

THE Entrepreneurial Magazine

quality content you cant afford missing



Game-Changers:
Meet the **Rural**
Tourism Start-Up
CEO **Carl**
Joshua Ncube

Corporate
Planning &
Strategizing
for a **New Year**

01 | CHOOSING THE BEST INVESTMENT

02 | LIVESTOCK PRODUCTION

03 | ZBIN AN ENTREPRENEURIAL EMPOWERING CHARIOT



www.entremag.co.zw

CONTENTS

Some Business Opportunities in the Tourism and Hospitality Sector.....	Page 3
Choosing the best investment.....	Page 6
Game-changer: Meet the Rural Tourism Start-up CEO.....	Page 9
What is Digital Marketing?	Page 15
Women in Farming: Breaking the glass ceiling in Agriculture.....	Page 19
Crac Technologies: A panacea to engineering problems.....	Page 21
A stitch in time saves nine.....	Page 24
Cake Baking Business: A financial haven for women.....	Page 27
Corporate Planning and Strategizing for a New Year.....	Page 30
ZBIN – The Entrepreneurial Chariot of Empowerment.....	Page 35
A Synopsis into Livestock Production on the National Development Strategy 1.....	Page 36



OUR TEAM

Managing Director
Denzel T Chimene

Journalism and Editing
Officer

Caroline Chiimba
Contributors

Takudzwa Gondo
Precious Marecha
Tadiwanashe D Chiketa
Innocent Mushamba
Ndanatsiwa Tagwireyi
Precious Marecha

Magazine Designing
Team

Kingsley Chikumbirike
0777985486

Web Designing
Team

Ads Only
Blessed Chakubva

Publisher
EntreVision Bulawayo
Metropolitan
©EntreVision Media Inc.

Social Media Pages
Facebook | Instagram |
Twitter | YouTube |
LinkedIn

The Entrepreneurial
Magazine

WhatsApp
+263 779 105 424



EDITOR'S NOTE

WELCOME to the second edition of The Entrepreneurial Magazine where we give you the best riveting information better placed to help you re-imagine the future.

Make a date with us as we unveil game changers in the tourism, agriculture and engineering sector. This is the knowledge and entertainment you cannot afford to miss.

In this edition, we take you through the world of impossibilities; and help you learn how you can change your financial status through investing in rural tourism, a sector that is fast becoming an important initiative for community development.

Find out how you can turn your backyard vegetable garden into a viable business.



Are you confused on how to plan for the future? Do not worry, find all the answers in our investment article which is meant to iron out all your

doubts and guide you into making the right investment in life.

Enjoy a variety of stories that bring you closer to home, speak to your heart and stick to the mind.

Your overwhelming support is greatly appreciated.

Don't forget to share with your loved ones and send us feedback on

Caroline Chiimba

admin@entremag.co.zw



Some **Business Opportunities** in the **Tourism and Hospitality Sector**

By Denzel T Chimene

PRIOR to the Covid-19 Pandemic, the Zimbabwean Tourism and Hospitality Sector had been rapidly growing, reaching a whopping 2,579,974 mark of tourism arrivals in 2018, a 6% increase from 2017. Tourists also had a lot of money to spend in that year. Zimbabwe is estimated to have generated \$1.051 Billion from foreign receipts only in the Economy whilst domestic tourism is estimated to have contributed \$335 Million. Tourism is undoubtedly one of the key sectors driving the Zimbabwean Economy and like any other sector, it is loaded up with opportunities that entrepreneurs can monetize.

Procurement and supply chain

On a daily basis, lodges and hotels are involved in procurement of food, toiletries and other sundries that would make them maintain their status. In food procurement, they require varieties of meat, vegetables, wine, fruits, and spices. These are products that an entrepreneur can supply to local restaurants, lodges and/or hotels in his or her local community.

You need to prove yourself reliable and

negotiate for a long-term contract and supply high grade produce. The world has been going digital, so is the supply chain sector in terms of global tourism. Probably a Business to Business E-Commerce platform between producers and hotels may be popular, you just need to brainstorm and come up with the best strategy.

Accommodation

In the year 2018, Average Hotel Room Occupancy was above half in Harare 63%, Bulawayo 51% and Victoria Falls 58%. In all the mentioned cities, a rise in occupancy was recorded as compared to the previous year. This indicates opportunities in the Accommodation Space of the Tourism Sector. The Hotel Business is a good one to go for, the same as lodges. Find your target population, bring in something unique and incorporate affordable luxury as well. The concept of Air BnB is ideal in Zimbabwe as well, rent out your holiday house or any other house of yours that you are not occupying and earn from it.

Pub and Night Clubs

Considering the spending budget of the tourists, the Pub and Night Club Business can be a good

idea. After daily activities, people would love to relax, party or drink in a pub or night club. All you need to do in this sector is to build a recognized brand with tight security and diverse entertainment. Your brand should also symbolize your target population's desired lifestyle.

Events Venue

Whilst Covid-19 did a lot of damage to this business, things seem to be slowly getting back to normal. We are in December as well, a month full of weddings, which makes the business of wedding venues a lucrative one. Usually, on a wedding day, one would want to create memories that will never fade away hence a top priority to both reception and photoshoot venue. Your brand should create lasting memories for the by so doing, word of mouth will do the marketing for you. The same opportunity is there for corporate training and NGOs Workshops. Strategically position yourself, build a brand and the rest will follow.

Transport Services

Tourists travel from point A to B and what they would absolutely want is luxury blended with freedom.

This creates a great opportunity for car rental services whilst offering different packages. Some may love to travel in a group hence incorporation of mini-buses that have a touch of luxury may win clients' hearts. To add on, in 2018, 2,242,780 tourists arrived by road, it was a 6% increase from the previous year, and that creates space for the bus services. On the other hand, 337,194 tourists came in by air in the year 2018, it was a 9% increase from the previous year, all these positive growth rates indicate a bright future for the tourism sector and it calls for action from Entrepreneurs.

Recreation and outdoor activities

This is a lucrative opportunity whilst focusing on both domestic and

international tourists. With the festive season approaching, parents would love to go out with their families for outdoor activities such as game viewing, a braai out and games. Kids would also be obsessed with games like jumping castles, boat and horse riding. In most families, Sundays are considered family days and probably coming up with a recreational centre that gives families a lovely Sunday may see you excel in this business.

Traveling agent

With tourism, it's more of comfort, stress relief and convenience, provide that to travellers by being a traveling agent. You can secure their a c c o m m o d a t i o n bookings and make traveling arrangements for them in order to make them feel like royalty because they really are.

You need to connect with a number of service providers and also create a brand that symbolizes reliability and gives clients a wide range of choices. Make use of the digital space and connect with your clients there. Another big shot is in consolidating all travelling agency and service providers on one platform. Think on how to achieve this.

Decorative Art

Tourists are obsessed with the culture of some destinations they reach and with fine art. This creates an opportunity for drawing, sculpture, ceramics, photography and craft. Fit yourself in the market, create art that tourists cannot resist and make yourself a fortune.



Is your marketing strategy returning?

The Entrepreneurial Magazine takes you to your exact target population.

ads@entremag.co.zw | www.entremag.co.zw | +263 779 105 424





Choosing the best investment

By Tadiwanashe D Chiketa

WHEN choosing an investment, a one size fits all strategy does not work. Investments are like shoes, you do not buy a shoe because it looks good on someone. You have to find one that fits you perfectly, one that you know looks good on you.

Investments should be specific to individual needs and this article is going help you find the shoe that fits your Cinderella.

• Always start with the end in mind

When looking for an investment that best suits you, it is wise for you to start with the end in mind. Map out your plan, know what you want to achieve, when and how you want to achieve it. This will, make the whole process easier for you and it will give you a clear pathway to follow.

The end could be retirement for some, you should know at what age you want to retire and how much you need on your retirement. This will help you in choosing an investment because you will know how much you need to make before retirement or how much you need to put aside right now to achieve your goal or target. You can start investing in dividend paying stocks right now so that you will have a source of income when you retire.

