

# STIRPRENEUR

LAUNCH EDITION | SEPTEMBER 2020

**Maina  
Lynette Msiska**

**FEARLESS WOMAN IN BUSINESS**

## **BUILDING A WINNING BRAND**

Mistakes I made as  
an emerging farmer

- Waiting well
- Will Power

## **MID-YEAR BURNOUT**

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as an entrepreneur

**MY ADVICE TO OTHER WOMEN IN BUSINESS BASED ON MY LITTLE EXPERIENCE IS SIMPLY, "BE FEARLESS"**

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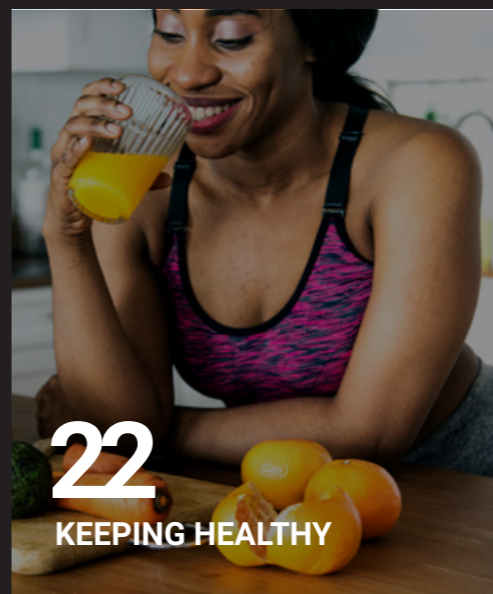
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**P R A X I S**

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## EDITOR'S NOTE

Life is really a mixed bag and offers an endless world of opportunities which I can attest to. Resigning from my day job and plunging straight into working on the first edition of the **STIRPRENEUR Magazine** was the most exciting, challenging and rewarding time of my life.

*It seemed as if I had to resign from my job (a story for another day) first for this opportunity to come as I got a call a day after I resigned from the Chairman and founder of Stir Mentoring Class Mr Nicholas Bhero, a man of excellence.*

Growing up we used to flip through magazines and when we saw something nice we would compete to claim it and with the first person to shout 'It's mine!' would be given the nice thing figuratively, good old memories.

Faced with the task of having to work on something that will wind up engaging and exciting to match those childhood memories really made me grow goosebumps. Thoughts raced up and down my mind on how to pull this in the midst of the Covid-19 pandemic with limited movements and next to none public gatherings.

A call for a team was made and all things started to come together in a click. The making and building of the magazine team virtually was a further attestation that in the midst of a lockdown, things still have to be done, this time differently and embracing that was a major lesson transcending into my every other aspect of life. It dawned further on me that this is the new way of life and as entrepreneurs, we ought to live by the very core values that define us, those of 'nothing is impossible' and so many 'move the mountains' strata which are embedded in us as entrepreneurs.

It's the opportunity to explore such exciting variety, the sleepless nights, the coordinations and synergies have bred this exciting volume and I am excited to present to you this exciting edition. It touches base with Covid-19 environment, not only do we laid captains of industry and Titans of progress, we also shine 2020 to some is a write-off and to some, it has been the best year ever, read around Zoom on how it has become an overnight billion-dollar business which is just one of the



STIR

many businesses that have really made a fortune in the midst of all this.

We learn from our mistakes and we also learn from the mistakes of others which is better because we do not get to the point of making the mistake first then correct it but we avoid the mistakes altogether, in this vein check out Clarence's story on mistakes he made as a start-up farmer and learn a thing or two, have a sneak peek into what is happening around us on our Stir 360 with Charles Mutimhairi and to the biggest one in this period, Corona Diaries, get a hang on how others are doing it in the midst of a worldwide lockdown.

It was going to be sad if this is our first and last edition but I am glad that this is the beginning of many and I will have the opportunity to always pour pleasantries to the team behind this publication. I just want to appreciate each and everyone involved in making this edition a success and my special gratitude to the Chairman and founder of Stir, Mr Nicholas Bhero for the opportunity and being the visionary that gave birth to this project.

Most of all, my deepest gratitude goes to you, our readers for taking the time to be a part of this journey. Thank you a million, keep watching this space and giving us feedback which will be published in our Letters to the Editor section in subsequent editions. Having said so much please stay safe, wash your hands, sanitize, wear your mask and maintain social distancing

**Ethel Kasukuwera**



# ABOUT STIR

**The Stir Mentoring Class** is a grassroots oriented membership based non-profit organization, which advances the young people's economic interests. Its mission is to build capacities and competencies of the youth to improve their livelihoods and be able to compete in a global village through business and entrepreneurship initiatives.

The Stir Zimbabwe initiative was promulgated in January 2016 and it uses easily accessible cutting edge tools in reaching out to communities. It takes a cue from 2 Timothy 1:6-7 where Paul urges Timothy to stir up the gift that is in him. STIR Zimbabwe is on a mission to stir up the gifts of innovation, creativity and entrepreneurship that is lying dormant in many Zimbabwean people. It thrives on innovative learning and projects geared towards empowerment, transformation and entrepreneurship development.

Developing business and entrepreneurship programs amongst the youth towards creating and maintaining self-sustaining economies and thriving societies is the goal of the program. This organization is inspired and motivated by an understanding of the role and benefits of entrepreneurship and small to medium enterprises in the well being of people and in the development of communities in this Era.

Incorporated as a trust under the name Stir Zimbabwe, our focus is on the provision of business and entrepreneurial insights to the youth across the board, developing skills and competencies of the youth to be able to meet their present needs without compromising the needs of future generations as well as specialized training in sound corporate governance, nation building and sustainable development issues. We invite guest speakers on our Social media platforms and conduct mentorship sessions where our

members prepare questions related to their businesses and they get an expert's point of view on the matter. This has groomed and empowered many business owners among our youths who continue to grow their businesses by getting regular mentorship.

Of the 10 founders most if not all of them, were born in abject poverty and their quest to develop their lives, saw them pursuing entrepreneurial initiatives. Within three months of operation, the organization had more than 150 active participants whose stories continue to be inspirational to other youths thus to date the membership toll is at 355 youths.

The organization through its cutting edge and unique models hopes to have trained over 5 000 youths by December 2021.

STIR  
#GivingYourDreamsWings

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Stir\_mentoring

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# FROM THE CHAIRMAN'S DESK

It is with great joy that I present to you our first edition of the STIR MAGAZINE. It is my prayer and hope that this magazine is as informative and inspirational as possible. The magazine will cover a wide spectrum of entrepreneurial issues that we feel as STIR will proffer and stimulate a desire in all the readers to either start or to move an existing business to another level.

Stir is a trust founded initiative with the sole mandate to institute and develop entrepreneurial skills in the new and existing entrepreneurs and business people. The uplifting of young and upcoming entrepreneurs is what drives Stir as an organization. This is however achieved through a deliberate and coordinated development of effective mechanisms that stimulate business idea generation, robust and strategic business management skills including financing and transforming small businesses into mega-business.

Founded in 2014 under the stewardship of myself and trustees, STIR has grown in leaps and bounds and now comprises a number of departments which include the Curriculum Development Unit (CDU), Events Management (EM), Marketing and PR, etc. The CDU is the one that is responsible for the effective development and implementation of all the STIR curriculum with the events department

being responsible for the overall organization and coordination of all the functions and events.

Our strategic vision as STIR is to motivate and inspire all potential entrepreneurs to start and or transform their businesses into multi-million dollar business empires. This is achieved through training and skills development programs and strategic partnerships with both public and private bodies that share the same vision with us.

Let me take this opportunity to invite all those who are itching to start or transform their business to join STIR and ensure that their ideas do not suffer stillbirths and also their businesses will not remain the same. We are always available to inspire and make your dreams come true.

