

Mugaviri

BUSINESS MAGAZINE

The
15 Most
Successful Businesses in Africa

INBUCKS
Taking over the US
Market for small
Entrepreneurs.

**SOUTHERN
AFRICAN
COUNTRIES
POSITION
IN BRICS**

The Marketer

**TAKUDZWA
MUGAVIRI**

Don't just take our word for it. Come
check our portfolio and see for yourself
We are confident that you will love what
you see.

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Projects Go Over
Budget**

05 INVESTMENT
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FOR 2024

**THE POWER OF
MORNINGS**

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Revit Communiaction | TND Training & Consultancy Chidy Agro Solution
Four Faces | Fabulous safaris and Leisure | Impala Car Rental | Rawson
Properties



windmerge t/a
ROSSI
quick fit
AVONDALE



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**Innovation
Africa
2023**



30 NOV - 02 DEC 2023
KIGALI, RWANDA



Innovation Africa 2023

**The future of Education:
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LinkedIn Reachout out to me. I have learned that it is important to take your time before going into any partnerships or agreements.

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The after math zim delegation returns from the World Economic Forum

THE HIDDEN COSTS OF UTILITY SCALE POWER

Businesses pay around USD0,09 to USD0.12 per kwh unit. Regionally tariffs range from USD0.06/kwh to USD0.15/kwh.

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Social media marketing requires a strategic approach that involves planning, creating, distributing and measuring the content's performance.

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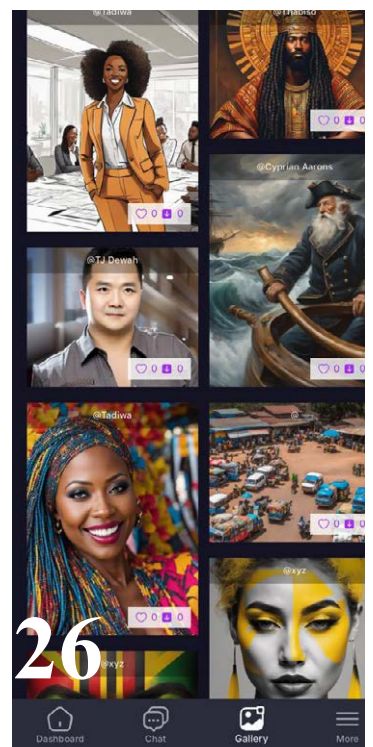
There is a quote that is rather offensive but speaks of the truth but to a lesser extent which says "The best way to hide something from black people is to put it in a book".

INNBUCKS ZIMBABWE

InnBucks Zimbabwe aims to address the US\$ change shortages at its outlets, and also offer convenience and value to its customers.

THE POWER OF MORNINGS

Boost your energy and motivation. A morning routine can help you wake up your body and mind and get them ready for action.



THE COMPETITIVE ADVANTAGE

Kuda Msipa is a value creator who is able to collaborate with founders and business leaders to design business concepts that help them take their companies towards a new future. He guides companies on how to create value and unlock growth by designing winning business models that meet customer needs.





World Economic Forum

The Forum focuses on Zimbabwe's goats amid global inflation, and fails to appreciate economic acceleration taking place within the southern African Country.

WHY WE REBRANDED

Sometimes, a brand identity can look outdated or irrelevant in the context of new design trends, customer preferences, or industry standards. So we Updated the visual elements of our brand to help it look more modern, appealing, and professional.



WHO WE ARE

MBM covers the latest trends, insights, and best practices in the global business sector. Founded in 2023, MBM is based in Harare, Zimbabwe, and serves the Southern African region and beyond. MBM's goal is to provide valuable information and inspiration to executives, entrepreneurs, investors, and professionals who are interested in the world of business.

MBM's editorial team consists of experienced writers, industry experts, and thought leaders who have access to exclusive sources and insights. MBM's content covers a wide range of topics, such as leadership, strategy, innovation, finance, marketing, technology, sustainability, and social responsibility. MBM's content is delivered through various platforms, such as print, online, mobile, social media, podcasts, and newsletters.



Automation of business processes has become a strategic advantage for today's smart companies. These companies are market leaders that know how to continually gain an edge and dominate their industries.

Today's leading companies know that business process automation can increase organisational efficiency and achieve growth by utilising digital technologies to perform business operations with minimal human participation. By transforming responsibility for regular operations from humans to machines, business process automation enables employees to devote more time to value-added activities.

We have seen that automation has numerous advantages, including dependability, scalability, and greater productivity for today's leading companies. Globalisation, current economic volatility, and regulatory agencies mandate process compliance on an ongoing basis. Due to such advantages, an increasing number of companies are adopting this technology, and it is crucial for companies not to fall behind.

67% of global office workers believe they are performing the same duties again, and they estimate wasting at least 4.5 hours each week on automatable activities.

In this article I will explore the benefits of using business process automation in your organisation. Business automation's involvement in digital transformation Digital Transformation is a term that businesses have been discussing for a considerable amount of time. Many organisations see the benefits of digitalisation, but struggle to maintain momentum in deploying solutions. The primary issue has always been the expense of building infrastructure including software, which is frequently customised for each organisation. The 2020 Covid-19 epidemic has prompted many companies to commit to accelerating their digital transformation initiatives.

This is primarily motivated by the need for efficiency to sustain the expansion and, in some cases, to survive. These organisations must adopt automation to reduce costs, increase efficiency, and boost customer experience and staff satisfaction. Automating manual procedures, which are frequently paper-based, assists business leaders in achieving their digital transformation objectives.



Kuda Msipa

My company CUTMEC was founded with the mission to find commercial solutions for visionary entrepreneurs who want to build great businesses. We work with business executives to sharpen strategies, design winning business models and help achieve sustainable growth.

I believe great companies don't just turn up. They're carefully crafted and designed with intelligence. These are companies that dominate the market and go the distance. Always finding new and better ways to do business and create greater value for the customer.

Enhanced productivity and quality
Manually performing each step could be time-consuming, and even then, there is no assurance of error-free data. Automating the procedure increases productivity and prevents errors by ensuring consistency and delivering accurate, dependable results. This combination of efficiency and quality boosts productivity significantly, resulting in increased sustainable growth and higher earnings for the enterprise.

Reduced expenses

Bigger investments may not always result in greater earnings, but it is prudent. Compared to the cost of automating, the returns are far more significant. Moreover, it reduces expenses, especially labour costs, by decreasing physical labour and utilising fewer resources.

Systematised communication

Sharing and transmitting information between employees via phone calls and email can result in data being lost or misunderstood. Business automation provides an organised platform for all employees to access a centralised perspective. The information is captured and handled to ensure that it is all current.

Remove paper-based procedures

RPA is a highly eco-friendly solution because it enables the digital transformation of paper-intensive and other resource-intensive operations. By instituting these digital document workflows, you may eliminate all paper consumption in your firm, saving money and reducing your carbon footprint.

Improved Efficiency

Automation has a significant impact on the overall efficiency of your firm in a variety of areas, including: Robotic process automation (RPA), a system that uses software robots to simulate repetitive human movements, can efficiently operate many times as many processes as humans, allowing the organisation to handle more transactions faster than before. Additionally, a faster processing time improves the customer experience by reducing the time required to react to requests.

RPA software robots don't need to sleep and don't get tired; they process around the clock to keep specific company tasks and



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Often while trying to grow our businesses, we tend to neglect the very things that underpin the achievement of our goals.

processes operating continuously. If something requires human attention, they can defer chores until the morning.

Customer Satisfaction

Customer happiness is the proof of success that every organisation aim to achieve. The enhanced data processing efficiency and quality positively affect the customers service experience, resulting in increased customer satisfaction. Moreover, it aids in improving trust and convincing them to return or even recommend to family or friends.

By automating business processes, products and services, as well as customer service, the company will become more efficient. Moreover, with all the information organised and readily accessible, it is simple and quick to respond to and answer any client's questions.

Automation has become the key to achieving process perfection with decreased expenses and increased revenues.

In today's highly competitive environment, business leaders are tasked to come up with smarter and more adaptable strategies for their organisations to succeed. A true test for the great companies, as we have seen the disciplined market leaders have adapted and continue to grow and dominate the marketplace. Smart companies that have adapted and transformed to become more agile, cost-effective, customer-centric and improve employee satisfaction will not only prevail but thrive.



CUTMEC



SHOULD WE START INVESTING IN SOLAR VEHICLES

Solar vehicles have slow development. They are still in the experimental stage and have not reached mass production or commercialization. They also face regulatory, safety, and reliability issues.

