natural resources in their communities.
- To promote and nurture scientific and technological innovations by the youths involved in mining projects.
- To establish a youth empowerment agenda by advocating for ownership and control of the means of production by the indigenous youths in Zimbabwe
- To negotiate with various central government ministries and/or departments for the creation of an enabling environment for emerging miners.
- To provide advice and resource material for youths intending to start self-help mining ventures, whether at small scale, medium scale or large scale.
- To engage government and other relevant stakeholders where possible to source

and secure

Mining equipment and machinery for the purpose of advancing the empowerment objectives of the Foundation.

- To promote and carryout capacity building workshops on environmental awareness and engaging the mining communities on land reclamation and rehabilitation.
- To engage in rural development through creation of employment and ploughing back to the host communities through infrastructure development.
- To identify potential donors of funds and/or services to facilitate and create infrastructure for the allocation and disbursement of such funds to the advantage of the membership.
- To raise funds for the purpose of the Foundation and accept grants and donations (whether moveable or immovable assets), legacies, bequests and property belonging to the Foundation.



TOP 10
INDUSTRIES
WITH VOIDS
ENTREPRENEURS
NEED TO **FILL UP**

Our beloved Country of Zimbabwe, which was once an industrial giant rapidly deindustrialized losing both regional and international market to South Africa and other international players. Where we still export, we have turned to export unprocessed or semi-processed resources and later reimporting finished goods at a higher price. This has left voids in a notable number of industrial sectors that entrepreneurs can fill in and monetize from. Below is the top 10 Industries with Voids Entrepreneurs can fill up (with no particular order):

Mining



With all the efforts being made by the Government of Zimbabwe to continuously grow the Mining Industry, the sector is still under explored and exploited. It is largely characterized by importing heavy equipment, spares and other consumables. To add on to the list of voids, Zimbabwean Mining Companies don't fully beneficiate and add value to minerals though there is a lot of fortunes in doing so. Also a point to note, there is lack of cooperation between the Artisanal Small Scale Miners (ASM) and large corporates.

Whilst the Zimbabwean Mining Industry significantly contributes to revenue from exports, it also loses a lot due to importation of machinery and consumables such as cyanide, caustic soda, lime,

steel balls among others. As we are focusing on making it a 12 Billion Dollar Industry by 2023, we should also focus on building a sustainable and competitive local supply chain that is capable of supplying the region and continent at large.

During the period of January to July 2019, the Mining Industry contributed around 64% of the total exports, 56% of the exported minerals being semi processed (ore & concentrates), Semi-manufactured gold (including gold plated with platinum) leading the list, followed by Nickel ore and concentrates, Unworked or simply sawn industrial diamonds, Platinum unwrought or in powder form and Chromium ores and concentrates.

Furthermore, within the Mining Sector they is lack of cooperation between the ASMs and Large Scale Miners. Some of the opportunities that comes with cooperation within the sector are Large Scale Miners buying ore, concentrates, pregnant carbon and or gold bullion from the ASM or even do joint ventures with the ASM Sector. You can realize that there is lot of fortune in cooperation between these two parties. Appreciation to Freda Rebecca that now buys gold from ASMs.

Moreover, Zimbabwe has more than 60 different confirmed minerals and around 40 have been exploited to various extend. This makes the Zimbabwean Mining Industry one of sector with voids that entrepreneurs need to fill in and monetize from.

Manufacturing



The once glorious manufacturing sector of Zimbabwe rapidly fell down which resulted in some private players exiting out of Zimbabwe and some parastatals shutting down. That left a lot of voids entrepreneurs need to fill in both at small and large scale. Whilst big projects may seem too ambitious, there is lot of pride and return in most of them. Some of the opportunities we need to harness from are:

- Electricals manufacturing
- Jewelry
- toy manufacturing
- car manufacturing

Within the electrical manufacturing sector, there is great opportunity of manufacturing lithium cells. Lithium cells have been gaining popularity due to their durability, less charging time and the high demands of electric vehicles. The lithium-ion battery market was valued \$36.7billion in 2019 and it is expected to hit US\$129.3 billion by 2027 (alliedmarketresearch.com). What makes the opportunity more interesting is that Zimbabwe has over 230,000 MT of lithium deposits, which places it at number 7 in Lithium deposits globally (www.investingnews.com)

Zimbabwe is also abundantly blessed with precious and semi-precious stones (gem stones) which makes the jewelry manufacturing option a lucrative one. Some worth mentioning precious gem stones found in Zimbabwe are diamonds and emeralds. To add on to the toy manufacturing sector, in 2019, China produced approximately 70% of the total toys produced worldwide and in that same year it was set to earn 39.5Billion (www.ibisworld.com) from toys...