Be transformed as you read this publication.

**Nicholas Bhero**

“  
NOTHING DIES  
QUICKLY  
LIKE A NEW IDEA  
IN A CLOSED MIND



# WOMEN IN BUSINESS THE MAINA JOURNEY

*I am no guru in business but my advice to other women in business based on my little experience is simply, "Be Fearless"*

They say, 'A journey of a thousand miles begins with a single step' and truly my business journey continues with each passing day. My name is Maina Lynette Msiska, aspiring serial entrepreneur. This is now my reality despite the fact that I thought I was destined to be a Physiotherapist and my entire existence was solely serving in the medical field. Alas, God had other plans and a sudden interest in business erupted and I have never looked back. Here is a glimpse of my journey in business.



It all began through a passion I had for weddings and started a wedding blog page on Instagram called ZimWeddings. Initially it was a hobby, reposting wedding content, love stories and before I knew it my followership grew exponentially. The page has over 265 000 followers on Instagram and through this followership I have developed a fully-fledged company. This is where the 'I' ends as we now work with a full-time team that manages the various platforms that we dominate i.e. Facebook, website [www.zimweddingsonline.com](http://www.zimweddingsonline.com), Twitter and many more.

We have created a media/wedding consultancy company that caters for Zimbabweans and the international market when it comes to weddings. This big following is a huge market that is looking and keen on buying various products and services. As simple as it sounds we have faced a lot of setbacks that force you to give up but we soldier on!

Ideally, we thought advertisers would come flocking but unfortunately they were sceptical of our platforms as our target market was still transitioning into the digital era. However, as disappointing as it seemed we ended up starting up various companies to cater to the market we had created. We use these businesses as proxies for every other product/service we want to introduce, so all our services are tried and full proof tested on the exact business types we will be targeting as potential clients.

Another major setback is building a team that will work with you through thick and thin. It's never rosy at first as you start up a business as there maybe unforeseen overheads, running you into a loss and yet other people's livelihoods are dependent on you. This has taught me budgeting, the importance of accounting to minimize these unexpected turn of events. Sometimes you need to make all the mistakes to learn lifetime lessons and come out wiser than you were before.



The other businesses I run are mostly into retail of African print material, jewellery (Shugar Jewellery), bridal wear (Dreamseller Bridal), and digital marketing (PR Specialists). They are not the easiest to manage especially when you are full time employed and being a woman does not make life any easier. Being a woman entrepreneur I have faced various challenges like gender stereotyping i.e. women use emotions on running businesses, balancing work, family and social life. There is so much expected of women by society and let's be honest the very same society is ill prepared on how to accept women in business. Especially on instances you cannot live up to societal norms because of the various new roles you have taken up. We must all ponder upon the

changes that are slowly in our midst, there has been a shift whether we like it or not.

I am no guru in business but my advice to other women in business based on my little experience is simply, "Be Fearless" There is so much fear, all the kinds you can think of, like fear of failure, fear of being inadequate, the list is endless. These sentiments are not unique to you only but never let them deter you from attaining your dreams. I would also love to encourage others to NETWORK, NETWORK!

I have come across so many opportunities and ideas because I network a lot. Join various groups like Stir where you get to meet like-minded people. I am also a Rotaractor and this has boosted my leadership translating to my business acumen. Adding on, find ways to devote time to achieve that elusive work-life balance. Yes, chasing dreams is very much valid but one thing common from the business owners that I emulate is that they regret not spending time with their families and friends. That is the one thing they wish they could change.

I personally love travelling and trying out new experiences (includes my love for food) and I make sure after every periodic interval of hard work I take myself on an excursion to recharge and that marvellously works for me.

In conclusion, being a young woman in business is exciting, mind blowing and the goal is to make sure with every new day you utilize it wisely than the last. It truly is a beautiful journey and it shall go on, there is no stopping!

**Maina Lynette Msiska**  
Founder of Zimweddings

By Charles Mutimhairi

## ZIMBABWE STOCK EXCHANGE REOPENS

The Zimbabwe stock exchange (ZSE) reopened for trading on a lower note after the authorities had shut down the market over allegations of destabilizing the local currency.

Trading was stopped on June 26. All major indices traded low, activity was also lower as 1.84 million shares were traded. Dual listed stocks Old mutual, PPC and Seedco LTD remain suspended from trading after the government accused them of having a hand in the plunging of the local currency. The authorities alleged shares of the three were used in manipulating foreign exchange rates. The government indicated they want the three dual listed companies to trade on a yet to be established foreign currency exchange bourse set to open in Vic falls.



## MOVIE REVIEW

Akashinga, the brave ones movie premiered on national geographic channel on August 12. Three time academy awards winner James Cameron was the executive producer whilst Maria Wilhelm directed the movie. Akashinga is an all female fighting force battling the illegal hunting of elephants in Zimbabwe.

With Africa's endangered species nearing extinction Akashinga is a new, highly effective weapon against poaching and is changing the way animals are protected. Akashinga was founded by Australian special forces soldier and anti-poaching leader Damien Mander, and is a women only team of rangers drawn from the marginalized society.

Mander's approach advocates for community buy in rather than full-on armed approach against poachers, that is if a community understands the importance and benefits of wildlife preservation then poaching will be eliminated without arms



# THE EFFECT OF COVID 19 ON SPORT.

By Kupakwashe Mazuru

Is sport an economic venture? Social venture? or physical development? The disruption of sports in 2020 due to the Covid 19 pandemic has left many holes in many sectors of the world and the voids are still to be filled. Livelihoods of players, sponsors and fans alike have been left in shambles as the pandemic restrictions put everything on the ground. Looking at the local sports landscape, sport has never been that successful and now with the pandemic, clubs are grounded and players are not getting salaries. Their lives are at crossroads.

Our lives have been altered, adaptation was needed for everyone to go through this phase. For the Lionel Messis, Ronaldos a pay cut is merely nothing but for local athletes where their lives are hinged and they are not even receiving a cent it hasn't been a smooth sail. Just to take into context, CAPS United players went on a strike recently when they didn't receive their salaries. This clearly shows how desperate and bad the times are for everyone. Fans whose weekend and social lives revolved around football are also out of plans and they are socially grounded leading to depression, drug abuse and domestic violence.

The covid 19 pandemic has basically crippled the sporting industry and world. The international sporting community was forced to cancel many sporting events due to the pandemic, the Olympic council was forced to postpone the Olympics and large amounts of investment were lost in the process, the AFCON, the EURO tournaments all postponed by a year, everything just went off plan.

Aside from looking at the economic and social benefits and disadvantages brought by the pandemic, athletes have died, players suffered and this has been the worst thing to happen this year. Fransisco Garcia, a young coach, died in Spain amidst the pandemic in March and many others got sick. All this and many other factors are examples of how destructive and negative this period has been.

Looking at the bigger picture, the covid 19 pandemic and sports, this has been the worst of destruction in that industry as far as anyone can remember. How are the families of athletes affected?, how are the lives of children who went to school to practice sports? How are they affected? the coaches, everyone involved in the sport industry? Sponsors and news companies and the people they employ everything just went onto the ground and everything is looking really bad so hopefully the covid 19 pandemic will end very soon and things get back to normal and when they do the world will come back again to being great as it was before ; cheerful and celebrating.

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# BUILDING A WINNING BRAND

Chad Mhako



## What's your story? How to build a winning brand through storytelling..

Africa has not produced many known brands in the class of Chinua Achebe whose 1958 novel, Things Fall Apart is still selling millions of copies worldwide, or the class of Strive Masiyiwa and or Econet Global represented across the globe. Are our stories not good enough or they are simply not being effectively told? What role does storytelling play in branding?