Washington Post

EPIC STRIDES IN GREEN ENERGY

Solar power, an alternative source of energy, has become increasingly popular in Zimbabwe. Many people are turning to solar energy because it is eco-friendly, easy to install, and costs less than other energy sources. If you are looking into the possibility of using solar energy, here is a list of the top 5 solar companies in Zimbabwe that will help you incorporate this energy source into your home. Firstly and foremost look for the company in the Zera energy Registration form to see if it's registered with them here, and you are good to go! P.S we have compiled this list without following any order.



Nyasha Chasakara

The cost of electricity in Zimbabwe is relatively low, between USD0.03 to USD0.12 per kwh

but there are a number of hidden costs that consumers often overlook. These hidden costs can add up over time, and can increase the tax burden, resulting in higher costs being paid in the long-term.





Looking forward to green cities in Zimbabwe

Green cities are not just a dream. They are a reality that can benefit people and the planet. Green cities are urban areas that use renewable energy, promote public transportation, reduce waste, and enhance biodiversity. They are places where people can live healthier, happier, and more sustainable lives. Green cities are the future we need. Join us in making it happen.

The Digital Government Africa 2023 Summit: Forging a Digitally Empowered Africa

Global Brains is a holding company for high level ministerial summits. Under its AfricanBrains arm, every year they organise Africa's largest ministerial forums in education and ICT- Innovation Africa and Digital Government Africa Summit. These ministerial level summits promote greater public-private partnership in the education and digital sector which have since resulted in over \$500 million of investment in the last years. Similarly, under ArabBrains, ministerial level events in North Africa and the Middle East, including under Royal patronage in Morocco and Jordan.

The CEO of Global Brains, Mr John Glassey, has developed a considerable breadth of knowledge for ICTs and the education technology landscape and has witnessed the opportunities that investment in education and innovation brings to sustainable development. As well as working closely with many governments, John has made a large commitment to ensuring that private sector technology, knowledge and innovation has access to Middle Eastern & African markets and that governments are aware of the wide range Edtech choices. Through Global Brains, two forums have brought together the government and the private companies for solution deliberations.

The Innovation Africa Summit 2023: The Education Summit

Innovation Africa 2023, is firmly established as the continent's number one high level ministerial forum where industry partners enjoy pre-scheduled meetings and committed engagement with ministers and senior government officials from over 40 countries. For the past 10years, Innovation Africa is designed as a productive and enjoyable meetings-based summit, ensuring high-level engagement between leading education & ICT solution providers and senior government officials.

In 2023, the full force of the Government of Rwanda will be ensuring a record

number of participating ministers from across the continent. Major multilateral education projects, skills development and the continent's upsurge in investment in ICT for education will feature strongly. Government's implementing over \$3.5 billion of multilateral education projects will be participating to present their strategies and procurement plans. Africa is witnessing sustained investments into education and digital transformation. Innovation Africa is the leading forum at the interface of the education government and industry.

The Digital Government Africa Summit 2023: Forging a Digitally Empowered Africa

In the heart of Africa's technological awakening, a significant event is poised to shape the trajectory of governance and innovation across the continent. The Digital Government Africa Summit 2023, closely aligned with the strategic roll-out of national electronic government plans, stands as a testament to Africa's determination to harness technology for optimal governance and service delivery.

Confluence of Vision and Progress

Taking center stage in Zambia, this summit is a gathering of minds, uniting industry solution providers, technology visionaries, and esteemed government officials. Spearheaded by the SMART Zambia Institute and supported by the Ministers of Home Affairs & Internal Security and Technology & Science, the event's significance transcends borders, extending an invitation to ministerial counterparts from across Africa. This embodies the collective spirit of collaboration and progress that underscores the region's digital transformation journey.

Propelling Africa's Digital Renaissance

Africa's ascent in the digital realm has garnered global attention, with a remarkable 19 out of the world's 20 fastest-growing economies located within its borders. The continent's burgeoning internet economy, projected to reach a staggering \$180 billion by 2025, is set to contribute 5.2% to the overall GDP (source: International Finance Corporation). Amid this digital acceleration, policymakers exhibit a resolute commitment to inclusivity, enacting robust digital government strategies alongside legislative frameworks for cybersecurity, data protection, and e-participation.

The Nexus of Collaboration

As the digital landscape evolves, the Digital Government Africa Summit 2023 emerges as a pivotal nexus of collaboration, innovation, and shared vision. With government leaders at a crucial juncture of decision-making, the summit provides a platform for meaningful interactions with technology pioneers and industry trailblazers. Orchestrated by the Government of Zambia in partnership with AfricanBrains, renowned for their flagship event Innovation Africa, this summit promises to redefine Africa's digital trajectory.

Seizing the Momentum for Change

In a world driven by technological leaps, the Digital Government Africa Summit 2023 is poised to catalyze transformation. With a unique focus on pre-scheduled meetings between governmental bodies and industry leaders, the summit becomes a crucible for shaping the future of digital governance. Zambia, known for its innovation-friendly environment, serves as the host for this impactful event. Backed by the visionary expertise of AfricanBrains, this summit holds the potential to reshape Africa's digital landscape fundamentally.

Unveiling a Digitally Empowered Tomorrow

As curtains rise on the first edition of Digital Government Africa Summit 2023, it unveils not just an event but a shared endeavor to empower nations through digital innovation. The echoes of this summit are poised to resonate far beyond its conclusion, leaving an indelible mark on Africa's journey toward becoming a digitally empowered continent. In this pivotal moment, Africa is poised to reshape its destiny, and the summit stands as a lodestar guiding the way.

DGA



The business card of the decade

WE ACTUALLY



DID IT



GAME SET MATCH
GAME SET MATCH
GAME SET MATCH
GAME SET MATCH



LET US
SERVE
YOU

THE BEST
**GRAPHIC
DESIGN**
AGENCY



LinkedIn reached out to me to be a top voice on their platform.

“After successfully implementing my vision, I see a less reliant Africa on Western countries; I see us focusing on what we have rather than what we don’t have.”



Silvia Nyambi



Silvia Njambi

I see Africa with an education system that supports a growth mindset and nurtures student creativity and innovation. This holistic approach will prepare students for a rapidly changing and dynamic world.

I worked in a very fast-paced HR firm that allowed me to interact with decision-makers looking to hire the best talent and candidates looking to secure the best job opportunities. Here, I learned the end-to-end HR processes and found my passion in career development.

Currently, I coach professionals across Africa. I like working with professionals eager to put in the work. I am very passionate about mentorship and bringing the best out of people.

In our interview, you said 95% of your work comes from LinkedIn. What is the secret to getting work off LinkedIn [many people are on LinkedIn, but only a few business owners entirely use LinkedIn to scale up their businesses.

I was always on LinkedIn, but I started building my brand in September 2021 when a good friend told me, "I think your skills need to be seen on LinkedIn. you are so good at what you do, but somebody needs to see and benefit from it." It has taken a lot of consistency and dedication to keep creating content for my audience for the past two years, but I have seen it pay off. When I began brand building, I aimed not to find clients to work with but to educate. 95% of my business now comes from LinkedIn. My clients are individuals looking to grow their careers and companies looking to scale through branding. In 2022, LinkedIn recognized me as a LinkedIn top voice for Africa, as a thought leader and career expert. It was refreshing to know that my work had been worth it and that I was making an impact in Africa. Persistence, discipline, and consistency will get you to success. I just stuck to that, and it paid off. My markets now go as broad as South Africa, Zimbabwe, Ghana, Nigeria, Botswana, Canada, and my home country, Kenya. I believe in learning from failure, adjusting my strategies when necessary, and refining my approach as I progress.

Brand Security.

When I approached you, you said you are building a brand, so you are careful where your brand is represented. How would you advise the best way to perform due diligence before associating your brand with another company, person, or brand.

People will always want to work and partner with you when you are a huge brand. I have learned to take my time before entering into any partnerships or agreements is essential. Most of the time, people have not thought thoroughly about how they want to partner with you, the scope, the target market, etc., so you end up starting projects and failing by week two,

I now do proper due diligence and take my time before committing. I am also cautious to stay authentic and dedicated to my audience; I am here for impact above everything else.

Please detail how you see Africa when you have finally successfully implemented the vision you carry.