The car manufacturing sector requires a number of minerals, most Zimbabwe has in abundance. Car steel bodies are mainly made from iron rich minerals like magnetite and hematite, door handles and badges are often coated with chromium. In 2013, carmakers used \$7billion worth of platinum to develop catalyst converter (Zimbabwe is ranked third globally in terms of platinum production). Aluminum- a strong, lightweight metal is being used in the design of lighter vehicles bodies that contributes to fuel efficiency. Zimbabwe also has aluminum ores.

Not resuscitating the manufacturing sector has seen Zimbabwe lose a lot as a country from importing Machinery including computers, Vehicles, Electrical machinery and equipment, Plastic, Articles of iron or steel among others.

Energy

Zimbabwe imported US\$29.03 Million worth of Electrical Energy during the period January to July 2019 only. Zimbabwe has recently been characterized with power cuts due to load shedding, this has negatively affected its Industry whilst it has vast coal deposits and large potential in renewable energy generation. There is evidence that Zimbabwe can generate electricity through renewable means such as Hydro, Solar, Biomass, Wind and Geothermal Energy. Let's take a look on the feasibility of some Renewable Energy Generating methods based on past researches:

- Solar Energy Potential



Zimbabwe is said to have one of the best solar regimes worldwide, with an average high direct insolation of 2,100 kWh/m² per year and minimum cloud cover. Therefore the potential for solar PV and solar water heaters is enormous. Solar utilization for Residential and commercial use has been gaining much momentum, there is however need for more private players to venture in solar energy generation for industrial use.

Wind Energy Potential



Around 2014 the NGO ZERO, a regional environmental initiative, financed some 1 and 4 kW wind turbines for an off-grid feasibility study, as well as providing power to municipal buildings such as clinics. Areas around Bulawayo, Gweru and some pockets in the Eastern Highlands, have potential for power generation application, since the most prevalent wind speeds in these regions range from 4 to 6 m/s. around 2017, Renewable Energy Market Study Zimbabwe Booklet reported that Efforts were underway through the Zimbabwe Energy Regulatory Authority to assess wind potential at heights of 80m. According to hydroquebec.com the minimum wind speed requires to generate electricity is generally 12-14km/hr (3.33-4 m/s) and at strong winds of 50-60km/hr (14-17 m/s) turbines operate at full capacity.

Hydropower Energy Potential



In Zimbabwe, the gross theoretical hydropower potential is 18,500 GWh/year, and the technically feasible potential is 17,500 GWh/year of which about 19% has been exploited. Beside the large hydro power plants, there is potential for small-hydro across the country, estimated at 120 MW. Some hydro power plants are located at Rusito (750 kW), Kwenda (80 kW), Sithole-Chikate (30 kW), Svinurai (10 kW), Mutsikira (10 kW), Nyafaru (40 kW), Aberfoyle (30 kW) and Claremont (250 kW)

Biomass Energy



Biomass energy resources are from bagasse from sugar cane waste, forestry residue (70 000 tons/a with an energy potential of 150 MW) and sawmill dust (14000 GWh/a). The majority of this waste is currently burned in the open air or dumped. Also the vast livestock population offers great potential for using biogas from animal waste for electricity generation. Some of the inputs for Biomass can potentially come from: Fuel wood 5654000 tons/a, Forestry Residue 2300000 tons/a,

Sawmill waste 750 000 tons/a, Bioethanol 100 – 140 million liters/a (currently being produced), Animal waste 4481000 tons/a, Crop residue 10862000 tons/a Municipal Solid Waste 957 000 tons/a (Total for Harare, Chitungwiza, Bulawayo, Gweru and Mutare).

Geothermal Energy

In 1985, 50 MW of geothermal potential was identified, but little has been done since then for any further resource assessment.