A few weeks back, I had the privilege of sitting down with Simba Nyamadzawo, after he had just received a call to speak at a high profile event across the borders. "Mukoma (brother), I am travelling to Zambia and I will be speaking to young people there, what should I speak on?" He asked. "Share your story," I said. "If there is one thing that has universal acceptance, it is your own story. It is like your own fingerprint that no one can duplicate," I added.

A brand is much more than a logo or a name; it is a story, a feeling, a promise that the product or service will perform what the consumer thinks it should; now all of these can be achieved in part through storytelling. Storytelling provides your brand with a person-

ality, it gives a 'human' face to your brand, one that consumers can attach emotions to. Emotions create sentimental attachment, they help establish a bond between brand and consumers.

Telling your own unique story helps you to create a personal relationship with the consumer that even a similar product from a competitor can not duplicate. To create a compelling brand, a good product or service is still key, however it is very important to ensure that your audience/market/consumer relates to your story and that they buy into it, this is true for both personal and corporate branding.

Below are some examples of brands whose unique stories the world could not resist. Some told stories, others created stories that could be told.

### Tofo Tofo

Tofo Tofo is a South African dance group made up of three Mozambiquans. The dance group shot to global fame in 2011 when they appeared in Beyonce's award winning video 'Run the World'. After watching the Tofo Tofo video online Beyonce was so impressed that it took her team four months to find the dancers and fly them to Los Angeles to feature their dances in the video for Run the World. When they landed in LA,

they did not lose their identity nor did they forget to tell their story. Their unique 'pansula foot' movement stole the show and they ended up influencing much of the choreography of the video. The video became a global hit, winning awards including Best Choreographed Video at the MTV VMAs.

### Neria

The Late Oliver Mtukudzi is one of Zimbabwe's most successful musical exports having toured literally every continent. His power to tell stories in songs and the uniqueness of his voice and music rocketed him to global fame. In 1993, he composed the song 'Neria', for a Zimbabwean Movie under the same title. This song found its way to global market (including a rendition by Jeremy Oliver on the Voice) and despite the lyrics being composed in the native Shona vernacular, the song found global appeal.

### Apple

One of the ways that Steve Job used to build the Apple brand besides his creative genius was that whenever he was given the platform to speak, he would capture his audience. Steve Jobs, was so connected to the Apple story that even his personal brand became synonymous with Apple. This made him popular and Apple even more popular. Apple as a brand has become much more valuable than the product line; it's the attachment that consumers have to the brand which currently makes it one of the most sought after brands in the world.

### Air Jordan

In 1984, the Air Jordan sports shoe was released by Nike as part of an endorsement deal for then little known and less influential Michael Jordan. The success of the Air Jordan was not necessarily to do with the product, but with the story they created around the sports shoe. The design was outlawed by the NBA because the shoe was predominantly red and black to match the colours of the Chicago Bulls, a team that Jordan played for. The NBA would slap Michael Jordan with a US\$5000-00 fine after every match for wearing shoes that had little white dominance on them as was customary during that time. In 1984 the Air Jordan was not released to the public, Nike was too busy creating a story, which the media could not resist telling, thereby creating massive publicity. After successfully creating a story for this brand, in 1985, Nike eventually released the Jordans to the public.

'The Marketing Mentor' recently carried a series of tweets that caught my attention and I hope they will ignite something in you as well:

1. The best brands show their human side, they tell their story. That story is authentic and real
2. Focus on people's hearts rather than their wallets, because brands are built on feelings
3. Do not chase the competition, focus on the dream (uniqueness)
4. Be authentic, no one can duplicate that

Have you ever asked yourself why Paris gets more visitors than Victoria Falls? My take is after all is said and done, we have not yet harnessed the power of storytelling. Our branding and public relations efforts are often far detached to the things we relate to. The success of the 'Sho't Left' campaign in South Africa is in my view, a product of how well they have been able to tell the South African story through their customers.

Africans are natural storytellers, yet most African brands (authors, musicians, products, software etc) fail to break into the global market either for failing to tell their stories well or for telling stories that are misaligned to their own realities.

Successful brands are original. It is easier to sell a product or service that you understand and relate to, one that solves a challenge that is closer to home. It is difficult to convince a customer to pay for a product or service that we as the owners are not convinced about. The most convincing script is one that is related to the market for which it is written. Mark Zuckerberg started Facebook because he personally wanted to connect with fellow university students online.

The missing ingredient in most African businesses is a pinch of originality.

What is your story?

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# MISTAKES I MADE AS A YOUNG EMERGING FARMER

By Clarence Tinashe Mashavave

June 2017 is when I finished my 1st degree in Agricultural Economics. I had a job waiting for me at the place I did my industrial attachment. An office job, the company was into horticultural produce exports. As family we have a farm(53ha) 36km away from the CBD of Harare.

We would always do grains but had never really broken the barrier where we would say we are farming commercially. We always had enough for us, the extended family and for the workers to last till the next season harvest. I figured that if I would do at least half of what I did at the company I had worked for I may be able to turn around our fortunes at the farm. I politely asked my boss to give me till end of year so I could also live my family at a better level at the farm, after all they deserved a little bit of give back for all the schooling they put me through.

I told my family of my decision, I have never seen my dad so proud, I had become the son he had always wanted. Some of the family members thought with my degree program this was a perfect use of it (not really but well.) I drafted a very ambitious proposal and thank God some family members were willing to invest. I did not want to do away with the grains side so from the usual 6ha I increased to 15ha and added 2ha of intensive horticultural produce. 1ha for tomatoes in stages of cause, and a 1/4ha each for beetroot, carrot, butternut and red & yellow pepper. This was so I get market trends and familiarity of what works so that when I go back in I will be well informed by experience. I went to South Africa, bought very strong relatively cheap drip irrigation lines, submersible pumps for 2 Boreholes, and a booster pump. Got an irrigation engineer to design a system for me

and bought tanks and all the pipes required, all the seedlings, seeds, fertilizers and chemicals. A good 2nd hand tractor and some implements. Recruited a serious team I had worked with before, so to me everything was set. As for funding, I was good.

Fast forward to when the crops were ready for the market. Well for the maize had an average to good yield, managed to offset the balance for command agriculture we had (that means less capital to invest back) for the crops because of the vigorous marketing strategy I had learnt during industrial attachment, marketing was my forte. All the crops did very well except beetroot. Money started coming in fast and furious almost everyday I was getting a notification of money coming in.

Within 2 months from the start of harvest, I had almost reached half of the money invested in total but I was looking to getting it back fully in the second cycle. I figured business was going well for me to go back to work (to get official work experience on my Cv lol) whilst at that time I even registered for a masters degree. The plan was go to work, study at night, go to the farm every weekend. But that's when things started to go south. First, work was just as demanding as school. Secondly because at the farm there was a system but it was literally central to me, the system followed me, produce started accumulating at the farm as frequency of deliveries had reduced as I usually did the task. I now had to sometimes go to the farm at 3am to collect and deliver produce so that by 8am I am in the office. After work at 4pm, I'd go to the farm again to collect produce and deliver. I started being inefficient at work and with my customers. My bosses and the market were now complaining. I

was also now too tired to be studying. 3rd no one was now managing the workers as I usually did so there was great negligence. One day I sent a driver to take a delivery. I had notified the supervisor that I needed in the morning about 300kgs of carrots. They were collected and delivered. I had built a great relationship with managers at supermarkets so the manager called me, "Please come through because it is urgent your delivery ma1". I rushed there from work at 8:30 in the morning, all the carrots were not washed. The manager being an older guy said today you have to learn, I still want your carrots there is the tap. I put my suit jacket in the car, removed my tie, folded my sleeves and I started washing and grading all the car-

very big company started paying my money for 2 or 3 deliveries I did that amounted to about 5tonnes of produce in batches. The first payment coming after 6months. This hit me hard and maintaining these at the farm was now really difficult. Started supplying markets for the need of instant cash that would literally pay you enough to cover your transport costs to deliver that produce to them. It was a mess. I remember delivering a truck load of cauliflower to Mbare and they said haaaa mdara apa tokupaiwo \$40, I am like for a crate? zvikanzi haa maya truck yese mudhara. They called each other and said haaa zvaka flooder izvi dzokerai henyu nayo I just had to leave the produce.