This question gives me goosebumps; it excites me when I think of what is ahead. I started Kuza Services Limited 3 years ago, a training and coaching company focusing on packaging professionals for success through their job search tools and equipping them with vital public speaking and leadership skills. Africa is a talented continent, but our mindset will have to shift if we want to have the taste of success. I see so many competent and talented professionals staying stagnant for years because they believe that Africa is poor, we struggle with job opportunities, we don't have enough resources, and this is the farthest they can come, and that breaks my heart. I call it the scarcity mindset, one of the things ailing Africa. Great African leaders like Vusi Thembekwayo are doing a fantastic job of changing how we think as Africans. I see how he is changing the world bit by bit with his mentorship and simple words of wisdom, and I have faith that Africa will keep improving as long as we change our mindset. Success is not for Western countries; success is for Africa, too, and we have everything it takes. After successfully implementing my vision, I see a less reliant Africa on Western countries; I see our children picking up a growth-oriented mindset right from birth. Africa's future success depends on the work we put in today.





The 15 Most Successful Businesses in Africa

Africa is a continent that is rich in diversity, culture, and economic potential. Over the years, several companies have emerged as leaders in their respective industries, contributing significantly to the economic growth and development of their countries and the continent as a whole. Here are some of the most successful companies in Africa:

1. FirstRand

FirstRand is one of the largest financial services providers in Africa. It offers banking, insurance and investment products and services to retail, commercial, corporate and public sector customers.

2. Standard Bank Group

Standard Bank Group is one of Africa's largest banking groups by assets offering a range of banking and related financial services across sub-Saharan Africa.

3. Imperial Holdings

Imperial Holdings is a South African-based international group of companies, offering a range of logistical, supply chain, transportation and warehousing solutions.

4. Sonangol

Sonangol is the state oil company of Angola. It is responsible for the exploration, production, manufacturing, transportation and marketing of hydrocarbons.

5. Sonatrach

Sonatrach is an Algerian government-owned company formed to exploit the hydrocarbon resources of the country. It has some concessions in Libya, Mauritania, Peru, Yemen and Venezuela.

6. Steinhoff International

Steinhoff International is a South African international retail holding company that deals mainly in furniture and household goods.

7. Naspers

Naspers is a multinational consumer Internet company headquartered in South Africa. Its principal operations include online classified advertising, fintech, payments, and food delivery.

8. MTN Group

MTN Group is a South Africa-based multinational mobile telecommunications company which operates in many African countries.

9. Capitec Bank

Capitec Bank is a South African retail bank that offers simplified and affordable banking facilities to its clients via the use of innovative technology.

10. Vodacom

Vodacom is a South African mobile communications company providing voice, messaging, data and converged services to over 55 million customers.

The list goes on with companies like Sasol, Impala Platinum and others making significant contributions to their respective sectors. These companies have shown resilience in the face of challenging business conditions and continue to play a crucial role in driving economic growth in Africa.

11. Sasol

Sasol is an international integrated chemicals and energy company that leverages technologies and the expertise of their workforce to produce a range of high-value product stream.

12. Impala Platinum

Impala Platinum is a South African mining company that specializes in platinum group metals (PGMs) and associated base metals.

13. MTN Nigeria

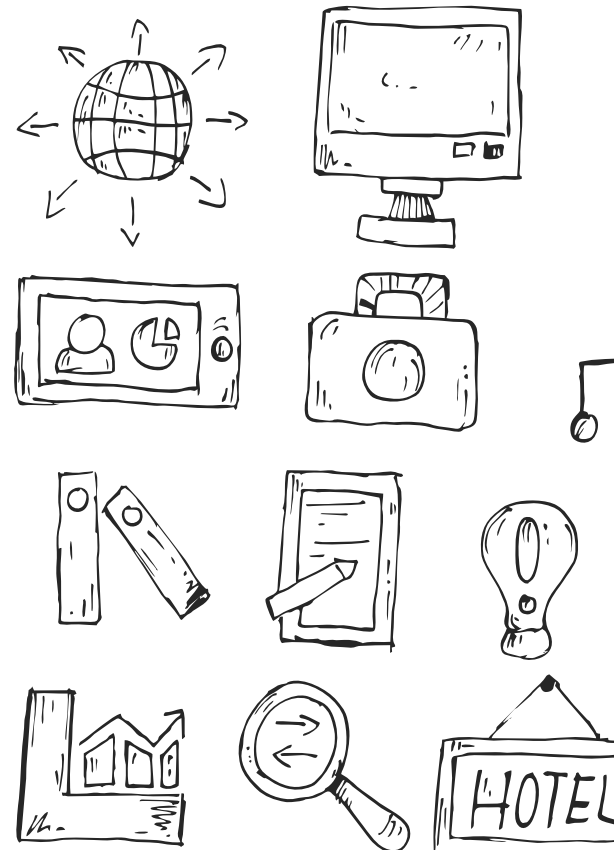
MTN Nigeria is the Nigerian arm of MTN Group, a leading emerging market operator, connecting subscribers in 22 countries in Africa.

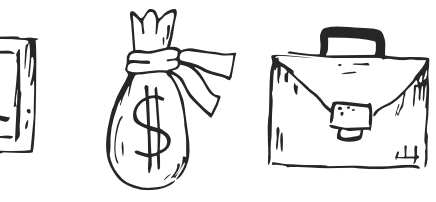
14. Dangote Group

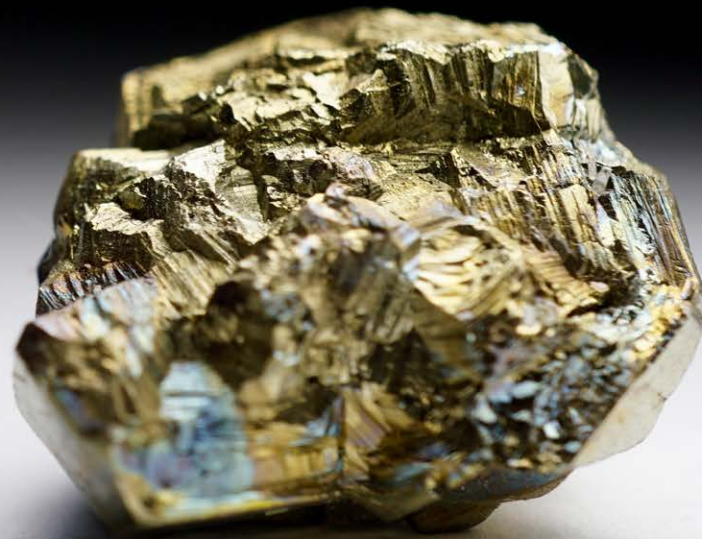
Dangote Group is a Nigerian multinational industrial conglomerate, owned by Aliko Dangote. It's one of the largest in Africa.

15. Bidvest Group

The Bidvest Group Limited is an international investment holding company with well-established roots in South Africa.







Africa's Fight: Inflation

Inflation is one of the most urgent challenges facing Africa, with the need to tackle decade-high levels of inflation that are devastating incomes and food security, while also supporting growth. The median of inflation rates in the region increased to almost 9 percent in August of 2022.

Inflation in Sub-Saharan Africa has been driven less by domestic activity than in advanced economies. Instead, external

developments have shaped the path of inflation since the start of the pandemic. They include the sharp spike in global commodity prices, swings in the exchange rate, global supply chain disruptions, and natural disasters.

African countries are finding it increasingly difficult to obtain hard currencies to buy imports and make payments to overseas investors as the region becomes an unintended victim of the developed world's post-pandemic fight against inflation. Ironically, this situation has kindled inflation rates as high as 30% as the continent's own currencies weaken. Central banks across the region had already started raising interest rates in response to rising inflation, capital outflows and currency depreciation resulting from monetary policy tightening in advanced economies. Many countries have therefore turned to subsidies and tax cuts to alleviate the squeeze in household incomes.

However, there is no quick fix: it would take increased exports and creation of domestic production to replace imports to counteract the trend.

imf, forbes, resbak.



The BRICS bloc, which stands for Brazil, Russia, India, China, and South Africa, was formed in 2009. South Africa was the first African country to join the bloc in 2010. As of now, South Africa is the only Southern African country in BRICS.