For others, the end could be buying a specific model of a motor vehicle at the end of two years. Knowing what you want will help you choose an investment that gives you returns that will

get you that car after two years. If you want to invest in your children's future, maybe so that you won't ever have to worry about tuition, you will know how much you need to put away each month so that you reach that target by the time your children start school.

• How much do you have to invest?

This is very important because the money you are willing to invest now forms the core of your whole investment. For some investments, you need a large initial capital whilst for some, you can start with smaller monthly contributions. Knowing how much you want to invest gives you a guideline on the type of investment you are going to start on.

You need to be able to afford the certain type of investment you want, and the money you are willing to part with today will determine if you can afford that investment. If you want to start on real estate you obviously need a lump sum to pay for the deposits on the property and other direct costs that could be associated with the property. You might need to renovate and remodel the property before you start renting it out or selling it, so it requires a huge start-up capital.

If you want to invest in stocks, for example, they give you the flexibility to put in regular smaller contributions compared to real estate. So, you have to know how much money

you're willing to invest, then it will be easier to choose an investment plan that suits you and your money.

• Time horizon

Knowing how long you want to invest in an asset or security will help you choose the best investment that follows the timeline you want. There are investments for the short term and some for the long term and you need to decide between the two which will guide you to the investment opportunities available.

If you're looking for short term investments, then you can start looking at the money market instruments (treasury bills, CD's) or other side businesses that generate returns in the short run, but for long term investments, the capital market(stocks) or real estate industry is another way to go.

• Know yourself

It is important to know what kind of investor you are before you start picking on any investment. Are you risk averse or do you thrive on taking risks? Are you patient or your patience runs out quickly? These are some of the questions you should ask yourself before picking an investment plan. No other person, not even the best financial advisors can answer these questions for you. You're the only one who can answer these questions because you know yourself best.



Knowing what kind of investor you are will guide you to the types of investments you should make.

There are high risk investments in the market and if your risk tolerance is low these will definitely not work for you. You should pick investments that align with the type of investor you are, investments that suit your investor personality. A lot of investors are left crying because they do not take time to know themselves and understand the type of investor they are, instead they just follow what the next investor is doing hoping for the same results. All investors are different and knowing yourself helps you pick the best investment, it also helps an advisor to help you in picking investments with you.

• Be prepared to lose

YES, you heard me right.

You should be prepared to lose. No investor or group of investors can outperform the market, never! Every great investor you see out there who has made it has failed at some point and lost money through an investment. This does not mean when you lose you give up and walk away. When it comes to investing, losing money is one of the best things that can happen to you. You learn important lifelong lessons and you will never repeat the same mistakes. If you lose, you will know what works for you and what does not.

You should know that with every investment, there is a possibility that things may not go according to plan or analysis. Knowing this will help you deal with loss when you eventually experience it. Being a great investor doesn't mean you don't lose, it means you win more times than you lose

and loss is part of investment. Investing is taking a risk and the possibility of an unfavourable outcome is there no matter how good you are. You cannot start investing until you are prepared to lose. Taking great precaution and doing your research before investing will help in minimizing losses, make sure you take great precaution. Always take losses as lessons.

Knowing these important things before you start investing will assist and guide you in choosing the best investments for yourself. Investment advisors are there to guide you, but no one knows you like you do. An investment advisor works with what you give them and that is how they help you choose a plan suited for you. If you know the things above, you will realize investing is actually fun and doable.

Donald is a final year Banking and Finance student who has interests in Finance and investments. He is a member of the Junior Chambers International

COVER STORY

Game-changer: Meet the **Rural** **Tourism** **Start-up CEO**

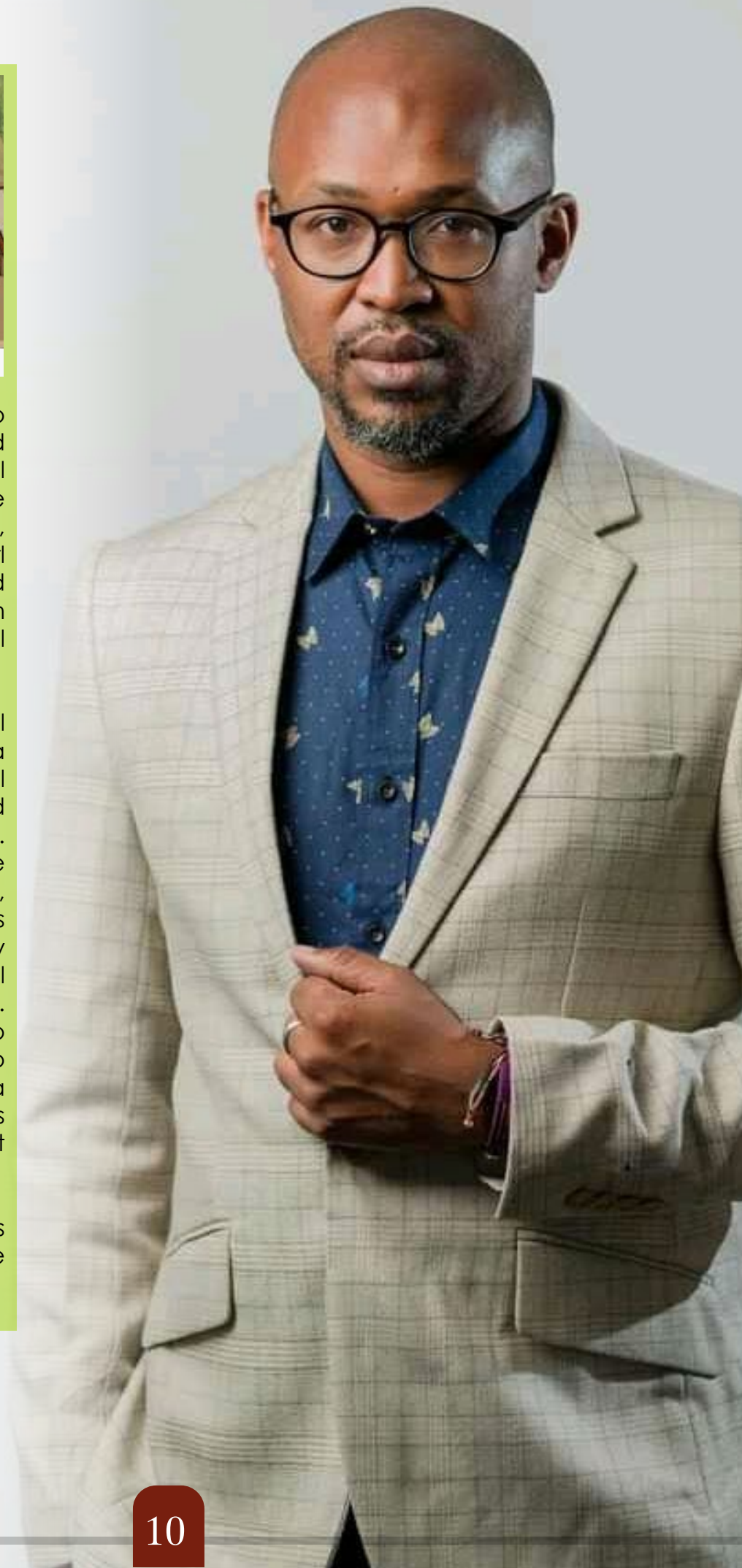
By Denzel Chimene & Caroline Chiimba



INSPIRED by the idea to promote rural tourism and empower the rural community while connecting to one's roots, stand-up comedian Carl Joshua Ncube founded the Ekaya, a rural tourism start-up centered on rural development.

According to Ncube, rural areas in Zimbabwe have a lot of untapped potential which could be realised with adequate investment. Speaking to The Entrepreneurial Magazine, Ncube said Ekaya has been successfully welcomed in a rural community in Victoria Falls. The start-up is set to scale-up and expand to other rural areas using a number of different models included in the extract below.

Below are extracts of his interview with The Entrepreneurial Magazine:



Please tell us about the Life before Ekaya



Carl Joshua Ncube

Born in Bulawayo in 1979 to my parents Miriam Nyemba and the late Charles Palma Ncube, I can't say there was ever a life before Ekaya. For me, Ekaya has been a life pursuit.