Seventh, I started losing all of my best workers and this was one of the final nails in the coffin. Through all this my dad was the one trying so hard to hold the fort but it was just not the same. The money I earned per month I could literally get it everyday from selling produce.

What drove me back to work? Fear of the unknown, did not look at farming as a career but a side hustle. I always wanted to work for the United Nations and I thought I needed work experience. I thought I could manage, I was overzealous & started too big a little too soon though I had the funds. Ultimately in the end it was a major loss, I can imagine if it was money borrowed from the bank I

would now be indebted for the most part of my life trying to pay off.

rots by myself. I never told anyone about this before, this was more embarrassing than it was hard.

Fourth. I hear one of the tanks was stolen and the booster pump. There was a night guard but he just said I was scared though he was armed. But it then showed me that most of my things are now being stolen by the workers, inputs and produce too. Sixth, recklessness became the order at the farm all the drip lines were removed after the pump was stolen only to be piled in the edges of the main house. When I went there after almost 2weeks the rats had dealt heavily with all the pipes. I had no drip lines anymore. Below is a picture of them now. After I saw them piled in a cabin and decided to roll them nicely, that's when I decided to do this thread. All my tanks one after the other were just falling and breaking some way somehow.

Sixth, because of poor follow ups with the market coz of my divided attention, one of the major markets, I

My major Take away from all this was that farming is not a hobby, it's not a side hustle, well it's not even a job or career. Farming is a way of life, it can not just be a part of you, it has to be you. It's not enough to invest your money, you have to invest your passion, your time, sleepless nights, hard-work, dedication, accountability and responsibility. Right now I am trying to get back in the game now applying what I learnt during that period and what I am learning from others. I can not wait to share my success story one day. The vision and dream is now even bigger.

*Lastly, personally I think 20% of life is what you make it, the 80% is how you take it. Nomatter the hardships you face, as a farmer make sure you always have something on the ground no matter how small or little. STAY IN THE GAME.*

# MID YEAR **BURNOUT**

**WHO classified burnout as an occupational phenomenon and is recognized as a disease.**

How time flies! I just can't believe it's now mid-year! With the lockdown upon us as a result of COVID 19, things seem to have taken a stroll but time hasn't. Many entrepreneurs wrote down business and personal goals at the beginning of the year not knowing some months will be ripped off from the work calendar. This surely has a negative impact on achieving the planned goals. Mid year has a history of having a toll on most people, pandemic or not. You just look back on what you planned to achieve and check with what you have managed so far the boom, gloom settles in. The drive, passion and excitement wears off and you just feel the resentment of everything you do and everyone around you. You are just fed up. So is burnout a disease? What exactly is it?

WHO classified burnout as an occupational phenomenon and is recognized as a disease. Psychologists describe it as "any feelings of prolonged lethargy, lack of motivation or loss of joy in previously enjoyed activities." It's any perceived form of sickness or inability to work towards goals. This can also result from chronic workplace stress that hasn't been successfully managed. What really causes this burnout?

1. There is a lot of demand physically, intellectually and mentally on us in the workplace. Entrepreneurs are mostly affected as the success or failure of the business rests on their shoulders.

Deadlines have to be met, competition beat and budgets need to be stretched. With the global market at our disposal, the rat race becomes very real.

2. Multi-tasking is another factor in burnout. Most entrepreneurs are running families, doing school runs, advancing academically, have day jobs and have a million other activities to do. One would wish they had 50 hour days but sadly a day is only 24 hours. By trying to balance all this, burnout will settle in because you can never be a master of all.
3. Mid year is a stock take time. This reminds people of what they haven't achieved so far and how their enthusiasm has faded away. Many will mourn the time and chances stolen by COVID. Prospects of possible change die and one will just trudge on for the rest of the year like a prisoner. The pressure to make up for the lack of progress feels overwhelming.
4. Winter weather and lockdown gives people a lot of time to introspect and overthink. This overwhelms most people as they slow down to reflect. Some people will go on autopilot or just feel numb.

On the contrary, mid year should be a time to fine-tune your goals. Reality check in this global pandemic will help you to align them accordingly. Re-evaluate and



re-strategize on the next move and what it takes to achieve those goals. Take a break and re-charge your batteries. Get support from experts, family and loved ones. This will rejuvenate your higher being. So, what can entrepreneurs do to avoid burnout?

1. Take a little time out every now and then. It can't be necessarily a holiday but short, frequent interludes such as a walk or a night out with friends.
2. Engage in mindfulness. This means being fully immersed in the moment. Be it cooking, gardening or cleaning, be fully absorbed in the task. Let your mind be engaged at the moment.
3. Detox digitally. Take time away from your phone, television and computer. This will help you switch off from your busy mind and make you feel at peace
4. Set realistic expectations. Know that you can achieve so much in a day and set boundaries in place. Complete a manageable number of tasks and responsibilities well in a reasonable time-frame. Taking too many results in mediocrity and increased stress.

5. Spend time with people who care about you. Do not withdraw from them but live a little and have fun.
6. Factor in relaxation in your schedule. 30 min of reading, meditation, yoga, gym etc can make a difference in your work schedule. This will give you something to look forward to.
7. Be organized. Prepare a to-do list. Clear out your workspace. Have a schedule which you follow. This will help manage your load. An organized workspace helps clear the mind too.

A bad psychological state will affect your personal and business life. So don't wear out or burn out. We need you to turn on! Your mental state is important to your business 100%.

*Millicent Destiny Ndava is a business and personal development coach, consultant, entrepreneur and writer. For individual or group coaching contact her on 0773465425*

## Why expect a six-pack after one month of the gym?

I really do not like it when weddings and parties do not start according to the time stated on invitations. I am embarrassed to say even my chances of hearing the word diminish when I have to wait for a church service to start. I do not like waiting. As you try to turn lemons into lemonade there shall be seasons that push you to wait no quick solutions. Have you noticed that even when we know we have been messing up for years, making wrong choices, hurting others and destroying relationships when we finally see the light we want to change right away? We even put in a prayer in the morning and expect God to answer by lunchtime. We just cannot wait let alone wait well.

I learnt to wait well from the passport office visits. I dreaded going there before I even left my house, my creative mind pictured the long slow-moving lines and the not so fresh smelling office passages on a heat-wave ridden October afternoon. I have improved in my waiting but clearly waiting well is not easy for me. Lemonade makers worth their salt have to be patient and wait.

Most of us do not score well in the waiting well department. I see the not waiting well creeping into health and wellness matters in my life. I know it took me more than a year to develop kadumbu (big tummy) yet I still seem to expect a six-pack after one month of the gym. We need to learn to wait and not just wait but wait well.

Waiting well means pursuing solutions not complaining. Waiting well means respecting self and others. If you find yourself looking down on others as you wait – you are not waiting well. Waiting well does not

## WAITING WELL

By Rudo Dzenga



happen on its own, it is a choice. You can choose to have your blood pressure shoot up as you wait impatiently, pacing, shouting, belittling others and trying to change things that you cannot change. I hope you decide to wait well.

So what do Lemonade makers need to do in order to wait well? The answer is simple, “Keep Busy”. People who wait well keep themselves occupied. Waiting well is about continuing to do the right things even when there is no immediate benefit or positive outcome. When I have to wait I try to wait well by writing. I write for this column, a business idea or a chapter for my next book. I now cover a lot of writing ground while waiting for the bride to arrive, the birthday girl who is not even at her own party venue, the groom who is running late, busy paediatric and physiotherapy rooms. The waiting may take hours, months or even years you need to fill that time with something productive. I have been writing a lot since adopting this waiting well attitude - I am ready for the next passport office visit!