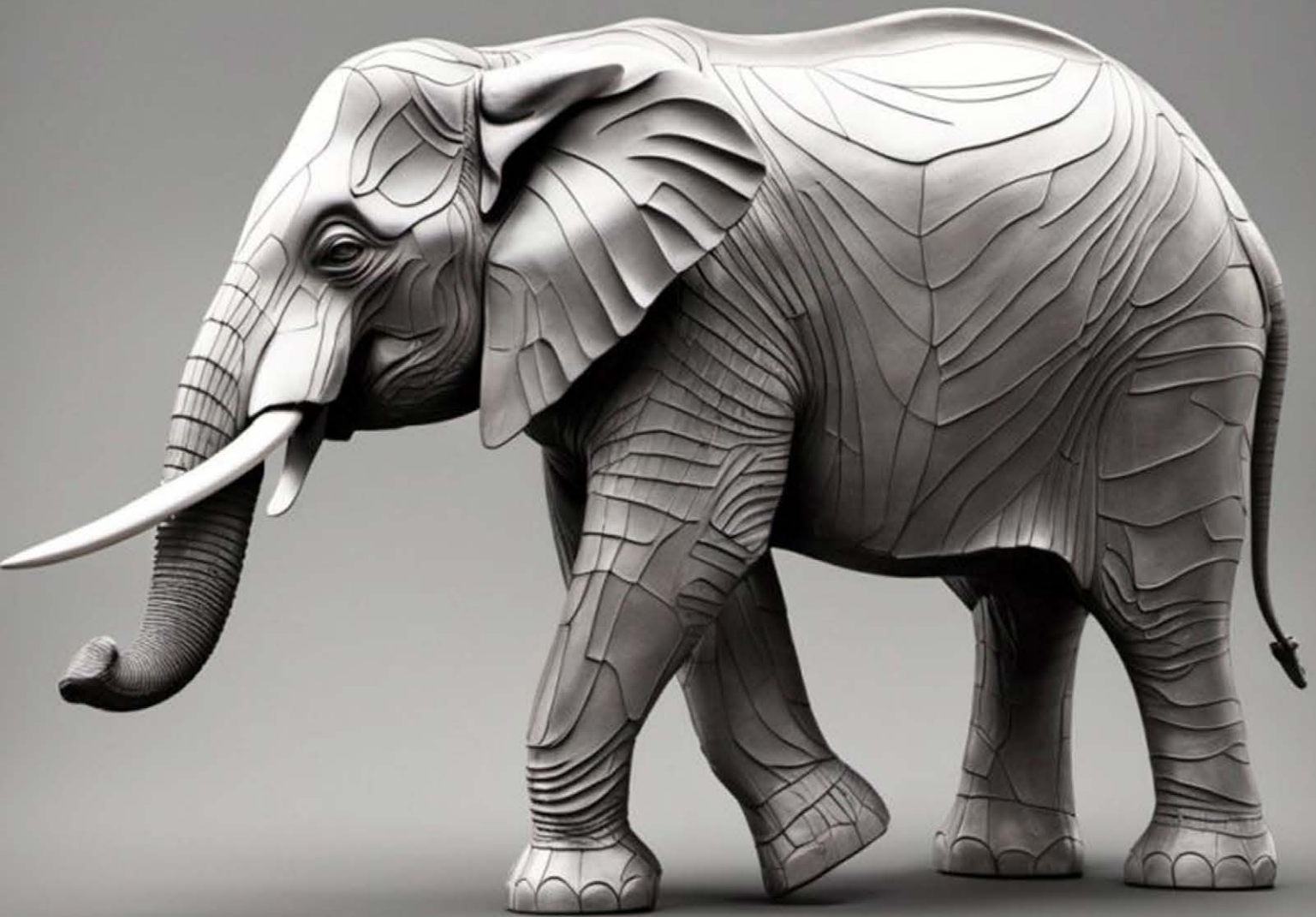
In terms of ranking within the BRICS countries, South Africa is ranked at 38th, which is the lowest among the BRICS nations. China is ranked as the second-largest economy in the world after the United States, India is ranked at 7th, Brazil at 9th, and Russia at 13th.

However, it's important to note that BRICS is looking to expand its membership. More than 40 countries had expressed interest in joining BRICS, and 23 formally applied to join¹. The bloc has announced that six more nations: Argentina, Egypt, Ethiopia, Iran, Saudi Arabia and the United Arab Emirates have been invited to join as full members from January 1 next year 2024. But as of now, no additional Southern African countries have been invited to join.





**REVOLUTIONIZING
AI IN ZIMBABWE**



Artificial Intelligence (AI) is rapidly growing in Africa, with South Africa, Nigeria, Egypt, and Kenya dominating this sector. AI is impacting at least 120+ separate market segments across Africa. Privately owned Small, Medium and Micro Enterprises (SMMEs) or Micro businesses make up 75% of this sector, 40% of which were founded in the last 5 years. This shows the importance nation states need to place on supporting their local tech ecosystems.

The global AI market is projected to grow from \$387 Bn USD in 2022 to \$1,394 Bn by 2029, exhibiting a Compound Annual Growth Rate (CAGR) of 20%. Tunisian AI start-up InstaDeep received \$100m USD Series A funding earlier in 2022.

AI has the potential to help tackle the economic problems that Africa faces, from agriculture and remote health to translating the 2,000-odd languages spoken across the continent. The development of AI in Africa is attracting huge amounts of resources and funds, making the region ripe with opportunity for a better future.

ZIVAI: REVOLUTIONIZING AI IN ZIMBABWE

In the heart of Zimbabwe, a technological revolution is brewing. A company has developed an AI platform named ZivAi, designed to assist with day-to-day tasks. This platform is not just another AI tool; it's an AI built by Africans, for Africa.

ZivAi was born out of a desire to create a tool that understands the unique needs and challenges of the African continent. It was developed with a Zimbabwean knowledge base, making it uniquely equipped to handle local queries and tasks.

Features and Capabilities ZivAi offers a range of features that set it apart from other AI platforms. It provides contextual answers and supports local language input. This means that users can interact with ZivAi in their native language, making the platform more accessible and user-friendly.

One of the standout features of ZivAi is its image generation capability. This feature allows users to visualize concepts, ideas, and information vividly. Whether you're trying to understand a complex concept or simply want to see an idea come to life, ZivAi can generate an image to help.

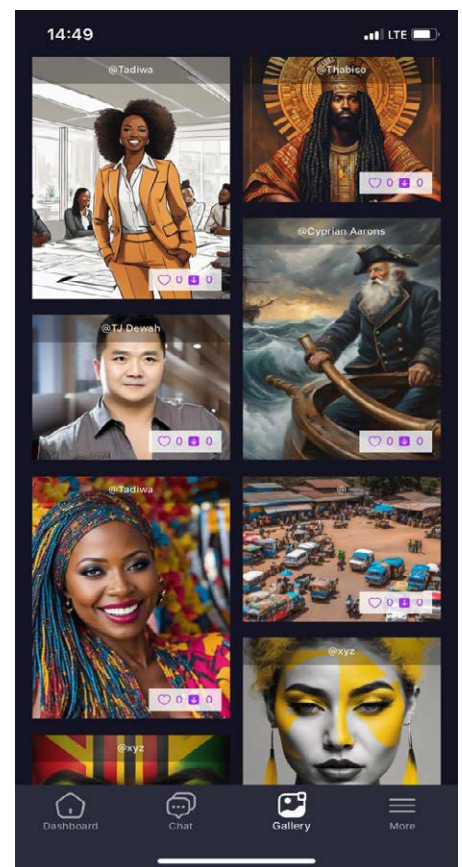
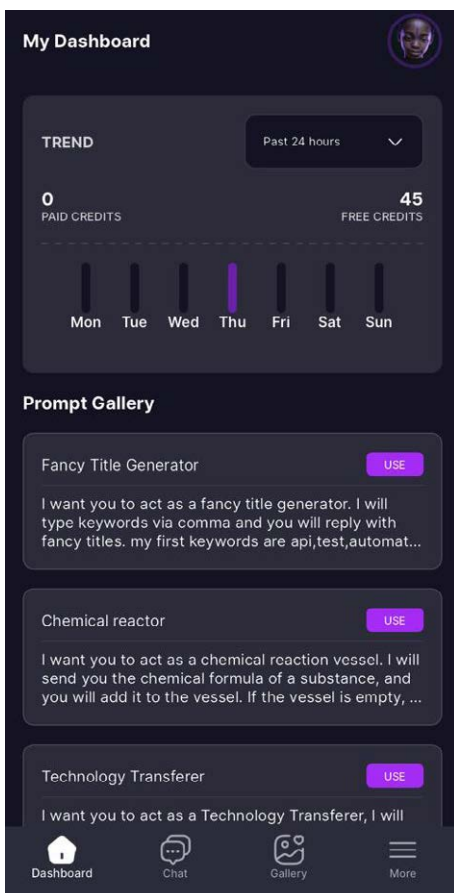
In addition to image generation, ZivAi also supports PDF uploads, e-commerce, and money remittance. These features make ZivAi not just a tool for information retrieval but also a platform for conducting business and managing finances.

Legal Landscape ZivAi is not just about convenience; it's also about reliability. The platform is infused with local laws to provide accurate and reliable information specific to the legal landscape of Africa. This makes ZivAi an invaluable tool for anyone seeking legal advice or information.