I remember my parents sending me to England to study nursing and the agreement was that after getting the qualification, I would come back home and do anything that I wanted.

When I returned, I got into television. I loved the idea of storytelling and it graduated into advertising. Copywriting became my thing. I loved writing adverts and putting humour into them. I was always surrounded by humour because my father was a comedian.

Eventually, the TV business got me into the arts sector. I started doing live TV productions and directed a lot of events such as State Galas, National Arts Merit Awards, Zimbabwe Music Awards, and the Miss Zimbabwe Awards.

I later became a stand-up comedian, primarily because I wanted to help my

father build a career in comedy. I was trying to show my dad how he could do it in the comedy industry and inevitably, because most people loved what I was doing, they encouraged to pursue comedy. This is how I became a stand-up comedian.

What Inspired Ekaya?

My parents split when I was quite young and never inclined myself to any specific tribe considering that my father was an Ndebele and my mother Shona.

I always wanted to have a place that I called my own and that's how my journey with Ekaya began. Ekaya means home, resting place, place of origin; my work has been about establishing a home.

Primarily, I wanted to solve a problem for myself and my immediate family, which was my wife and if we ever have kids, they was need of a place that they could to be identified with. Although some people perceive the rural set-up as backwards, a form of punishment or a place to escape from the fanatic world we live in, I believe it is a serene place with great potential.

I always viewed rural villages as aspirational and at the forefront of the use of homemade technology, retaining its identity while moving forward with the times in forms of methods of communication, sustainability, development and so on.

What really bugged me was that a lot of companies are playing in the rural space while providing access to technology and access to different facilities but they are not taking into consideration the look and feel of how rural communities need to be presented.

People are putting up dura walls and

fences and building city houses in the rural areas. That's a decaying part of our culture and I believe that all technology that come for rural setups should reflect the design and expertise that we would get in the rural areas. That is what inspired me to get into the space to reinforce that technology, architecture and culinary art can be done differently while preserving our culture. You can still get a high-end rural place without taking away the essence of what rural areas are.

What triggered action?

Initially, we were going to develop a concept and try to send it off but my wife and I are the kind of people who walk the talk. We were trying to get out of the rent trap. Being 41 and not owning any property was unsettling so we approached local chiefs and requested to start a rural development project. We asked for a small piece of land so that we could live with them, learn what they do, teach them what we know and expose them to the various markets and networks, for instance, a lot of friends' friends or whoever may want to go and stay in that village so that the villagers can benefit from the concept itself.

What really triggered that action is that we had to prove that a rural lifestyle is cool and even the top comedian in the country can comfortably live in the rural areas, enjoy it and thrive.

What are some of the challenges you faced and how did you overcome?

The hardest thing was failing to get land from our families until we started looking for places outside those circles. In the past, if someone wasn't in good terms with his or her family, they could move and start their own life in a different

village. That is what we did and approached a number of rural communities to see if they could welcome us, and we were finally accepted in Victoria Falls.

How has the community received it?

The community we are in is very receptive to the idea. However, I think it will take some time for us to fully explain the magnitude and scope of where this idea is going. But, we have had a lot of positive response and there is a lot of curiosity, obviously, but I think the wider community is even more curious about it on social media. The corporate world and different types of potential investors are interested in watching where this project will go.

What Milestones Have you made as a Start-Up?



Ekaya Site Visit by the Minister of Tourism
The first milestone we had was getting the land, which was the most important part for this dream. We are now in land development, breaking the ground and pulling together resources. It is an exciting part of the project, where we are about to see this dream actualize. It is more like touching the dream and feeling it.

We have completed a design of an awesome house that utilizes the existing

environment. We haven't cut down any trees because you can incorporate them in your home. The types of foundations we are using allow us to build around the trees and be flexible in how we can construct the house. We have taken the shape of an icosahedron which is made up of different types of triangles and forms the shape of a hut. It's very strong, versatile, and it can be built and packed down when moving.

Recently we had a site visit by the tourism which he came with a delegation of more than 30 people from Forestry Commission, Environmental Management Authority and Press, to us it was an encouraging visit.

Is the project open for investment?

Yes, the project is open for investment. We are trying to build a rural company that will be worth US\$100 million. We are in the first round of accumulating funding. We are trying to source and raise US\$100 000 as our seed fund, which will allow us to create proof of the concept before we take it to the market.

How can people invest?

We are going to launch what we call "our bids system." Our bids system allows people to know how they can participate in the investment.

B stands for Build that means people will be able to build their own Ekaya under our Franchise.

I stands for Invest, meaning people can invest by buying equity directly from us. Potential investors can contact us and discuss issues in terms of financial agreements and the number of shares one can hold.

D stands for Donor Community. We are

trying to create a donor community (a list of 500 donors) who are going to be the back bone of some of our rural development projects.

S stands for stay. We have developed an application which is basically like a rural BnB that's called Ekaya. The idea is, once people have bought different Ekayas under our franchise, we can then put them on our application.

Other people with their own rural set-ups can also join the app, however, they have to meet a certain number of requirements and standards so that they can be on the app. We want to make sure that everything is above board and everyone has been registered properly in order to pay tax. We also want to make sure that all the responsible authorities are aware of our businesses activities and are able to certify us where necessary.

What is the future objective of Ekaya?

The future goal of Ekaya is to go global. We are looking at the fact that our project is going to catch on like a veld fire. We are talking smart green cities. We are going to lead the conversation on tourism, Intellectual Properties patterns, inventions and education. We are looking at rethinking everything. We want to develop an education system that prompts students to develop their rural communities.

It is all about disruption every day and this disruption is about building communities. We believe that it is very profitable to be a good person and we want to be good people and unlock all of this potential that's there. We are excited that we are going towards a road of listing our company on the stock exchange so that we can be able to expand in other African Countries.

We are already having discussions with stakeholders in Botswana and Zambia. We are really excited with this project and can't wait for it to be out so that everyone can see what we are talking about.

What Advice would like to give to other start-ups and aspiring entrepreneurs?

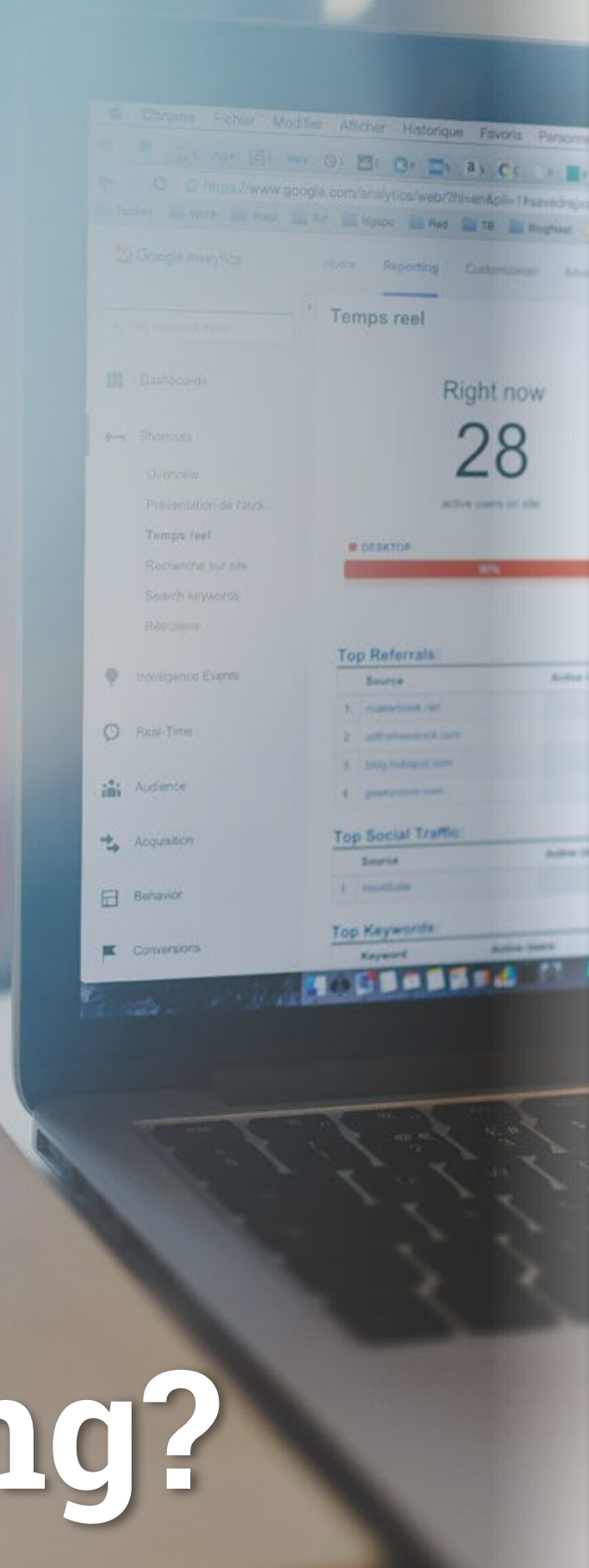
My advice to other start-ups and aspiring entrepreneurs is to just keep doing it, keep trying, keep learning, break eggs, make mistakes and learn from them. As long as you are moving forward you will arrive at whatever destination you want to be at.