Lemonade makers waiting well are not sitting by their phones waiting to hear the sound of a cash deposit. Lemonade makers waiting well are busy following other business and job leads. Lemonade makers are busy trying to figure out how they can monetize their talents or strategizing on how they can provide solutions to the problems around them.

I raise my glass to lemonade makers determined to wait well.

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# WILLPOWER AND FAITH INSTINCT QUOTES

## EPISODE 1

By Dr Emmanuel Katsvamutima

### The Willpower and Faith Instincts: How Self-Control Works, Why It Matters, and What Entrepreneurs Can Do to Get More Of It

If the road to freedom and greatness is short of weapons, we must compensate with willpower, wisdom and faith.

~ Dr Emmanuel Katsvamutima

If you have a dream, don't just sit on it. Gather courage to believe that you can succeed and leave no stone unturned to chase that dream and make it a reality.

~ Dr Emmanuel Katsvamutima

If you can't run, you crawl. If you can't crawl, you find someone to carry you to your destination.

~ Dr Emmanuel Katsvamutima

Don't let mental blocks of doubt control you. Set yourself free in faith and conviction to succeed. Confront your fears and turn the mental blocks into building blocks of faith and conviction to succeed.

~ Dr Emmanuel Katsvamutima

Fear is useful for survival but if you don't face it, it wins. Your ability to rationalize fear is what separates you from the beast.

~ Dr Emmanuel Katsvamutima

The world's greatest achievers have been those who have always stayed focused on their goals and have been consistent in their faith and efforts

~ Dr Emmanuel Katsvamutima

Events may be horrible or inescapable. Men have always a choice – if not whether, then how, they may endure through motionless wisdom and faith.

~ Dr Emmanuel Katsvamutima

If economy plan to build walls around my project, know this – I will walk through them because my world is limitless and bottomless.

~ Dr Emmanuel Katsvamutima

The biggest enemy of willpower is a temptation, self-criticism, doubt and set yourself limits. These four kills self-awareness, self-care, self-control, faith, willpower and conviction.

~ Dr Emmanuel Katsvamutima

With wisdom and faith, I cannot change what will happen. I can only change how I act in the face of it.

~ Dr Emmanuel Katsvamutima

There is a secret for greater self-control, the science points to one thing: the power of wisdom, willpower, faith and paying attention to detail.

~ Dr Emmanuel Katsvamutima



# ESSENTIAL WAYS TO KEEP HEALTHY

By Farai Matondo

*Make life more about having fun, being happy and staying healthy*

Good health begins with what a person feeds through the mouth. The first major step in making healthy choices is solely what you eat, drink; the body needs food.

A well supported immune system will certainly aid; works hard to fight infections like tummy bugs, colds, flu or any kind of sickness. Anyone to keep going, the food e eat gives us energy.

Let us look briefly what one has to do to have a good working body. Everyone must lookout for a healthy diet rich in fruits, vegetables, fish and less meat.

So we need to eat more fruit and vegetables. This will boost our intake of nutrients that lower cancer risk and help us to cut down on fat in our diet.

Vegetables supply essential nutrients that the body needs. Excellent source of vitamin A, Vitamin C and fibre will also decrease the risk of diseases such as heart, cancer, obesity condition.

Fruits and vegetables have no cholesterol; almost all are naturally low in calories, fat and sodium. Some are good sources of other nutrients such as potassium and calcium.

Fruit and vegetables also promote a healthy digestive tract. Fresh on top is kale, spinach, ginger, garlic, broccoli, herbs, beans, carrots, sweet potatoes, squash, mushrooms and legumes.

Snacks and seasoning is also important, having an intake of nuts, sunflower seeds, turmeric and legumes. Experts believe fish is healthy high in omega 3 fatty acids that can keep our heart's well being. We are to add low-fat dairy products; protein-packed in chicken, eggs and fish.

Eat more foods rich in cultures that improve digestion, boost immunity and reduce discomfort. Yoghurt is a good example.

Cut back on high-fat foods. Red meat and processed fatty foods do not support gut health. Choose whole-grain foods like brown rice, millet whole wheat, oats and rye. It improves gut health as well as overall body wellness.

Our body needs to stay hydrated. Drink water, fruit smoothies, green juice, rooibos and green tea. If you need to change your eating habits, start today but do not feel like you have to change everything overnight. Step by step approach may help you.

## TIPS TO BOOST HEALTH

### Quit smoking

Research shows a direct link between a disrupted immune system and tobacco smoking. Smoking increases your blood pressure, decreases your good cholesterol and causes serious heart problems.

### Exercise regularly

Movement of the body promotes good bacteria by reducing stress and promoting endorphins. A smile can make you happy. Experts say just 30 minutes of moderate exercises at least 5 days week can improve your body reduce your risk of heart diseases. Aerobic exercises are particularly useful and are well known for improving cardiovascular health.

Try walking, jogging, cycling, swimming, rock climbing, body stretching; take up sport such as soccer, rugby and dancing.

In the new order of COVID 19, take precautionary steps in a contact sport, hence individual sort exercises are encouraged.

## USEFUL WELL BEING TIPS

1. Get a good night's sleep; recommended 7-8 hours to enable the body to re-energize.
2. Get regular health screening for cholesterol levels, glucose screening, breast cancer screening, BMI checking, blood pressure.
3. Get a new hobby or funny activity to help ease your sense of purpose and create happiness. After lockdown restrictions are lifted consider concerts, festivals, plays, travel, markets, tours and outdoor activities.
4. Get together with your friends and family. Do not let entrepreneurship hassles or self-employment errands tear your real-life relationships.
5. Get involved in kindness, charity works. Helping others increases happiness.
6. Practise mindfulness- meditate, do prayers.
7. Practise gratitude- happy people practise gratitude. They list the things in their lives that make them grateful every day and this increases
8. Limit drinks, foods added with sugar.
9. Avoid any form of drugs, narcotic substance abuse unless prescribed by a certified medical practitioner or healer

# ARE THERE ANY ROLE MODELS TODAY?

By Farayi Matondo

Sociologist Robert Merton coined the term Role Models in 1957.

A role model is a person who serves as a model in a behavioural or social role for others to emulate.

Behaviour is to act in a particular way. The expression of good manners covers a wide range of areas such as individual's discipline and habits.

How a person behaves with other people and politeness can assist us to identify if we have any role models today?

Why must we be disciplined in life? Discipline nurtures peace, brings humility, self-control and order in communities.

Largely, in the African culture, young ones are instilled discipline by continuous teaching.

The famous, Jim Rolin quote says, 'Success is nothing more than a few simple discipline practised every day!'

All parents ideally want good characters from their siblings.

Contrary, life lessons which children are raised being taught, even the adults must live up to the meaning of true good social value-oriented individuals.



I would like each and everyone to do a self-introspection of what type of a role model are you? Are you an ideal role model the society is emulating?

- I am listening to others?
- Am I hardworking and committed?
- Am I compassionate and engaging?
- Am I a humanitarian?
- Am I committed and visionary?
- Am I persuasive?
- Do I take responsibility for my actions, morals'?
- Do I take accountability for my actions?
- Am I a builder? Am I a provider for the family?
- Am I a hunter?
- Am I an introvert, extrovert person?
- Am I outstanding, self-mastery, affable?
- Am I honest about myself?
- Am I materialistic?
- Do I see other people equal?
- Do I carry a purpose bigger than any individual?
- Do I have dreams, courage?
- Do I smile?
- Do I accept visitors in my house, passengers in my car?
- Do I deliver?
- Do I always complain? Do I keep time? Do I laugh with others?
- How far do I go to help others? Do I keep grudges in my heart?
- It's never too late to be a role model.
- Life goes on!