Media



In Zimbabwe, importing has become a culture to an extent of importing content. Around March 2020, DStv had 98 000 Subscribers in Zimbabwe (TechZim) that sounds small? In the previous year it had around 150,000 in September and 320,000 in March (chronicle.co.zw). Its subscriber's base has been falling at a rapid rate.

Here is what happened to Kwese; around end of October 2017, Econet Wireless Zimbabwe reported over 40,000 customers and revenue around \$1,96Million (Newsday) in less than a year after its launch in Zimbabwe. These stats shows Zimbabweans' desperation for alternative affordable, quality and cheap content. I would like to believe that content was one of the factors that largely contributed to the failure of Kwese and being a third part in offering content.

Do you still remember how popular the Mukadota, Gringo and Kapfupi dramas were? You could afford buying a disk for that. Now in the digital and internet space, we have the Comic Pastor claiming his YouTube number 1 trending position monthly with his awards. Nash TV Zimbabwe, does this name sounds familiar? With its foundation firmly established during the Covid-19 pandemic, its streams for "local content" have been overwhelming regardless of expensive data packages in Zimbabwe. Should I

remind you of Wadiwa Wepamoyo, a nice peace dominated by youths? All these shows Zimbabwe's thirst for local content and who is there to consistently provide that at an affordable price?

I'm attempted to end there, however let's appreciate the stats around the Entertainment & Media (E&M) sector in South Africa and Nigeria:

REVENUE GENERATED FROM E&M IN 2017	
SOUTH AFRICA, 2017 (MILLION RANDS)	
Total E&M Revenue	9799
Digital E&M Revenue	4358
Non digital E&M Revenue	5441
Consumer Revenue	7123
Internet Access Revenue	3534
Advertising Revenue	2676
Largest Advertising Segment: TV and Video	567
Largest Consumer Segment: TV and Video	1876
NIGERIA, 2017 (US\$ MILLIONS)	
Total E&M Revenue	3761
Digital E&M Revenue	2541
Non digital E&M Revenue	1219
Consumer Revenue	3335
Internet Access Revenue	2373
Advertising Revenue	425
Largest Advertising Segment:TV and Video	156
Largest Consumer Segment: TV and Video	645

Source: Entertainment and media outlook: 2018 – 2022, An African perspective
 The Media Sector has been doing well in surrounding countries, let's fill in the voids in the Zimbabwe

Media Sector

Some of the worth mentioning categories are:

- Books
- Business to Business
- Cinema
- Internet

- Magazines
- Music and Podcasts
- Newspapers
- Out-of-home
- Radio
- TV and Video
- Video Games
- E-sports
- Virtual Reality (VR)

I see voids millennials can fill in. probably I can say, "Media Students never feel intimidated or worthless great things awaits for you."

Agriculture



The Agricultural sector equally has voids as compared to other industrial sectors, much of the voids being from importing a lot of consumables, exporting unprocessed produce, challenges in financing an agricultural venture, lack of irrigation infrastructure and service providers among other unmentioned voids.

During the period of January-July 2019, the Agricultural Sector had at least a 2.72% contribution to Zimbabwe's importation bill main products being: Ammonium nitrate, other insecticides and other durum wheat.

Large numbers in Cereal importation are also a

matter of concern during the 2018-19 period, Zimbabwe imported cereals worth \$137.4 million. This is call for the Agro-Preneurs, please feed the nation.

In fertilizer and chemicals supplies, imports largely contribute to what we use in Zimbabwe. This call for entrepreneurs in the chemical engineering field to monetize from such a big void. Alternatively, there is need to urgently foster collaboration between the Industry, Academics and Educational Institutions at large.

Around 2014, over 550,000 ha of Zimbabwe's land is irrigable, only 33.6% or 200,000 ha is under irrigation development, with a significant number of the irrigation schemes non-functional. Due to this, the country continues to experience underutilization of existing water storages and poor harvests makes this a national matter of concern. Who else has the role to monetize from problems?