But the truth is, all of us are on a journey, it just never ends. The moment you think that you have made it, I think that's the greatest mistake every company that has disappeared has made. Some companies didn't do anything wrong besides that they thought they are the market leaders and forgot that someone younger, fresher and with new ideas was just hungrier than them. So, just like Steve Jobs would say, "Stay hungry, stay foolish!"



What is Digital Marketing?

By Innocent Mushamba



DIGITAL MARKETING



LET'S imagine you've been called in for an interview to become the Marketing Manager of the largest corporation in Zimbabwe.

It has a handful of major corporate brands under it. You walk in and immediately you are asked to write a brief summary of what you would include in a marketing plan for a product launch, scheduled three weeks from now.

You know the marketing budget is huge, and the product is new. What would you include in your plan?

Marketing, Economics and Mass Media

The marketplace is much more competitive now than at any other time in history. The cost of entry for many business lines has been drastically reduced and the consumer has a wider

range of brands to choose from. Many times, brands rise or fall based on their marketing strategies.

Marketing is a product of economics. In the decade after the year 1900, a group of economists noticed that product pricing was the

only factor they regarded as a determinant of demand in the market. Yet, mass media already existed in the form of print advertising, and it affected product demand.

Mass media has shifted over the past few years through rapid advances in telecommunications, and marketing has attuned accordingly. Today we have the internet and mobile technology.

An Off-The-Cuff Definition So now, what is digital marketing?

Digital marketing is the zenith of marketing, advertising, public relations, and sales. It is the bringing together of all these principles in the context of a digital age, using digital tools. It is cost-effective and niche-specific. It is a great way to manage brand reputation and perform highly-targeted marketing campaigns.

When you sell products and services through social media platforms like Facebook and WhatsApp that is an integral part of digital marketing. When you send newsletters to prospective clients via an email database that is digital marketing. When you set up your website in such a way that your

target audience visits it frequently, that is digital marketing. When you set up ads that pop up on the internet that is digital marketing.

Digital Marketing: A Little History

Let's go back in time again a bit. The first marketing research department came about in 1911, led by Charles Parlin. A decade later, the radio came along, then the telephone and TV in the early '40s. In the early '50s, TV advertising grew like wildfire, increasing total television revenue in America by 10% in one year.

In the '70s, telemarketing grew in popularity. Random calls came into many homes from agents selling their products and services, often without any solicitation from the client. It worked.

In the '80s, the personal computer hit the market and it re-ignited print advertising through desktop publishing. Apple introduced the Mackintosh in 1984 and ran a Super Bowl commercial that reached almost half of America.

Needless to say, the impact was colossal.

The '90s brought about bulk messaging through the mobile phone and spam via

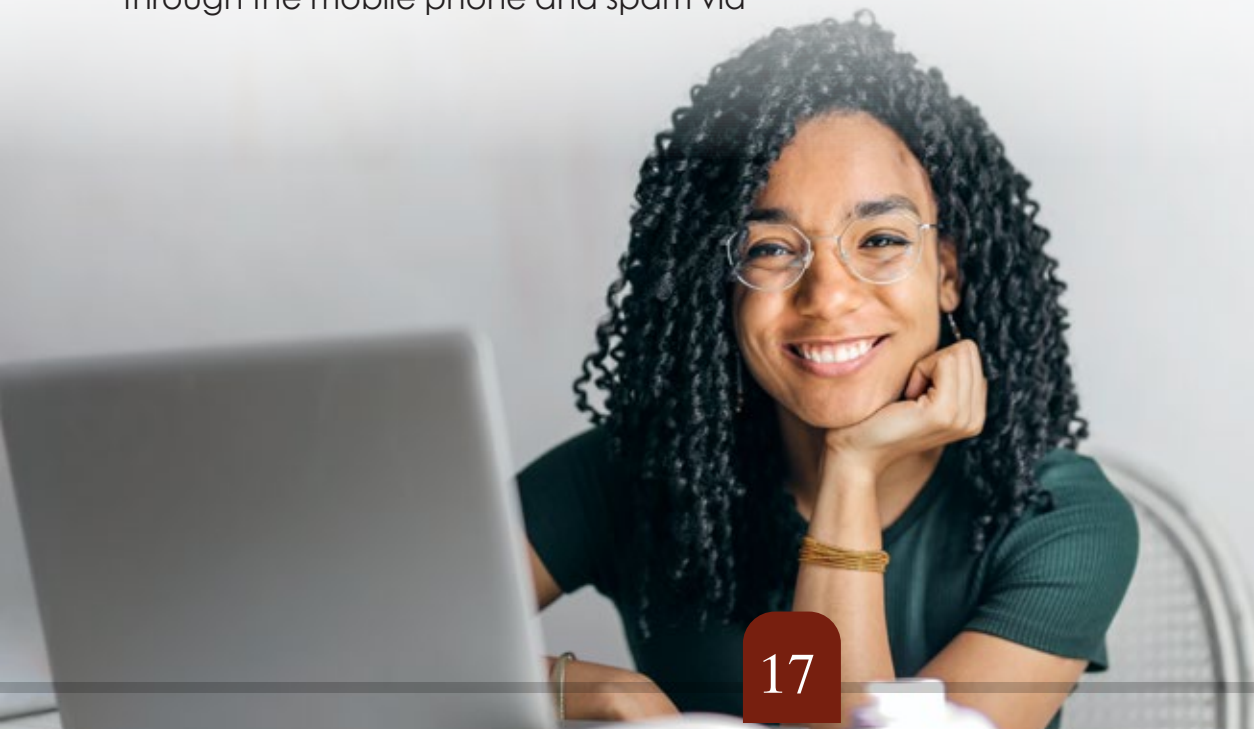
email. It was the first time we saw some form of automation being used in marketing. During the mid-90's search engines became popular. There was Excite, AltaVista, and Yahoo! Google came a little later and became the number one search engine available.

From then on we got blogging, social media, podcasting, e-commerce, Customer Relationship Management (CRM) software, data analytics and a whole host of new tools and channels to enhance our marketing efforts.

Conclusion

We are now in the age of information. It's now about building a tribe. It's about sharing information and giving value to the consumer. It's all about building trust and keeping it.

The only question is- what are you going to do about it? Your business will only grow as much as your relationship with your customer does. Nine times out of ten, your customers spend more time on their mobile phones than anywhere else. You can reach them there, and that is why digital marketing exists.



A photograph of a middle-aged Black man in a brown coat and blue shirt, talking on a mobile phone and holding a blue folder. He is standing in front of a building with stone steps and columns. The background is slightly blurred.