**Be courageous and strong...**

*Farayi Matondo is a budding writer on current affairs, creative writing, freelance marketer. He can be contacted on email [matondofarayi@gmail.com](mailto:matondofarayi@gmail.com)*



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# MENTORSHIP HIGHLIGHTS

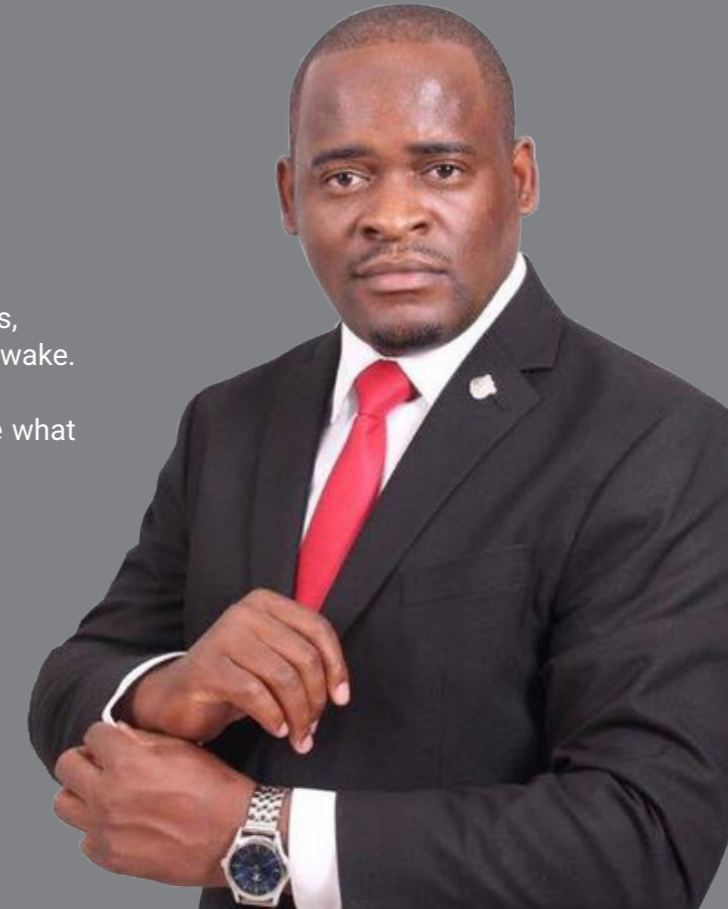
## Nicholas Vingirai

- African black person is a slave, he is forever intimidated by other people's inventions
- True entrepreneurs are originators, pioneers, inventors and those who see new opportunities .
- Be a man of vision, not driven by substance spirit.
- The power is in seeing, the journey of an entrepreneur begins with seeing.
- Zimbabweans are chasing the visible yet things are manifested with spiritual eyes (world of the unseen)
- Everyone comes into the world with a calling, reconnect with God there is a purpose that God brings .
- Originality is the make of true entrepreneurs, works that change existing, people and way of life
- Find out who you are, that is where your wealth is .
- Bring solutions, resolve issues, new products, things have changed it requires visionaries driven by that true artistic, destiny, calling; purpose
- Prayer is a way of life, it gives you character, resilience, patience, faith and trusts God. You can't afford to give up.



## Advocate Arthur Marara

- You need a mentor , identify the type of mentor you like
- God gives you pointers on what your passion is, abilities, skills, what's constantly nagging you and keeping you awake.
- Be disciplined, be positive, execute, liberate yourself
- Sync with Godly spirit, don't run out, find peace pursue what God has planned for you .
- Keep a healthy spiritual life.
- Set up your focus.
- Have a positive attitude and be a new leader .
- Discover inspirational writing, transform lives.
- Take the risks, secure mind energy.
- Engage in smart media platforms.



## Ruvheneko Parirenyatwa

- Be unique, constant in whatever you are pursuing the market will sell for you.
- Meet people of power and influence , challenge them ,maintain value, they must see you as valuable
- Never use emotions , use logic, just deliver , do it well
- Have a solid team of people around you to support and do work for you.
- Do not open your private life , avoid being apologetic and offensive.
- Equip yourself with digital technologies, reach masses, local mobile connections.
- Have proper business plans written down
- Involve yourself with community social initiatives as a person and market yourself, find the value out of it.
- Socialize and network mix mingle and get more work out of it.
- Know your market, competitors.



## MisRed

- Try new things, enjoy the journey, have own speed and be in the moment
- Have a strong sense of professionalism at work, be an assertive voice.
- Be cognizant of what's around you, get involved in charity work establish your brand
- Our success is in our mind the same applies to failure.
- Tap into your energy, dream big and believe the impossible will happen .
- Invest heavily in building brand perception .
- Make use of various marketing tools.
- Let us not be complacent.
- New reality COVID 19 needs everyone to rethink, relearn believe in trying and execute with a level of excellence .
- Recommended Books -Blue Ocean Strategy; Military Strategy Extreme Ownership and Who move my Cheese.



### Timothy Matangi

- Be humble , when you are humble the world is yours, be kind and listen to everyone , be sincere in what you do.
- Blessings come from people you meet every day.
- Give great service with the perfect product, meticulous product or service.
- Ever thought of quitting, try to do something motivates you, drives you and you're crazy about.
- Be visionary , things must be done your way.
- Sometimes do not charge services do it for free, it will create open doors one day.
- Stay healthy, eat well.
- Be honest, do not tell lies
- Be ready to be counselled, consult your wife, co-workers.

## POWERFUL WAYS TO CHANGE YOUR LIFE

### Invest in yourself

- Good faith, forward-thinking and continuously talking about the impact of Coronavirus shutdown on company profits, social pain and a new way of doing things .
- Investing in yourself in positive ways and making those small changes to your life will ultimately help you create a brighter future for yourself.
- Steer yourself towards a more successful and fulfilled you.
- Achieve communication mastery
- Power guide to motivate yourself.
- Get valuable teachings for a new beginning.
- Learning to reprogram your mind.
- Achieve exceptional qualities.
- Gain freedom from stress and pain
- Accept reality and be hopeful in life

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# MARKET RESEARCH FOR STARTUPS

By Caroline Ruramayi Masunda

## What is Research

Scholars describe market research as an organised process one uses in gathering information about targeted markets/customers and finding ways on how to provide what the customer/market needs. The business then uses the information gathered to design better products, improve the customers/users experience and craft better innovative workable solutions to expand markets and improve business performance.

## The importance of market research

The importance of market research can never be underestimated or overemphasised especially for anyone who is venturing/planning to start a new business. One should start by knowing their target audience/market and also find ways on how to attract potential competitors. Research gives new and existing businesses a competitive edge, equipping one with the potential to thrive in a new environment. It helps you identify opportunities and threats existing in the marketplace and one crafts insights on how to minimize risks. It's also important in helping businesses to plan investments and financial projections.

## 10 Benefits Of Investing In Market Research:

1. Equips business owners/ decision-makers with knowledge and we all know that knowledge is power. Market research can be used to gain a better perspective and understanding of the target audience and ensure that the business stays ahead of its competition.