Impact on Zimbabwe and Beyond The development of ZivAi represents a significant step forward for technology in Zimbabwe and Africa as a whole. By creating an AI platform that understands and caters to the unique needs of Africans, the company behind ZivAi is helping to bridge the digital divide.

Moreover, ZivAi has the potential to revolutionize various sectors, from education and healthcare to business and law. By providing accurate information and facilitating transactions, ZivAi can help drive economic growth and improve quality of life.

In conclusion, ZivAi represents the future of AI in Africa. It's a tool that understands the continent's unique needs and challenges and offers solutions tailored to them. With its range of features and capabilities, ZivAi is set to revolutionize how Africans interact with technology. As the platform continues to grow and evolve, there's no telling what new innovations it will bring. In conclusion, ZivAi represents the future of AI in Africa. It's a tool that understands the continent's unique needs and challenges and offers solutions tailored to them. With its range of features and capabilities, ZivAi is set to revolutionize how Africans interact with technology. As the platform continues to grow and evolve, there's no telling what new innovations it will bring.



LEADERSHIP & LIFESTYLE



Why Large Projects Go Over Budget: An In-depth Analysis with Real-life Examples

Large-scale projects, whether they are in the realm of construction, technology, or other industries, often face the challenge of going over budget. This phenomenon is not uncommon and can be attributed to a variety of factors. In this article, we will delve into the reasons why large projects go over budget and illustrate these points with real-life examples.

Common Reasons for Budget Overruns

1. Inexperience of Project Leader

The experience and competence of the project leader play a crucial role in the successful execution of a project. Inexperienced leaders may inadvertently mismanage various aspects of the project, including the budget. They may encounter more hurdles than a seasoned leader who is well-versed in seeing a project through from inception to completion.

2. Poor Communication Management of Personnel Effective communication is vital for a project's success. Misunderstandings during planning and execution can lead to tasks not being carried out properly, resulting in time delays and budget overruns.

3. Human Error Human errors, such as an omitted or misplaced decimal point on a balance sheet or ordering the wrong equipment or supplies, can lead to costly mistakes.

4. Loss Through Damage or Malfunction When key equipment is broken on site, damaged during installation, or fails to operate as intended, it must be re-ordered, replaced, or repaired. Each of these situations can be an unexpected expense to the allotted budget.

5. Vendor Relationship Issues Problems with outside contractors, vendors, or suppliers can impact your project budget. Lack of professionalism, inability to meet deadlines and shoddy work will mean

locating another vendor during the project, and paying new fees to contract a replacement.

6. Employee Absenteeism Excessive absenteeism due to illness or emergency can impede the success of a project.

Real-life Examples of Projects Going Over Budget

1. Hamburg's Elbphilharmonie Concert Hall. Hamburg's glittering Elbphilharmonie concert hall arrived six years late and €700 million over budget. The project was plagued by poor communication and management issues that led to significant delays and cost overruns.

2. Berlin's Brand New Airport Berlin's new airport was supposed to open in October 2011 but that project is still ongoing and facing a skyrocketing budget. The latest opening date is Autumn 2020 but considering the catastrophic development of the project, there are even question marks as to whether it will ever be completed.

3. Navi Mumbai International Airport Mumbai's new international airport was first proposed in 1997 and was given approval in 2008. The project has faced multiple delays mainly due to disagreements between government departments over the location and ecological impact, as well as protests from local villagers. Additional financial issues also impacted the project and saw it go from the original budget of US\$670 million to more than tripling to US\$2.2 billion.

4. Stuttgart 21 Rail Project The Stuttgart 21 project in southern Germany was officially announced in 1994 with an estimated cost of US\$3.3 billion. Construction didn't start until 2010 due to unexpected increases in construction expenses and environmental regulations.

The rail company approved a financing framework of US\$9.3 billion for the project in January 2018, leaving it US\$6.5 billion over its original budget.

5. Flamanville Nuclear Reactor

The construction of a new reactor at the Flamanville Nuclear Power Plant in northern France began back in December 2007. The project was initially budgeted at US\$4.9 billion by operators EDF and it was estimated that it would take 54 months to complete. Due to numerous issues such as safety and equipment issues that delayed operations until 2012, the final cost has significantly exceeded its original budget.

In conclusion, while large projects often go over budget due to various reasons such as inexperienced leadership, poor communication, human error, equipment damage or malfunction, vendor issues, and employee absenteeism among others; understanding these factors can help organizations plan better and mitigate risks associated with cost overruns.





Gaining and Sustaining Competitive Advantage

In business, a competitive advantage is anything that gives a company an edge over its competitors, helping it attract more customers and grow its market share. This can take three primary forms;

- Cost advantage
- Differentiation advantage
- Niche advantage

Excelling in at least one of these three categories while remaining competitive in the other two puts a company in a strong position compared to its competitors. If a company achieves only average performance in all three categories, however, it will not stand out in the marketplace.

Be the Cheapest or the Best Clients or customers in Africa, like the rest of the world have choice. And different consumers will choose differently—some like to pay the most for the luxurious option, while others will always opt for the cheapest. Companies recognize this and pitch their business at a particular group of consumers. This is because it is never wise for a company to be caught between groups of customers. Businesses on the African continent generally choose between two generic strategies: either cost advantage, where they produce a product or providing a service at a lower cost than competitors; or differentiation advantage, where differentiating a product or service by adding features that are highly valued by clients.

However, there is another element that can be added to these two generic strategies: a company might choose to pursue a niche advantage, offering a specialized service in a niche market.

This position can be applied to both of the initial generic strategies, resulting in a cost-niche strategy, where the company aims to be cheapest within a niche market or a differentiation-niche strategy where the company offers unique products or services within a niche market.

Cost-leadership Strategy

Companies pursuing a cost leadership strategy have two options. They can choose to sell products or services at average industry prices to earn a greater margin than competitors; or sell at below industry prices to gain more market share. Researchers suggest that to pursue a cost-leadership strategy, a company has to be the leader in terms of cost in their industry or market, rather than be among a group of low-cost producers, because this makes them vulnerable. With fierce competition in Africa, there is always the chance for other low-cost producers to reduce prices, and so take market share. Companies that choose cost leadership have to be confident that they can both achieve the number one position, and also maintain it. Several requirements must be met to achieve this, including: a low cost base across labour, materials, and facilities; efficient technology; efficient purchasing; well-organized and cost-effective distribution; and access to capital for any required investment, to keep costs down. These low-cost principles are not exclusive to any one company, however, and the risk is that they are easily replicated. Companies pursuing a cost-leadership strategy have to build in continuous improvement in all their processes to ensure the company can keep costs below those of other competitors. Fastjet Limited, an African low-cost airline that began flight operations in 2012 is one good example of a business that has

successfully pursued a cost leadership strategy. Fastjet is headquartered in Johannesburg and serves regional flights between South Africa, Botswana and Zimbabwe. Its awards which include Leading African Low-Cost Carrier World Travel Awards 2016, 2017, 2018, 2019 2020 and 2021, and Skytrax World Airline Awards Best Low-Cost Airline in Africa 2017 and 2019, and in the top ten finalists for 2021, conveys its cost leadership strategy. Some hardware retailers, such as Bhola, operating in a number of countries in Southern Africa take the low-price approach to cost leadership. They achieve this by purchasing large volumes from close relationship suppliers, and offer the customer “deep discounts.” The Bhola megamarket approach conveys its drive to pass savings on to the consumer.

Differentiation Strategy A company that pursues a differentiation strategy has to make markedly different products or services from competitors, so they have greater appeal to consumers. This strategy is more appropriate in African markets where products are not price sensitive, and customers’ needs are typically underserved. It also means being able to satisfy those needs in ways that are difficult to copy. The approach to differentiation will vary according to the products and services, and the nature of the particular industry, but typically involves additional features and functionality, enhanced durability, and better customer service. Companies that choose to pursue this strategy require certain fundamentals in place, including good research and development, an innovative culture, and the ability to deliver consistently high-quality products or services. This needs to be supported by effective advertising and marketing, so that the differentiation is positioned and communicated to customers. Brand image is integral, and is often strengthened by the nature of the differentiation. Global company, Bose Systems, now popular with the African youth and middle class is a company that pursues a differentiation strategy.

A privately owned US audio electronics company, it consistently reinvests profits to fund innovation. Customer-focused research has led to Bose’s dominant position; their noise-cancelling headphones and stylish speakers have become aspirational items.