Find out how others are **making it**

By Caroline Chiimba

Women in Farming: Breaking the glass ceiling in Agriculture



WFS showcasing some of their products

PUSHED by the under-representation of women in the agricultural sector where only 10 percent own land yet 60 percent of them are labourers in the sector, Tsitsi Machingauta formed the Women Farming Syndicate (WFS) to empower women.

The social enterprise seeks to offer women an equal and equitable access to resources in order to help them scale up and be competitive on the local, regional and international market. To date, over 5000 women have benefitted through capacity building, access to funding and access to new local and international markets.

“The Women’s Farming

Syndicate (WFS) was established in 2011, with the aim of creating an enabling environment for women in agriculture, and we have since established a brand to sell our products collectively,” Tsitsi told The Entrepreneurial Magazine.

“It’s been a rough and bumpy road, but we have managed to remain relevant and continued to push the agenda of women forward. We were the first ever group from Zimbabwe to go to UNESCO head office in Paris to showcase and promote our products and those of the women that we work with in different communities.

“In 2016, we established a woman showcase market to link women to markets, develop strategic partnerships for growth and affordable funding, and we have also developed a products range of value-added produce, which includes, wild harvested fruits, vegetables, teas, herbs and tubers.”

Tsitsi revealed that through the WFS brand, women have been able to export their products, reaping the maximum benefits of agriculture.

“Through our support, over 200 women led businesses have managed to grow and upscale through the showcase market and developed new

partnerships," she added.

"In 2017, we partnered with Longchen Plaza to establish a weekly SME market which ran for 18 months at which 80 percent of participants were earning an average of USD\$300 per week and the participants managed to set up their own offices, workshops, and expanded their product range."

An award-winning farmer in her own right, Tsitsi pointed out that WFS works and welcomes women from various communities with different cultural backgrounds in an effort to make a lasting mark in the agricultural sector.

"The women in agriculture that we work with come from various communities including, Sanyati, Buhera, Chimanimani, Epworth, Domboshava, Gutu, Beitbridge and Bulawayo. Our target market is local shops, restaurants, hotels and international super markets," she said.

"Growing up in a grounded environment, I used to visit my rural home in Gutu (Masvingo) every holiday where I fell in love with farming and noticed the great challenges that were being faced by women and girls in rural areas.

"Growing up in Masvingo and Harare showed me the great paradigm difference between urban and rural life, each having its own pros and cons. This upbringing helped me to develop a passion for helping women to use the resources they have and utilise traditional knowledge systems."

Now based in Domboshava, the mother of three recalled how she started off her farming career in a backyard in Marlborough and steadily rose up the ladder to being a decorated best sugar cane and innovative production farmer by the Zimbabwe Young Farmers.

"I started in a back yard in Marlborough, where I grew a few vegetables and also started to breed broiler chickens to raise capital to kick start the organization (WFS)," she said.

"Years down the line, we have managed to obtain a five-acre plot in Domboshava, to establish our skills training centre and processing plant.

"To date, we have successfully built our offices and we are still raising funds to build a cold chain facility."

Tsitsi acknowledged that

the ravages of Covid-19 lockdown left them scathed. The organization encountered challenges in getting produce to the market which resulted in post-harvest losses.

"We currently don't have agro-processing facilities in all areas hence the need to develop our capacity to establish these processing centres in every community that we work in," she said.



Tsitsi Machingauta



Crac Technologies: A panacea to engineering problems

Some Team Member of Crac Technology

By Ndanatsiwa Tagwireyi

AS the adage goes, 'entrepreneurs always eye for opportunities,' Luckson Daka (39) is not an exception.

Growing up in Chegutu and Chakari mining towns helped him to realise that there is demand for engineering solutions that could reduce machinery downtime in almost every sector of the economy, including mining, agriculture and aviation. Despite being a trusted Head of Maintenance Department and a hands-on technician at Air Zimbabwe for twelve years, Daka felt the urge to start his own brain child Common Rail Automotive Centre, trading as Crac Technologies, to shrug off working place politics and enjoy following his passion in his area of expertise.

"Crac Technologies was provisioned in 2012 but it started full operations in Harare in 2018, specialising in heavy plant machinery, material handling equipment, technical support services as well as airport handling equipment," Daka told The Entrepreneurial Magazine.

Although it is usually difficult for a new company to penetrate the market and get accepted by clients, Daka believes focus and excellent customer

service can build a company's reputation, judging from the steadfast response that Crac Technologies has been getting from corporates.

"Prominent companies that we are currently providing service to include Cater Craft, Civil Aviation, Boltrech Engineering, Cotton Company of Zimbabwe and other transport companies," Daka said. "We are also working with Phamanova Private Limited and agricultural sector clients especially those from tobacco companies."

Daka is among the Small to Medium Enterprises (SMEs) that are creating employment for the younger generation.

"Currently, Crac Technologies has ten employees and three interns, with plans to train as much people as possible in Diesel Plant Fitting and Boiler Making in order to cater for the ever-growing market base," he said.

"By 2025, we should be a regionally recognised manufacturer and distributor of various pieces of equipment, by using our innovative ideas such as projection materials.

He also tipped aspiring entrepreneurs to avoid procrastinating and

open their companies as the procedures of opening a company in the engineering systems sector are quite flexible when an individual has knowledge in the area of expertise that he or she wants to specialise in.

Crac Technologies is a 100 percent indigenous owned Private Limited Investment Company that seeks to provide lasting solutions for modern automotive, hydraulic and electrical equipment systems.

According to Daka, Crac Technologies is on its expansion path with plans to open another branch in the small mining town of Zvishavane at the top of their priority list.

"The reason we are anticipating to expand to Zvishavane is because we have some of our biggest clients like Boltrec Engineering there and we also look forward to work with Mimosa Mining Company and other mines close to Zvishavane," Daka exclusively revealed to the Entrepreneurial Magazine.

"We want to provide services that include, hiring of equipment, technical support, sales and all the necessities that might help their operations to be on the smoother side."

Daka added that his customer centric mind-set is pushing Crac Technologies towards being a hub of technological excellence, locally and within neighbouring countries where engineering related challenges in aviation, mining and construction sectors need solutions.

Like many businesses in developing countries, Daka agrees that his journey of providing reliable engineering solutions in mining, construction, agriculture and aviation is full of undulating slopes.

“The greatest challenge is that of funding and capital injection as we are just relying on skills and clients despite the fact that some systems need specialised equipment for their problems to be resolved on time,” Daka revealed, adding that sometimes it takes longer for them to complete tasks due to lack of some sophisticated machinery.

The family man also revealed that although his wife Shingirirai Chekure-Daka and his three bundles of joy support his business endeavours, it is hard for him to spend weeks out in the field delivering his engineering services for

various companies without having family time.

“What keeps me going is will and passion as one should never allow circumstances, demographics and situation to hinder him or her from becoming what he or she wants,” Daka advised upcoming engineers.

“It is not easy but you have to be disciplined and stick to your strict time frames.”

The father of three said he realised that being formally employed was limiting his capabilities as he had to work under strict stipulated duties and responsibilities without stepping on someone’s area, hence his zeal to spread his wings and acquire new skills to implement in his business.

“As you are working, there might be a game of proving who is capable of doing what and this inspired me to further my education in Diesel Plant Fitting and later on pursue Electrical Engineering,” he said.

The multi skilled entrepreneur who is also a Masvingo Polytechnic Auto Electrics graduate, Harare Polytechnic Automotive Engineering product and currently

pursuing a Higher National Diploma in Mechanical Engineering says he hit the ground running and is proud to have delivered his services to a number of companies.

“Working with Zimasco in Shurugwi, Lonrho Logistics Private Limited, Ice Cage Forklifts and Dan Meats in Ruwa among other companies, has given us optimism that our future prospects as Crac Technologies are safe,” Daka told the Entrepreneurial Magazine.

“Our motto, ‘Simplified Engineering Systems,’ pushes us in helping our client base to create a safe working environment by providing superior service in automotive, hydraulic and electrical equipment.”



Luckson Daka at Work

A stitch in time saves nine

By Ndanatsiwa Tagwireyi

DRIVEN by passion for fashion from a tender age under an unforgiving financially constrained background, Mairos Nickson Nikisi (34) never in his fantasy thought that he will one day start his own company, Nicks Fashions International and fondly dub it the 'NF' label.