2. It minimises any investment risk. Spending what is usually a small proportion of your investment on research and testing the market, product, concept or ideas makes sound business sense.
3. The identification of potential threats and opportunities.
4. It helps to discover your and your competitor's strengths and weaknesses. Research outcomes can be used to adapt and learn from one's own weaknesses whilst capitalising on the new-found knowledge from competitor analysis to take advantage and stay ahead.
5. Facilitation of strategic planning. Keeping your business in check and being able to keep business goals.
6. Spotting emerging trends and having a competitive advantage. Ensures business know their value proposition and be able to differentiate themselves from competition.
7. Knowledge on how to leverage the research findings and the ability to extract innovative insights are the keys to both getting ahead and staying ahead.
8. Helps in coming up with revenue projections. A market forecast is a core component of a market analysis projecting the future numbers, characteristics, and trends in your target market.
9. Concentrates on customer needs and demands. The customer should be kept at the centre of the business.
10. It helps to evaluate the success of business against set benchmarks. Ensuring that the business is open to new and innovative ways, methods, ideas and tools to improve your business effectiveness.

# INTERACTIVE CONTENT MARKETING AS A STARTUP

By Kyle

Marketing as an art and science has evolved from the days in which understanding of underlying emotions in buying a product or service was never looked at. A customer had to absorb everything thrown at him, whilst the start-up hoped that this would turn into sales. Those days are long gone. Today, a start-up needs to understand that it needs to invest in interactive content marketing.

When should you, as a start-up invest in interactive content marketing?

## WHEN YOU ARE IN COMPETITION

Knowing your competitors is a must for every start-up. Knowing them is going beyond their names and addresses. It is about answering who they are, what they provide, how they provide it and at how much.

OK Zimbabwe trades under three brands namely OK Stores, Bon Marche and OK Mart. It was found in 1942 as a customer-oriented organisation with a focus on groceries, basic clothing and textiles and houseware products. It targets the low, middle and high-income earners.

In 2019, OK Zimbabwe introduced an e-commerce store to complement its 50 brick and mortar outlets situated in town and cities of Zimbabwe.

## WHEN BUILDING BRAND AWARENESS

Marketing is a game of occupying a particular position in the minds of stakeholders, in this article, the customers. Occupying such a position is no easy task especially when you are a start-up.

Launched on 4 February 2004, Face book has grown to be one of the valuable brands. It is valued at US\$88, 9 billion. Coca-cola is behind Face book.

Mambo's Chicken opened on 14 February 2018. As of today, it has 13 762 Face book likes. Its competitor, Chicken Slice has 18 199 having begun its operations in May 2010.

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# CORONA DIARIES

Our lives have changed and globally the efforts to curb the spread of COVID 19 continues.

Lets us just remind ourselves that ALL LIVES MATTER.

Remember:

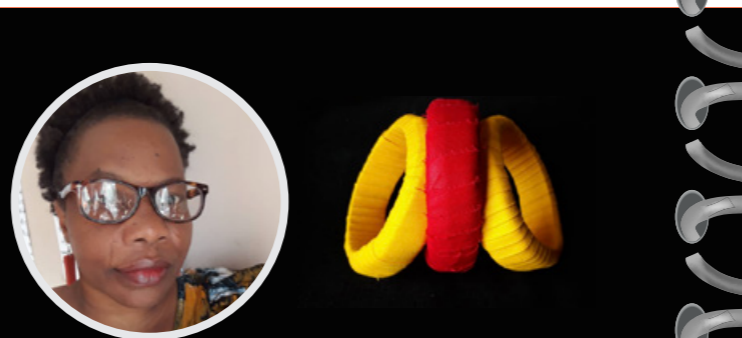
1. Comply with regulations in terms of preventing the spread of the virus.
2. Important precautionary measures need to be followed :
  - a) Wearing masks
  - b) Adherence to social distance.
  - c) Wash your hands with soap for 20 seconds and rinse with water.
  - d) Sanitize your hands with an alcohol-based sanitizer.
  - e) Let everyone play their part we need to protect one another.
3. COVID 19 is an unknown enemy, prevention measures need to be followed.
4. Immune boosting concoction such as a mix of lemons, garlic, water or a mix of cayenne pepper and water can assist with sore throats healing get rid of flu, cold. Try also vitamin C, D and zinc assist to deal with basic flu.
5. Self-isolation early if you develop symptoms and call COVID Hot-lines or advise immediate people with to assist with getting medical help.

## WHAT WE NEED TO DO

1. People must stop stigmatizing patients because nobody knows until you are tested positive of COVID 19
2. People must not panic, even faced with the most difficult and scary situations.
3. Parents and guardians must continue home schooling, e-learning to be supported.
4. Be a brother's keeper lookout for kindness acts in these times of difficulties. Be generous to those in need in our communities, vulnerable groups -orphans , senior people etc.
5. People must support one another, those

who are pushing for entrepreneurship /self-employment in the distribution of goods and services.

6. As with rampant unemployment on the rise, people must be encouraged to improve any skills be it your hobbies, only abilities and make better choices. Continue to seek guidance from others and spread the word.
7. People must distinguish between need and wants. Careful planning in these times is needed most. Save the best last cent.
8. People must not compromise safety, it is known that COVID vaccine is not yet found .
9. People must continue to have hope, trust belief that our Creator will give us comfort, wisdom , strength to soldier on these trying times.



**BridgetTheJeweller**

Sometimes in life, we cannot claim that "all we can do is to sit and wait." My name is Bridget Mudota, Founder of BridgetTheJeweller project. I am also a Journalist and Communicator by profession. During this lockdown period, I refused to just sit and wait.

When the lockdown was first announced on 30 March 2020, I quickly saw an opportunity to spruce up my fairly new jewellery project. From making new designs, enrolling for new courses, training others on WhatsApp and setting up social media pages for the project, I have never been busier and happier.

The major challenge posed by COVID 19 is however constrained movement to conduct product deliveries to customers and to source raw materials from shops.

The lockdown gave me an opportunity to reach my full potential.

Thank you

## Covid-19 Innovations

Farmbuzz Agriculture Solutions is an agriculture solution oriented company which promotes smart farming in Zimbabwe by bringing new agriculture technology and innovations that can sustain and improve food production.

Farmbuzz Agriculture Solutions is becoming the hub of agriculture solutions with it's services and products which includes smart farm management



services, The Smart Farmer Magazine, The smart shop and farming equipment hiring services.

When Covid 19 hit the world our services were completely shut down for just a few days before we became innovative and we quickly adapted to the situation.

We used to conduct farm training and farm visits and due to the lockdown this became difficult. We introduced Online farming discussions where we created WhatsApp groups to act as the training platform. Each and every week we invite different agriculture experts to teach our farmers. Some of the experts we invited includes the Fresh In A Box founder Kuda Musasiwa and Seedco Agron-

omy Manager Agronomist Wendy Madzura. We then later on partnered with Zimpapers to publish some of the important points discussed to other farmers through text messages. This increased the number of farmers we reached out.

As if it wasn't enough, the Farmbuzz team came up with a very innovative way of helping farmers who couldn't travel to purchase farm equipment and inputs. We introduced Farmquip, an online farm equipment store which allows farmers to find, hire, buy or sell farm equipment. This service is allowing farmers to look for farm implements near their locations which are available for hiring or sell. This service is also complemented by a timely delivery service whereby farmers are buying farming inputs via our platform and we deliver to them.

The platform has a vendor system whereby people can put their farm equipment which are available for sale or hiring services and can allow them to easily get clients. The Farmquip system is only 3 months old but it has attracted different partners to work with us and we are now on top of our competitors. Our competition is coming from VAYA Tractor and AgriShare.

The demand for farm equipment in Zimbabwe is high but the challenge we are facing now is that Zimbabwean farmers are not well experienced in doing things online so sometimes we ended up doing business on WhatsApp instead of farmers just getting all they want on our Farmquip website. We also need to improve on the system capabilities because as a startup it is still a challenge

to get good affordable programmers to improve it.

Our future plan is to develop this system into an offline app that will allow rural farmers to access the farm equipment services without any internet hustles. We are working towards a goal of making Zimbabwe the breadbasket of Africa again by becoming a hub of agriculture solutions.