Stephen Chikozho

Niche Strategy

Companies pursuing a niche strategy choose a particular niche market. They have to understand the dynamics of that market and the unique needs of customers within it, and then develop either low-cost or well-specified products or services. They also tend to serve their customers well, and so build strong brand loyalty. This makes their particular market segment less attractive to potential new entrants. Whichever focus a company chooses, it must do so on the basis that it can successfully compete on the strength of a particular ability or competence that will help it in its chosen market niche. If the company aims for cost leadership in a niche market, for example, it has to be based on distinctive relationships that have been developed with specialised suppliers.

On the other hand, if the company goes for differentiation in a niche market, it has to be on the strength of a deep understanding of customer needs. However, a company that chooses to focus on a small market segment because it is too small to serve the larger market risks being side-lined by bigger companies with distinctive abilities, which enable them to better position their offerings.

Ferrari is an example of a company in a niche market that has chosen to differentiate itself. The company targets the limited high performance sports-car segment, and its cars are differentiated through high-spec design, high performance, and the company's Formula 1 Grand Prix association.

Industry Attractiveness and Competitive

Advantage Some industries in Africa are more profitable than others. They offer more opportunities and companies make healthy returns. In gaining and sustaining competitive advantage, it is important for businesses to understand the environment within which they compete. Gaining Competitive Advantage is Exciting: Staying on Top is Hard Let us face it, if we look at the Top Companies List in the Year 2000, in South Africa, Nigeria, Kenya, Zimbabwe, Botswana, Rwanda and other African countries, how many of those remain on top in 2023? Big companies closed or scaled down operations, some even relocated to new markets outside the continent. Others got swallowed in mergers and many more filed for bankruptcy. Effectively, probably half the companies are no longer on the list. The competitive pressures that businesses face are constantly in flux: new ideas and disruptive technologies emerge, the economic power of countries shifts, and market dynamics change. Yet business history is littered with companies that ignored change and pushed forward with flawed strategies based on the old environment. To avoid this, the idea of “disruptive thinking” is used to challenge precepts and assumptions—to consider that sometimes, the way to move forward is to innovate and do things never witnessed before at all. Markets are dynamic; technologies and competitive pressures change. For businesses to survive, leaders must motivate staff to avoid fixed thinking. Disruptive thinking is a leadership tool that encourages creative responses to problems. In today's African market, competition is fierce and every percentage point of market share is hard fought and precious. Operating in the African markets is often a zero-sum game: competition drives prices down and costs up. Gaining a significant competitive advantage requires more than gradual improvement, it demands radical and disruptive shifts—if you cannot win the game, move the goalposts. Redefining the rules and boundaries of an industry is the essence of game-changing business strategy. Only the paranoid survive. Thinking one step ahead of customers and competitors disrupts the status quo in a business's favour. How do you execute a strategy to knock off the top players in your industry? Today's markets are increasingly global and increasingly competitive.



Resources are limited and scarce, a company cannot do everything. The business has to be clear about how it is going to use its resources in the most efficient way possible to serve to serve clients and investors better than anyone else.

Stephene Chikozho is Managing Director for Urbane Create Agency, a strategy, marketing and advertising agency. He writes in his personal capacity. You can follow him on social media (Instagram, Facebook, Twitter, LinkedIn) WhatsApp +263772409651 or email managingdirector@urbanecreate.com



Journalist, The Thomson Reuters Foundation

WeForum Decides to focus on goats leaving important parts of the nation's economy

With worsening droughts in western Zimbabwe making it difficult to grow enough food, the farmers of the Tonga community have been relying on hunting impala, guinea fowl and other wild animals to eat and sell for income.

The farmers in Binga district know their traditional practice of "hunting for the pot" is decimating local protected wildlife and puts them at risk of being arrested for poaching, but they say they have little choice: hunt or go hungry.

"This year the rain was not good, crops did not survive in the heat, and we know food will be scarce," said Levia Mugande from Chivwetu village.

But now she and dozens of other farmers are looking at a new way to get protein on their plates and money in their pockets: a larger breed of goat that fetches a higher price at market.

Last year, Mugande got her first Boer goat buck from the European Union-funded Sustainable Wildlife Management (SWM) Programme, through her farmers' cooperative.

The plan, she said, is to breed the buck with indigenous female goats

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Last year, Mugande got her first Boer goat buck from the European Union-funded Sustainable Wildlife Management (SWM) Programme, through her farmers' cooperative.

- or does - on her farm to produce bigger offspring with higher-quality meat, which can supplement what she makes from selling chickens and rosella, the fruit of the hibiscus plant, in Bulawayo, Zimbabwe's second-largest city.

"I have indigenous goats that I sell twice a year to buy food and pay school fees and other needs at home," she told the Thomson Reuters Foundation at a community meeting near her home. "But I am looking forward to earning more money from my goats," she added, saying her native goats usually sell for up to \$20 each depending on their size.

Their larger offspring, who could grow to weigh up to 150 kg (330 pounds), should fetch four times as much.

The goats are part of a balancing act playing out around the world as drought-hit communities with failing crops try to make sure everyone has enough to eat without wiping out the local wildlife that is essential to a healthy ecosystem.

At the same time, the degradation of

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A Facebook Friend of mine Ranga Mberi posted this today. I found the post hilarious but useful. Loosely translated “Electricity supply is much better but the cost is increasing so much that the tokens are not lasting”. This prompted me to put together this post about the hidden costs of utility power.

The cost of electricity in Zimbabwe is relatively low, token prices go up periodically and in leaps and bounds. The latest increase in June was by 100%. The real cost in USD terms is still very low around USD0.03 per kwh for consumer units. Businesses pay around USD0.09 to USD0.12 per kwh unit. Regionally tariffs range from USD0.06/kwh to USD0.15/kwh. Electricity access in Southern Africa is improving but over 600m people remain in the dark. The biggest consumer of electricity in Zimbabwe are mining companies that require around 2300MW to function.

The hidden costs of utility electricity are often overlooked in Zimbabwe. The electricity grid in Zimbabwe is getting old and becoming inefficient, not forgetting the increasing cases of transformer oil theft. This means that a significant amount of energy is lost in transmission and distribution. This lost energy is a hidden cost that is paid for by consumers in the form of higher electricity bills. Although consumers do not pay for these costs directly, the biggest hidden cost that will haunt them for many years to come is the cost of subsidies if nothing is done to reduce reliance on the national grid. The Government of Zimbabwe, like many other Governments in the region, subsidizes the cost of electricity for some consumers, especially domestic consumers and farmers. This means that these consumers pay less for electricity than they would otherwise, but the cost of the subsidy is ultimately paid for by taxpayers. These hidden costs can add up over time, and they can make it difficult for people to afford to use electricity in the long term. This is where electricity consumers should step in.

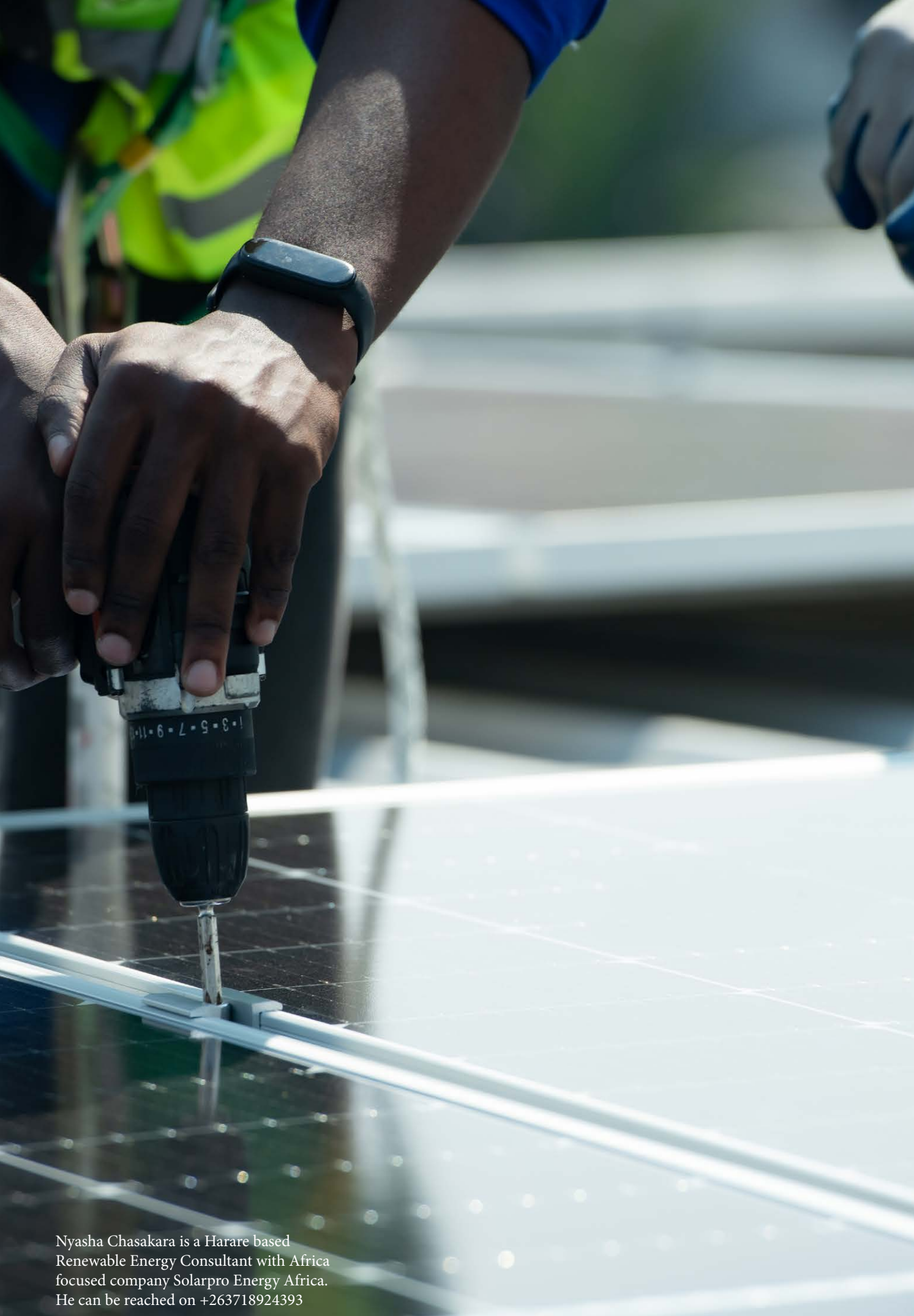
Once you install your solar system you reduce your reliance on grid power and reduce the pressure on the national grid. In fact you also save money as you pay less on your energy bills. In countries where solar is being installed on rooftops this is why rebates are given to those moving to solar. Governments in those countries are relying that its more sustainable to do this than to subsidise power forever. The more people take up solar the less we have to rely on centralised power, the less the tax burden in the future.