Setting off from humble beginnings, Nikisi started Nicks Fashions International with only one branch in Zvishavane Central Business district before expanding to open another branch at Stand Number 2690 Makwasha, next to Jaravaza Complex in Zvishavane.

Reminiscing his entrepreneurial journey, Nikisi recalled how his modest upbringing in Harare pushed him to relocate to the small mining town of Zvishavane in search for employment and greener pastures but had his hopes shuttered.

"When I moved to Zvishavane for work, I was overwhelmed with disillusionment from a certain company that I worked for, prompting me to join my brothers in their fashion business under Nikisi Fashions before starting my own unique company, Nicks Fashions International," Nikisi, who draws inspiration from his brother Godfrey Nikisi, told the Entrepreneurial Magazine.

"So far, I boast to have served respected corporates like Mimosa Mining Company, FC Platinum Holdings, TM Supermarket, OK supermarket, security companies, barber shops and saloons in Zvishavane and beyond.

"I have also dealt with schools which include, Marians Junior School but my area of specialisation also incorporates individuals with their own specific needs."

Born in Harare in 1986, the 34-year-old father of two is slowly taking the design and textile sector by storm, judging from the response he is getting from reputable companies in the Great Dyke and beyond.



Mairos Nickson Nikisi

Like many Small to Medium Enterprises (SMEs) in Zimbabwe, Nikisi admitted that he faced quite a number of hurdles on his way up the ladder from the time he started Nicks Fashions International in 2016.

"It has always been my passion to design, put logos and print fabrics but shortage of readily available material and resources has been a major stumbling block that inhibits my 'NF' label from going viral the way I want it," the fashion designer who describes himself as a perfectionist told this magazine.

"Other challenges emanate from individuals who place orders and later on change their minds before paying their dues in full.

"Such acts are very costly to the company but I always bring a positive spin to them through donating the finished clothes to orphanages and those in dire need of clothing."

The fashionista exclusively revealed that he is fully aware that the world has gone digital and therefore uses modern communication technologies to maximise his client pool without pumping out a lot of money.

"I utilise Facebook, Instagram and WhatsApp platforms to market my products and services to people from all walks of life. People come into my inbox with their orders from what they would have seen on my WhatsApp statuses and other social media platforms," the bubbling youthful designer said.

"Sometimes I take pictures of myself wearing clothes that I design and put the 'NF' logo on them and I get overwhelming responses from customers.

"There are times when I get requests for assistance via WhatsApp from clients and I utilise the application's video call function to instruct customers on how to properly take their measurements.

"That has been helping me to serve clients based in Mutare, Masvingo, Harare, Gweru, Bulawayo and those abroad although the novel coronavirus has taken a negative tour on my international clients' pool due to lack of transport to ferry their finished clothing."

According to the youthful fashion and design entrepreneur, he is making significant strides to improve his brand visibility despite the current harsh economic era brought about by the lethal corona virus.

"Corona virus has indeed wreaked havoc across the globe and also affected the way we conduct business but we are capitalising on this opportunity to increase 'NF' brand visibility on the market, by giving free masks branded with an 'NF' logo to all our clients," the ever-smiling father of two revealed, adding that he is blessed to have a wife who supports his hustles whole heartedly.

"I am married to Joseline Zano who gave me two bubbling boys but motherhood and home administration duties have never stopped her from supporting my business.

"That is why I opened another branch in Makwasha's high density suburb for the convenience of my clients so that they do not travel to town in search of my services.

"My wife is usually operating from the Makwasha branch, from morning till 4pm and when she leaves work for household duties, I always take over from there."

The fashionista who is also a Species College Cutting and Design graduate urged young and upcoming designers to take the fashion and design industry seriously and be innovative to avoid relying on formal employment only.

"Judging from the response of interns and other individuals I have trained so far, this industry is not taken seriously by upcoming designers due to lack of interest, passion and knowledge that one can make a living out of it," Nikisi who believes designing runs in his blood said.

"I am already making a living and my motto, 'A stitch in time saves nine,' always reminds my clients to contact me on time," the fashionista, who vows not to seek for formal employment again emphasised.

Nikisi added that he is optimistic that his 'NF' label will continue to grow in and outside Zimbabwe and his contribution will shape the clothing and textile environment in the country.



Mairon Nickson Nikisi at Work

Ndanatsiwa Tagwireyi is a renowned broadcast journalist based in Zvishavane, with great interest in marketing communications



Cake **Baking** Business: **A** **financial** haven for **women**

Cakes by Rudo Chinoruma

By Caroline Chiimba/ Precious Marecha

THE cake baking business has taken the country by storm, following a high demand of the product at various functions and occasions like Lobola ceremonies, anniversaries and birthdays. The high demand of cakes can be attributed to the evolving lifestyle of Zimbabweans, who are increasingly incorporating modern norms, whereby Lobola or anniversary cakes are no longer seen as a luxury but a necessity.

While specialty food such as cakes may seem unessential, they are in huge demand and have presented a great start-up business opportunity for most women. During lockdown, some enterprising young women saw a business gap and fine-tuned great talent into a money-making business. The Entrepreneurial Magazine interviewed two young women who took advantage of their talents and are making money through baking.

Rudo Chinoruma (24) Bika-Neni founder



Rudo Chinoruma

The Medical Laboratory Scientist from Masvingo is gradually penetrating the cake industry through her dynamic way of baking that gives customers the freedom to select and describe the cake design and style they want.

According to Rudo, her business model is client centric as it is more concerned about creating a positive impression to her customers by maximising the product outcome and creating a long sustainable relationship with them.

"We are living in a dynamic world where consumer tastes and preferences are constantly evolving and customers now have unique ideas of how they want their final product to look like, so most of the times, it would be something new or experimental," Rudo said.

"Being able to deliver the final product the way the client wants and to have a good review always bring courage."

Narrating how she ventured into the baking business, Rudo said her mother was an entrepreneur and she watched her develop and become successful in her business.

"My mother had mastered the art of making money and she was daring, loved taking risks and had a very innovative mind," she said.

"They say the apple doesn't fall far from the tree, so is my case because watching my mother doing her work inspired me to become the entrepreneur I am today, even though at first I was not sure which business to venture into.

"Then one day I had a light bulb moment that as much as baking was a hobby which I usually did for fun, it was possible to turn it into a viable business and that is when I founded the Bika-Neni business.

Amanda Midzi (20) High School Student



Amanda Midzi

WHAT started off as a hobby for Amanda has turned out to be a small business where she bakes cakes and scones for Chiredzi customers where she is based.

The 20-year-old high school student took advantage of the lockdown period to maximise on her talent and intensify her baking to the extent of being a sought after baker for birthday cakes in the small community of Triangle.

Speaking to the Entrepreneurial Magazine, Amanda said when schools closed, followed by national lockdown, she spent most of her time baking to pass time but then later realised that she can actually make money through her talent.

“At first I just baked a cake for a relative who had a birthday and the feedback was very pleasant which prompted me to take baking seriously. People started referring their friends to me for birthday cakes and that is how I grew bigger,” said Amanda, who split her time between school work and baking.

“I normally take orders during the week as I will be doing private lessons and preparing for my Advanced Level examinations. I then do the actual

baking from Friday nights and on Sundays.

“My passion lies in becoming big in the industry and making a mark in the baking sector. As much as I drew my baking inspiration from my mother, I also like watching a television show called Cake boss and get to learn a few tactics from there.”

The Terry Goss High school student has taken a step further to empower other girls through skills training. On some weekends, Amanda invites her age mates for baking lessons.

“I would advise young girls and women out there that skills training and capacity building is of paramount importance in starting a business. We are all born with abilities and gifts, and we should utilize them,” she added.



Cake by Amanda Midzi

A hand is pointing at a laptop keyboard. Overlaid on the image is a network diagram consisting of nodes and connecting lines. The background is a blurred image of a laptop keyboard and a hand pointing at it.