Supply Chain



A number of industries in Zimbabwe import raw materials from foreign countries such as South Africa and China. One sector to note is the paint manufacturing sector which has recently been reported of importing materials like asbestos, Barytes, calcite, chalk, dolomite, fluorite, galena, graphite, gypsum, jasper only to mention a few whilst we have them abundantly in Zimbabwe. Importation of these key resources has been attributed to lack of technology and proper

equipment. A look back at home, worth mentioning mineral resources that are part of the paint manufacturing process are: Mica; found in Hurungwe, Rushinga, Kariba and Hwange, Oxides/Pigments and Silica Sands

Furthermore, from a 2020 survey done by the Confederation of Zimbabwe Industry stated that just one week after the start of the country's 21-day lockdown due to Corona Virus, the organization said that around 88% of local companies were struggling to procure raw materials, this is said to have reduced production and trade volumes by 36%.

Zimbabwe also imports Plastics and articles thereof and Articles of iron or steel worth millions of dollars. However, the availability of Petalite and clay in Zimbabwe, makes her have the capacity to locally produce more plastic. Let us not talk about iron and steel.

Tourism and Hospitality



In 2018, Africa had a global share of 80% in the tourism sector, that's a lot. The tourism and hospitality sector comes with a few voids, but a lot of opportunities. Some of the opportunities being in rural tourism, accommodation, travel agency, food outlets, car hiring only to mention a few. These opportunities seem to have some dominant players in it however, the cake is still big to share.

The Zimbabwean Rural Tourism to some extent has some voids, it lacks marketing agencies and or partners to promote it. To add on, the Tourism and Hospitality sector creates a vast of opportunities for SMEs operating within their spheres of influence. These small players are being reported to fail to expand mainly due to lack of financial resources. Some of these small projects include crafts, poultry, cooking and carpentry.

Health care and Pharmaceuticals



The Health care and Pharmaceuticals Sector is one of the most critical service in the globe, whilst Zimbabwe has a compromised one full of

voids entrepreneurs can monetize from. Within the health care and pharmaceuticals sector of Zimbabwe, not all people have access and can afford sanitary wear, descent health care services and critical drugs patients would have been prescribed for. Whilst we have some private players within the sector we still lose a lot from importation of Medicaments.

During the 2018-2019 period all the Pharmaceuticals imports amounted to \$206.6Million.

Though there are reports of an unbalanced play field between the local and international pharmaceuticals manufacturers, there are still opportunities local entrepreneurs can go for.

Food & Beverages



Whilst we have notable key players in the food and beverages sector, one worth mentioning being “The Conglomerate” Inncor Africa, Zimbabwe is still importing a lot of food stuff

from its neighboring countries. Crude soya bean oil, (whether or not degummed) worth US\$45.22 million during the January – July 2019 period contributed to the high importing costs of that period.

There are reports that stats that:

- Most of the beef produced in the country is marketed with minimal processing and value addition.
- All canned beef available on the market is imported.

All these facts support the view that there are voids within the food and beverages sector that requires entrepreneurs to fill them up.

Finance



A number of aspiring entrepreneurs and start-ups are failing to start and or significantly scale up their operations due to lack of investment opportunities. The Zimbabwean banks rarely invests in green projects for equity whilst their success guarantees a high rate of return. Funding plays a pivotal role in the success of any business venture and the Zimbabwean Banking Sector is so fond of rules and principles that doesn't support entrepreneurial development. No matter how great your idea is, it's so difficult to get funding from Banks.

Prior to the introduction of the Forex Auction Platform, the ZWL\$ has been rapidly depreciating value against foreign currencies, investing could have been a great option, but where? There is need for local digital investment platform where individuals can invest in commodities such as gold, wheat etc. talking about digitalization, the digital payment sector has been growing globally. It has seen the rise of pay pall, skrill only to mention a few. Those who know skrill and pay pall know that they have some restrictions in Zimbabwe and that leaves us with the Visa and or MasterCard option which are to some extent

expensive to acquire, the cheapest on the market costs around US\$5 and you have to do a US\$5 initial deposit, it is also restricted to USD or ZIM deposits only. Both the interbank and black market rate has been stable lately and I think that a digital online payment system, supported by other payment facilities in Zimbabwe can be a success.

Like any other economies, Zimbabwe has commodities and currencies that are volatile from time to time. We however lack a virtual platform where you can invest in commodities such as gold, wheat etc. if such a platform is created, users will have a number of investment options at their disposal.