There are a number of things that can be done to reduce the hidden costs of utility power in Zimbabwe. These include: Giving tax rebates and incentives to those installing 3kw solar systems and above Educating consumers about the hidden costs of utility power Encouraging the adoption of the net metering programme. Incentivising those who want to manufacture or assemble solar products in the country. By taking some of these steps, Zimbabwe can reduce the hidden costs of utility power and make it more affordable for everyone.

Solar energy offers a quick way to reduce the burden on the taxpayer as a result of electricity subsidies. In recent years we have now come to rely on the the Kariba Dam as the main source of power and this doesn't work well for us as droughts are more frequent than before. The next biggest source of power is coal powered power stations which require the coal to be wheeled from Hwange. This again is costly and not friendly to the environment. Sadly to make up for shortfalls in electricity many large consumers have turned to diesel powered generators. The country's demand for fuel has continued to rise putting pressure on foreign currency reserves and exchange rates.

These factors make it difficult for Zimbabwe to reduce the cost of electricity, even if it takes steps to reduce the hidden costs. However, by addressing these factors, the country can make progress towards making electricity more affordable for everyone. If you want to learn how you can go solar for your home or business contact Solarpro.co.zw today.





Nyasha Chasakara is a Harare based Renewable Energy Consultant with Africa focused company Solarpro Energy Africa. He can be reached on +263718924393



Takudzwa Mugaviri

THE MARKETER

Content Marketing: This involves creating and sharing valuable free content to attract and convert prospects into customers, and customers into repeat buyers.

Social Media Marketing: This involves promoting your content and interacting with your target consumers on social media channels like Facebook, Instagram, LinkedIn, and Pinterest.

Search Engine Optimization (SEO): This involves optimizing your online content so that a search engine likes to show it as a top result for searches of a certain keyword.

Email Marketing and Newsletters: This involves sending out emails to your subscribers to keep them updated with your latest content or offers.

Influencer Marketing: This involves partnering with influencers in your industry to reach their followers with your marketing messages.

Earned Media and PR: This involves getting featured in the media, writing guest posts on other websites, and essentially earning media attention.

Landing Pages: These are standalone web pages that potential customers can land on when they click on a link in an email or ads from Google, Bing, YouTube, Facebook, Instagram, Twitter, or similar places on the web.

Advertising: This involves paying to get your marketing messages in front of your target audience.

Content marketing is a way of creating and sharing valuable, relevant, and consistent content to attract and retain a specific audience. The goal of content marketing is to drive profitable customer action by providing useful information and solutions to their problems. Content marketing can include various types of media, such as articles, videos, podcasts, infographics, and more. Content marketing can help businesses to:

Increase their online visibility by offering educational and informative content that matches the interests and needs of their target market. Generate more leads by building trust and credibility with potential customers who are looking for answers to their questions. Boost loyalty by nurturing relationships with existing customers who appreciate the value and expertise that the content provides. Content marketing is not about selling products or services directly, but rather about creating a positive brand image and awareness. Content marketing requires a strategic approach that involves planning, creating, distributing, and measuring the content's performance. Content marketing can also benefit from content strategy, which determines how content is created and managed throughout an organization.

Social media marketing requires a strategic approach that involves planning, creating, distributing and measuring the content's performance. Social media marketing can also benefit from content strategy, which determines how content is created and managed throughout an organization.

Social media marketing is a way of using social media platforms to connect with audiences, build the company's brand, increase sales and drive website traffic. Social media marketing involves creating and sharing content that is tailored for each platform, such as posts, videos, images, stories, etc. Social media marketing also involves listening to and engaging with followers, analyzing results and running social media advertisements.

Social media marketing can help businesses to:

Reach a large and diverse audience that may not be accessible through other channels. Create a loyal and engaged community that trusts and supports the brand. Increase brand awareness and recognition by showcasing the brand's personality and values. Generate leads and conversions by of-

fering solutions and incentives to the audience's problems and needs. Improve customer service and satisfaction by providing timely and personalized responses. Gain insights and feedback from the audience that can help improve products and services

Influencer marketing is a way of using social media platforms to connect with audiences, build the company's brand, increase sales and drive website traffic. Influencer marketing involves a brand collaborating with an online influencer to market one of its products or services. Some influencer marketing collaborations are less tangible than that – brands simply work with influencers to improve brand recognition¹.

Influencers are people with sizable social-media followings who can influence their followers' behavior as consumers. Influencers can be categorized into three main types: micro-influencers, macro-influencers, and mega-influencers, depending on the size and engagement of their audience.

This is the process of improving the quality and quantity of website traffic to a website or a web page from search engines¹. SEO aims to increase the visibility and relevance of web pages for specific keywords or phrases that users search for. SEO can be divided into three main categories: on-page SEO, off-page SEO, and technical SEO. Without an online presence it is becoming more difficult to convince clients that you are legit and credible to do business with.

SEO is an important part of digital marketing because it can help websites attract more organic traffic from search engines, which can lead to more conversions, sales, and revenue. SEO also helps websites build trust and credibility with their target audience by providing useful and relevant information and solutions.