Corporate **Planning** and **Strategizing** for a **New Year**

By Victor Muchemwa (ACMA, CGMA)

2020 Business Coach of the Year Finalist Founder Zim Business Ideas and Network

AS the year comes to an end, most corporations will be looking forward to fine tuning their corporate strategies for the New Year. Overall, 2020 was possibly the worst year for the business sector, as the world economy plunged into a recession, induced by the Covid-19 pandemic.

Yes, there are some sectors that grew exponentially due to the novel pandemic, but for most business sectors, this has been a tough situation.

This is a year where strategic planning went off the rails with disturbances in all key sectors of the economy – the lockdown periods, the partial reopening thereby affecting production, logistics, consumer spending and more.

Although tests for the Covid-19 vaccine are bringing in positive results,

the fact is, it is still a long way before the pandemic is effectively managed across the globe. Coming to Zimbabwe, we are talking of some many months or even years before we can have sufficient supplies of the vaccine on our shores. All this points to a very fluid business environment and financial analysts sum it as a VUCAH environment – Volatile, Uncertain, Complex, Ambiguous and Hostile environment.

According to Drucker, "Corporate planning is the continuous process of making present entrepreneurial (risk-taking) decisions systematically and with the best possible knowledge of their futurity, organising systematically the efforts needed to carry out these decisions; and measuring the results of these decisions against the expectations through

organised systematic feedback."

In a nutshell, organisations ask themselves the following questions;

- Are we on track to meet our set objectives?
- Can we continue operating the same way we have been doing or we need to change the strategy?
- What does the future hold for us?
- Do we have sufficient resources to meet our objectives?
- What are the blind spots that we need to prepare for and manage?

With the rate of change across the globe taking a blistering pace, how prepared are local companies to adjust to unknown changes in

order, first, to keep their heads above water and secondly, to thrive?

Whilst big organisations have the expertise for strategic planning, implementation and reviews, the situation is however not systematic for many an entrepreneur. They just go with the flow and in some cases, it works but research shows that shooting in the dark is not the most efficient way for success. We explore the processes you will need for strategic planning, with this varying with an organisation's size;

Defining long and short range plans: In the Zimbabwean context, planning beyond five years is tricky, given the VUCAH environment. However, knowing the direction you intend to go helps in motivation and pushing for success. Long term plans need not be too detailed but short term plans should be brief. What are your strategic plans in 2021? Is it maximisation of profits with a target, maximisation of revenue, market diversification, consolidations, change in business models or more?

• Macro and Micro environment

What are experts saying about 2021? You need to do thorough researches so that you are not surprised by sudden breaks big corporate companies pay substantial amounts of funds to access Zimbabwe Outlook Reports produced by international research agents. In case you are not able to afford the, then you need to read wide financial articles, follow the National Budget and policy statements from the Ministry of Finance and Economic Development. Whatever happens at macro-level has a direct bearing on what eventually takes place at your micro-level. In short, the assessment involves The Political environment which sets the pace for everything in a country, Economic environment, Social Environment, Technological environment and Legal environment (PESTEL).

SWOT Analysis

Given developments in the external environment, how do you plan to survive and thrive? You are supposed to carry out a Strengths, Weaknesses, Opportunities and Threats analysis.

• Structural changes from SWOT Analysis

Having analysed the SWOT Analysis, what key decisions can you make? Your objective being to maximise on strengths and minimise on weaknesses.

• Implementation plan

Write down your implementation plan with timelines and responsible persons. This officially becomes your 2021 plan with WHAT, HOW, WHEN, WHO being the key questions

• Optimal use of financial resources:

A strategic plan needs resources for effective implementation. This is where budgeting comes in and it is tailored to the activities identified in the implementation plan. This becomes your official budget.

• Monitoring, Evaluation and Adjustments

You then decide when to implement your plan – go on and implement, and review whether you are achieving your objectives or not. Make adjustments accordingly.

The big question is, can you do a strategic planning session on your own? Unfortunately, no; you need outsiders for facilitation. Trained experts in the field help you to critically analyse external and internal events and the experts should not be engaged for a once off event. You also need them for a mid-year official evaluation where you review progress to date and fine tune your strategy for the remainder of the year.



SOCIAL ENTERPRISE PROFILE

ZBIN – The Entrepreneurial Chariot of Empowerment



ZIM BUSINESS IDEAS AND NETWORK

Background

THE Zim Business Ideas and Network (ZBIN) was formed in 2014 and formally registered as a trust in May 2017, trust deed 00457/2017. The forum uses the Mirasapo Model, which is a Japanese term for supporting the future needs of entrepreneurship, using digital platforms. It is a leading entrepreneurship forum of 91 000 members, with main objectives being;

- Provision of access to opportunities information to entrepreneurs,
- Access to marketing platforms and

- resources,
- Access to capital, and
- Unlocking opportunities through networking,

Vision & Mission

- Supporting the future needs of entrepreneurship

Core Values

Transparency, Effective Networking, Compliance, Partnership and Innovation



Some Members of ZBIN attending meetings and some other activities

Major Milestones

- Empowered more than 1000 SADC women (6 countries) directly in handmade carpets making in 2018
- Empowered hundreds of SADC women (4 countries) directly in hat making programmes in 2018
- Received a traditional award in Kwazulu Natal for the impact of our work
- Founder (Victor Munemo Muchemwa) is 2nd Runner Up Business Coach of the Year for Zimbabwe in 2020
- Attracted the largest number of entrepreneurs in Zimbabwe at events in February (180), March (240), Seke Tour in October (100)
- Mobilised members to foreign business tours to Mozambique (Tete & Beira)
- Published 6 books to date on business opportunities and digital marketing
- Formed 5 crowdfunding companies with a total value of \$80,000 – the companies are based in Zimbabwe and South Africa
- Established a website (www.zbinworld.com) that has more than 700 posts and almost a million views

Challenges

The forum has a thin budget and mostly relies on a few members subscriptions. Most of our members need capital for projects and the forum is not in a position to assist although we have innovated with the crowdfunding model, however, this is a drop in the ocean.

The Future of ZBIN

We would like to fully empower our members by making the forum active in local areas. We started on a great note on November 21, with well attended forum events across the country. The target is to have all the 91k members attending events, creating markets and unlocking opportunities in their areas of residents.

We started on a high note and we expect the buzz word across the country to be entrepreneurship, with our members unlocking opportunities to start and upscale their operations.

Our objective is to see fully empowered entrepreneurs contributing to the economic development of Zimbabwe.



A Synopsis into Livestock Production on the National Development Strategy 1

By Takudzwa Gondo



THE government of Zimbabwe recently launched the National Development Strategy 1 (NDS1) which is a document consisting of plans for national development for the next 5 years. The document focusses on various sectors of the economy and in this article, I'm going to look at livestock production.

Livestock herd sizes declined nationally by approximately 20% for beef, over 83% for dairy, and 26% and 25% for pigs and small ruminants respectively, between 2009 and 2020. Furthermore, the productivity of smallholder cattle herds remains low, with Average calving rates of around 45% against a potential of 60%, and off-take rates of about 6% against a recommended 20%.

The agriculture sector, in general, is currently faced with the following challenges;

- inadequate financing and this is further worsened by high financing costs and the general economic environment,
- high operating costs, for example, high costs of feeds and other inputs,
- pricing distortions, for instance, different prices or wide price ranges for a single product,
- variable inputs management,
- rainfall variability,

- inadequate investment in the agricultural sector,
- inadequate irrigation infrastructure and watering points,
- huge post-harvest losses mainly due to lack of knowledge by some farmers, and
- Low adoption of ICTs in the agricultural sector.

Livestock production plays an important role in the social, cultural and economic environment of Zimbabwe and it makes significant contributions to the GDP.

The NDS1 plans to prioritize animal health and production through strengthening farmer knowledge, skills in livestock production and health, so as to enhance productivity through the following strategies; upscaling hay cutting, development of pastures green belts and creation of forage banks.