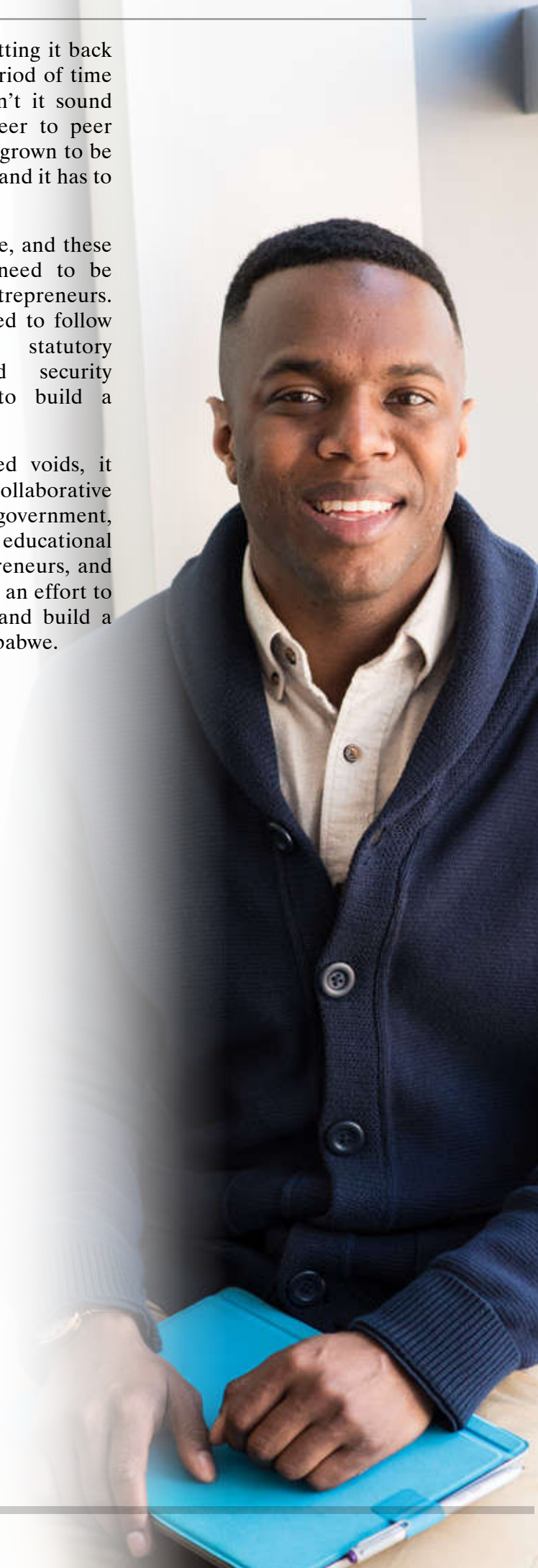
Crypto currency has also been gaining popularity globally and Zimbabweans are starting to appreciate it. Have you ever come across a Zimbabwean virtual crypto currency platform that allows you to buy, store, sell or transfer various crypto currencies? Do you know of any crypto currency ATM Nationwide? Those are some questions to ask yourself.

There is an entrepreneurial spirit within this current generation, however, lack of capital has been a major setback in entrepreneurial growth and development, a problem needs to be solved, there is need for a virtual platform that allows individuals to invest in a start-up and or existing business and well that's a crowd funding platform. We practice crowd funding when a family member becomes sick or death has fallen upon us. How about for a new business? We practice peer to peer lending almost at a daily basis, had you thought of carrying it virtually? Lending

your money and getting it back after a specified period of time with interest, doesn't it sound interesting? The peer to peer lending service has grown to be a big global market and it has to exist in Zimbabwe.

Fintech is the future, and these highlighted voids need to be filled in with entrepreneurs. There is strong need to follow the necessary statutory requirements and security measures so as to build a trusted brand.

With these revealed voids, it now requires a collaborative attitude within the government, industries, educational institutions, entrepreneurs, and the academics all in an effort to reindustrialization and build a self-sustaining Zimbabwe.



A young girl with a green headwrap, wearing a red and blue plaid shirt, is carrying a large, heavy yellow sack on her head. She is looking directly at the camera with a neutral expression. The background is a blurred green field.

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