Farmbuzz Agriculture Solutions is being run by a young team of experts in different fields which includes Agronomy, accounting , information and communication systems , biotechnology, and business management.

# CORONA DIARIES

## Lockdown Okra Magic

By Aldous Mangadza

COVID 19 did not come with a friendly grin and before I would know it I just found myself not going to work. I sensed more trouble when the President announced a three weeks' lockdown. It was then that I discovered that all was now not well. I had not even thought that one day something like a disease would put the whole world indoors.

It dawned on me that besides the announcement for lockdown everything else was still as it was. My family of three still needed their breakfast, lunch and supper.



My 9 months old baby still needed four pampers per day and my 6-year-old boy would not be silenced on his demands for a daily banana treat. All I knew was that my wallet was accommodating the last 200 bond notes earned from the last weekly payout before our kombi was glued at the owners' garage.

The president had made it clear that no public or private transport was to be seen in and around the city roads. I just had to quickly act otherwise 200 bonds would not last us even for two days. I could see and hear people around my neighbourhood discussing how they would need to stock and prepare for the lockdown.

I thought of farming as one sure way that may have to sustain my family throughout the lockdown. Okra farming became the winning idea bid and I did not waste time and went straight away to buy the seeds. I did not have time to waste and after preparing my 1 by 3 meters beds I

was ready to go. I put the seeds down and like a hungry baboon would check for germination at one-hour intervals. After 7 days I noticed that the seeds had started to germinate. I was elated and knowing this was my only remaining hope in lockdown, I forgot about my other imminent worries and fears. My wife was very supportive and would sometimes even wake up early in the morning to water the okra.

Getting into the second week of the lockdown my worries and problems were replaced by some notable hope from the fast-growing okra.

I got excited when I enquired around the neighbourhood on the demand of the okra and it was amazing to notice that indeed

okra was actually more than a delicacy.

I had planted gold instead of just a seemingly despised plant. The lockdown went on and my okra grew on. After 75 days of lockdown, my okra was ready for the market. I am very elated as I write this article because as I speak I have expanded the okra farming by creating more and more backyards beds with okra at various stages of growth. I constantly receive enquiries and orders from the local neighbourhood and every time seem not to be able to satisfy their increasing appetite for okra.

Inside lockdown, I discovered the other side of life that is beyond the banging of kombi doors and the noise at the terminals and routine arguments over clients. I have managed to survive COVID 19 lockdown by discovering another rare opportunity which I would not have discovered had lockdown not come by!

# HYGINIX

The science of cleanliness



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**THE AMOUNT OF MONEY  
A PERSON HAS IN THEIR  
BANK IS NOT DETERMINED  
BY THEIR STARTING CAPITAL  
BUT THEIR KNOWLEDGE ABOUT  
MONEY AND THE ABILITY TO  
MANAGE IT PROPERLY**



## **ACCOUNTABLE MANAGEMENT CONSULTANCY**

**(AMCON)- SIMPLIFYING FINANCE FOR YOUR BUSINESS IS OUR CORE BUSINESS**

*"It goes without saying that the success of all businesses hinges on sound financial planning and systems, sound business decisions, well informed strategic paths, an insight into the risk that surrounds a business so that it prepares and prevent the effects.*

*It is imperative that all business have in place sound financial systems and at AMCON we got you covered in more ways than one....."*

### **TAX SERVICES**

- ITF 263- Tax Clearance
- Remittance of all statutory returns i.e. PAYE, NEC and NISSA
- Corporate and individual tax advisory
- VAT calculation and remittance
- VAT Registration
- Withholding tax Calculation and Remittance
- Business Partner Number Application
- Tax health checks
- Tax planning
- Tax representation

### **ACCOUNTING AND BOOKEEPING**

- Preparation of management accounts
- Preparation of financial statements
- Statutory audit preparation
- System design and implementation
- Technical Accounting
- Payroll administration
- Financial information analysis
- CFO outsourcing services
- Monthly bookkeeping

### **COMPANY SECRETARIAL SERVICES**

- Company formation
- Company change of name
- Filing of statutory company returns with the Registrar of Companies
- Share certificate and Transfers
- Minute taking
- Safe keeping of company documents
- Routine changes such as a change in director

### **BUSINESS CONSULTING**

- Cost reduction and efficiency
- Due diligence and third-party review
- Operational reviews
- Preparation of accounting and internal control system manuals
- Management and professional staff search and recruitment

### **FINANCIAL ADVICE AND PLANNING**

- Introduction to Banks and bank accounts opening
- Preparation of budgets and Cashflow forecasts
- Preparation of Business plans
- Advice on long-term and Short-term Investments opportunities

### **RISK ADVISORY**

- Provision of Internal Audit reviews/services
- Provision of Risk Advisory services
- Fraud investigations
- Investment analysis
- ICT Audits
- Preparation of policies and procedure manuals
- Review of internal control environments
- Provision of ISO QMS audits
- Investment analysis and due diligence assessments
- Installation of accounting packages, software such as SAGE, PASTEL
- Staff training on internal controls, risk management, fraud awareness
- And more.....

### **COMPLIANCE**

- Compliance checks
- Compliance audits

Call or Email us for an initial meeting: Harare: 3 Rossal Road Greendale +263 775 155 857

Bulawayo: 2949 Cowdray Park, +263 717 839 944

General email: [info@amcon.co.zw](mailto:info@amcon.co.zw)

## POWER THE FUTURE SUSTAINABLY

- We perform R&D in renewable energy systems Design, installation, maintenance of industrial, domestic and commercial lighting, heating and pumping equipment
- We handle both Heavy and Light current electrical wiring, installation and maintenance



# BLITZTECH ELECTRONICS



```
element = (...)\n  .object = (...)\n\nCheck if boxer is already in the array\nif ($("#boxer").length > 0)\n  return;\n}\n\n// Kill event\n_killEvent(e);\n\n// Cache internal data\ndata = $.extend({}, {\n  $window: $(window),\n  $body: $("body"),\n  $target: $target,\n  $object: $object,\n  visible: false,\n  resizeTimer: null,\n  touchTimer: null,\n  query: {\n    active:\n  }\n});
```



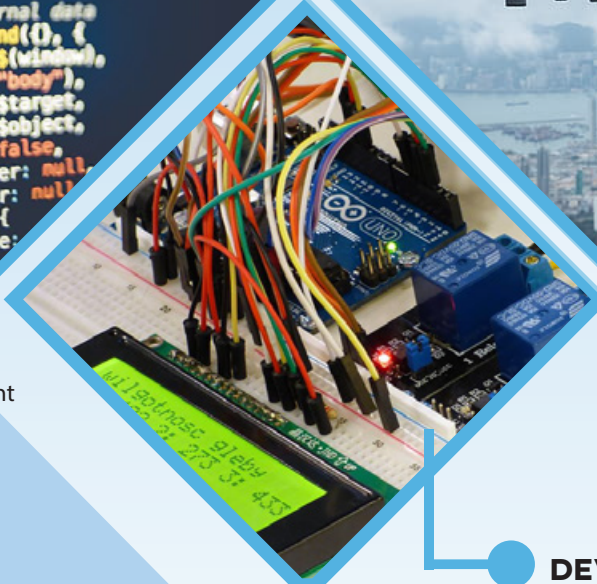
## CREATE THE FUTURE

- We do full stack software development
- R&D in Software System

## JOIN THE REVOLUTION. TRANSCEND INTO THE FUTURE NOW

## AUTOMATE THE FUTURE

- We design of high end UAVs (Unmanned Aerial Vehicles) for media, research, security and other fields



## DEVICES FOR THE FUTURE

- We provide electronic components for researchers, scholars, hobbyists and industry specialists.
- We supply IoT gadgets, development boards, chipsets.



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