Provided this strategy is implemented, it can go a long way in improving the livestock sector this season because during dry seasons and drought times, Zimbabwe loses some animals due to lack of feeds, especially in the communal farmers.

NDS1 seeks to promote on-farm feeds formulation using cassava and cow peas to produce survival rations and there is also a need for investing into

research and development of new efficient feeds and feeding strategies.

NDS1 also plans to intensify dipping programmes and blitz tick grease application to prevent and control entry and outbreaks of animal diseases. Majority of cattle were lost to a tick borne January disease and implementation of this plan will go a long way in preventing future losses from these diseases.

NDS 1 aims to provide lab diagnostics for research and confirmation of animal diseases. NDS1 aims to strengthen implementation measures against Tsetse Fly and undertake operational research.

NDS1 also seeks to create livestock business centres for small stocks (goats, sheep, and rabbits), based on the Hub and Spoke Model. This is important because currently, there is a lack of formal goat markets, for example, and this can greatly improve rural economies.

Strengthening pass on schemes for dairy and small stock producers and increasing watering points for livestock is also another goal for NDS1.

NDS1 will establish a national bull centres and semen processing laboratory to strengthen conservation of animal genetic resources, and research and develop stress tolerant animal breeds, and further promote artificial insemination by cascading the programme to A1 small holder farmers.

Due to continuous use of exotic animals and unorganized breeding plans, there has been an ongoing

genetic erosion of indigenous animal resources and this strategy can help conserve indigenous animal resources, which can survive better under local environment and also development of efficient productive breeds.

NDS1 plans to implement financial services-led livestock development initiatives models, which gradually phase out Government guaranteed command programmes through banks to a wholly private sector driven financing model.

NDS1 also plans to promote climate-proof Livestock Production through commercialization of fish, rabbits, bees and small stock. Effects of climate change cannot be understated. These are effects such as successive droughts, leading to reduced food and feed resources, extreme feed-food competition, extreme weather conditions, etc.

This strategy is aligned towards promotion of climate smart livestock ventures such as goats, which are resilient, for example, in drought times and survive on poor feed resources.

NDS1 is focusing on establishing breeding and genetic improvement centres and champion farmers in the breeding and distribution of improved breeds, thereby targeting export markets.

Livestock breeding has undergone a revolution through the use of modern recording systems and molecular genetic technologies. The truth is, Zimbabwe is lagging behind in these technologies and if this plan can be transformed into a success, the livestock industry



in Zimbabwe will never be the same again.

NDS1 also aims to support surrounding farmers with trained livestock extension officers. Extension services are of great importance in agriculture. As a nation, we are not fully utilizing the use of technologies in farming. Use of ICT based extension services can go a long way in improving this sector.

NDS1 will also harmonize collection of levies in order to reduce the cost of compliance in livestock production.

NDS1 also seeks to resuscitate the Cold Storage Commission. The resuscitation of the Cold Storage Commission will make positive impacts in the national beef value chain. On the other hand, NDS1 plans to localize production of livestock inputs and veterinary vaccines and medicine. This will catapult livestock production to another level.

Yearly, University graduates in animal science and veterinary studies are released into the market. Uptake of these graduates into research and development as well as promoting full utilization of innovation hubs at learning institutions will contribute to improving the likelihood of success of the mentioned plan.

NDS1 plans to establish a Livestock Information Management and Traceability Systems for disease control and market access and Training and capacitation of extension officers. This is important in promoting the production, productivity and information delivery within the livestock sector.

The success of these plans will contribute effectively to food security, enhance sustainable farming, and increase household income as well as support rural livelihoods to be resilient to

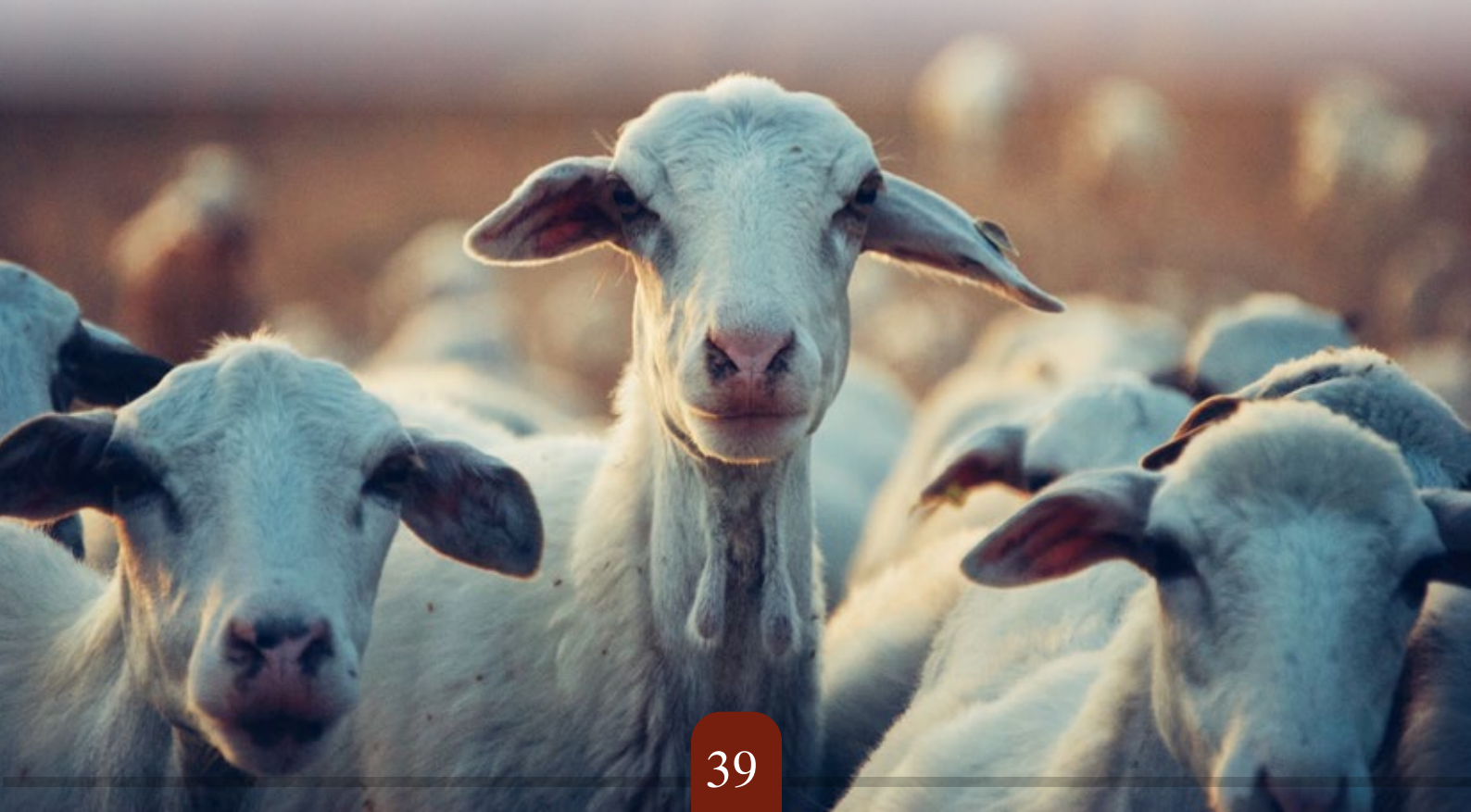
ever changing environments.

The success of NDS1 on the livestock sector requires collaborative efforts of all stakeholders, including researchers, farmers, private players, extension providers, etc.

The government should clearly lay out action plans, promote collaborative efforts of all stakeholders, and establish improved policies which forms an enabling environment in order to improve livestock production.

Investment into animal health, breeding, feeding, knowledge transfer, research and development and sourcing new, high value markets are key in improving national livestock production.

On the other hand, promoting the inclusion of the youths and the younger generation in the livestock sector will also aid in the success of the NDS1.



THE
Entrepreneurial
Magazine
quality content you can't afford missing...

Enquire with us
to have your ad
featured in the
next publication

Visit
www.entremag.co.zw
For a wide range
of entrepreneurial
content