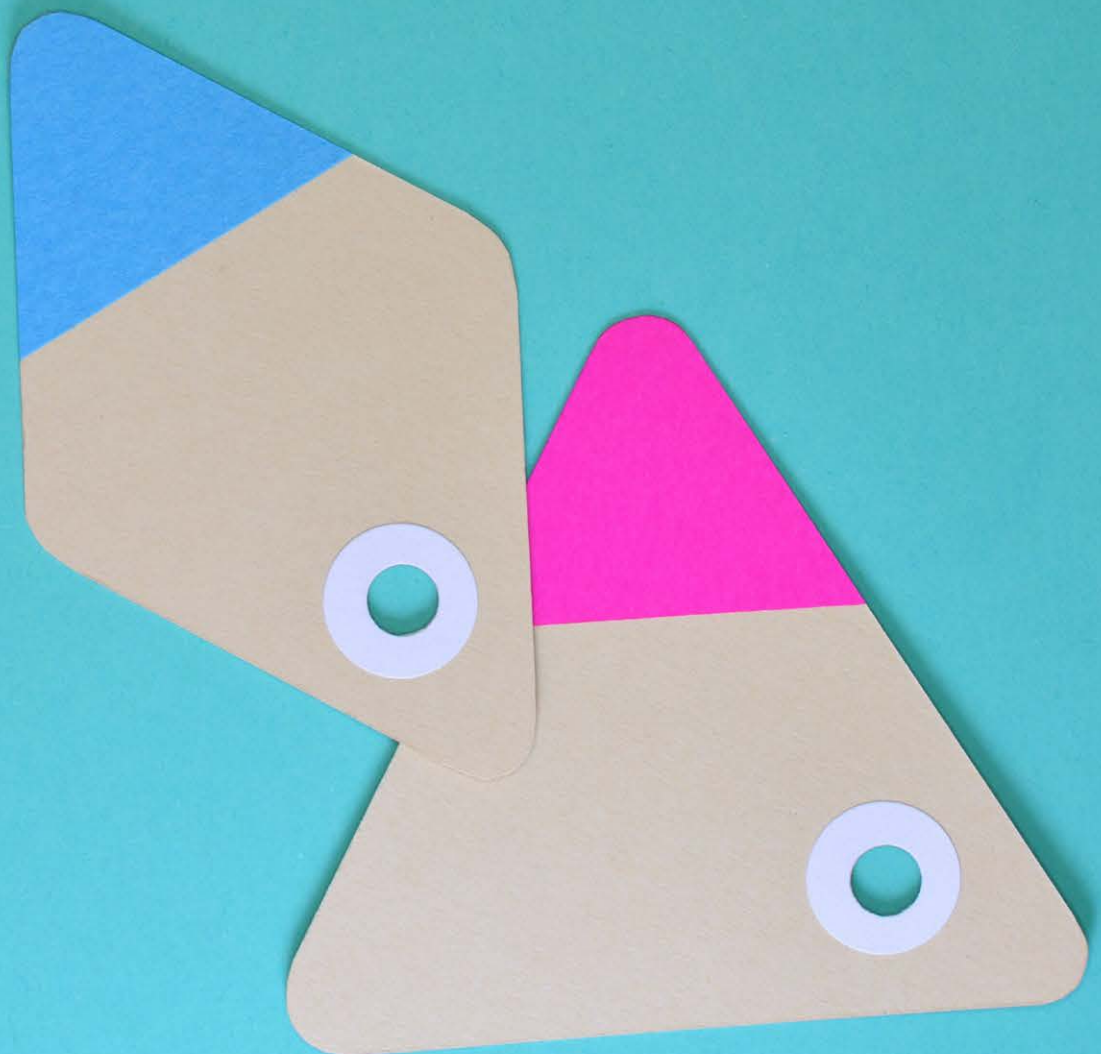
Email marketing requires a strategic approach that involves planning, creating, distributing, and measuring the email's performance¹.

Newsletters are a type of email marketing that involves sending regular or periodic emails that contain primarily informational content or a roundup of content pulled into one email that users can scroll through and read pieces they choose. Newsletters do not push products or services directly, but rather provide value and relevance to the subscribers by offering educational, informative, or entertaining content. Newsletters help to

establish trust and credibility with the audience and keep them engaged between purchases.

Both email marketing and newsletters can be effective tools for growing your business and connecting with your customers. However, they have different purposes and characteristics, so you need to know when and how to use them appropriately.

3 MORE





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Experience is the best teacher for some and it goes a long way in helping other people with their life choices

Documenting Corporate Legacy

The word legacy is thrown around in some circles. It means different things to different people, however we can all agree that it relates to what to pass on. Another way of looking at it is what will endure when one is no longer there. So, we can then look at what can be passed on? It's about passing on things of lasting value to those who will live on after us. We can then try and qualify the things that can be left behind. It involves living intentionally and aiming to build into the next generations for their success. The bible says a wise man will live a legacy for his children's children. So, whether it's a trust fund that is left behind, some trust funds come with age requirements, for example it can start at an age when the beneficiaries are starting a new chapter i.e college, moving out of the family home or starting a business. So, the forefathers would have known the challenges that they faced at these stages of their lives and they want to it better for the generations that come after them. Another condition that is set may be that the beneficiaries should be married at the next stage where they can access the funds. Marriage is that institution which is regarded to ground any person and make them more responsible as the assumption is that it comes with children which need more funds in terms of maintaining them- and they are wholly dependent on their parents up until they are at the age where they can fend for themselves.

A good name can also come into effect among these items, they say a good name is more important than rubies. Your network is your net worth, this loosely translates that you may be an expert in your field but if you don't associate with the correct people who can appreciate your talents you won't go far in that field. So, it is imperative that we are cognizant of this fact as we go about living our lives. A bad reference can close potential doors of opportunity and cost you millions in potential revenue. Hence the notion that integrity is a currency on its own and it helps in building a legacy.

Legacy is for those with or without children, it does not discriminate based on gender

as well. Take for example a grandmother in the rural areas might have been talented in weaving reed mats, she then passes on this knowledge to her daughter who then passes it to her child as well. So, a whole generation can have weaving as family business and it will part form of their means in their livelihood. On the flip side of this,

there is also a legacy filled with bad deeds which can be passed on to the future generations and it need to have one person who can break this generational curse by intentionally making different and better choices.

There is a quote that is rather offensive but speaks of the truth but to a lesser extent which says "The best way to hide something from black people is to put it in a book". It's true because most people in Africa read, let me rephrase that even, they cram for exams and they pass. After that the information flies away from their brains like and they start operating with the basic education passed on to them in whichever form. So instead of copying this method of learning, people should read to learn and understand. Reading is also a form of entertainment as it exposes you to fields and countries that you would have never gone to. It lets the mind imagine all sorts of possibilities.

In this modern era where information has been digitalized and its accessible across the globe, leaders should consider documenting their legacies. I say leaders because its not a position but a choice to have leadership qualities wherever you are, that's the definition of a leader. This can be done on social media and other electronic media forms like websites, vlogs, blogs etcetera. The idea is even after a person has passed on people who come after can see how they started their business, ministry or whatever talent or profession that they would have majored in and the legacy that they would have left.

The way is putting it into a book, which can be a memoir detailing their life from when they were born and the stages they would have gone through. Some can do it in magazines, which can be weekly, fortnightly, monthly, quarterly or annually. There are publications which focus on particular subjects and this is critical as the readership will be skewed towards that area and it will ensure that the content will be consumed by the correct target market.



Audrey Chirenje, Author of 7 books, Marketing and Procurement Professional, Founder Chances Inc a publishing and Marketing consultancy company

There are many methods of doing this and we appreciate that not everyone has the gift of writing, so you can always engage professionals in those specific areas. Ghostwriting is a method used by most leaders, this entails a freelance writer who pens a text that is credited to someone else, among the works that they can write include nonfiction books, public speeches, online content and book proposals.

I hope that I have debunked the notion that living a legacy is for specific people, it pertains to everyone. Wherever you are, in whichever lane, do things right and even if you make mistakes, you can always then tell others to be careful when it comes to that specific area.

t What will your legacy be like? Are you recording it or you are just blowing through life like the wind. The current and future versions of you deserve some intentionality in documenting your legacy for yourself and also for the people who will come after you.

INNBUCKS

InnBucks Zimbabwe is a mobile payment platform launched by Simbisa Brands, the leading fast food operator in the country that runs Chicken Inn, Pizza Inn, Bakers Inn, and Creamy Inn. The platform enables customers to deposit up to US\$ 200 into their InnBucks accounts, which they can use to make purchases at any Simbisa outlet across the nation, withdraw cash, or transfer funds to anyone.

InnBucks Zimbabwe also functions as a loyalty and rewards programme that provides exclusive deals and discounts to its users. Customers can accumulate points for every transaction they conduct using InnBucks, which they can exchange for complimentary meals or vouchers. Customers can also purchase for their friends or relatives who are registered on the platform, and monitor their transaction history.

InnBucks Zimbabwe aims to address the US\$ change shortages at its outlets, and also offer convenience and value to its customers. The platform is accessible on USSD, Android and iOS devices, and can be reached by dialing *569# or downloading the app at no cost. InnBucks Zimbabwe is also a licensed deposit taking microfinance bank and a participant of the deposit protection scheme.

InnBucks Zimbabwe is one of the innovative solutions that Simbisa Brands has devised to cope with the economic challenges and changing consumer preferences in the country. The platform has garnered positive feedback from its users, who appreciate the ease of use and the benefits it delivers. InnBucks Zimbabwe is anticipated to grow and enhance its services and features in the future.



05 INVESTMENT OPPORTUNITIES FOR 2024

Africa is a continent with immense potential for growth and innovation, offering many opportunities for entrepreneurs and investors who are looking for new markets and sectors to explore. According to the World Bank, Africa's GDP is expected to grow by 3.4% in 2024, recovering from the impact of the COVID-19 pandemic and benefiting from the implementation of the African Continental Free Trade Area (AfCFTA). The AfCFTA aims to create a single market for goods and services, facilitating trade and investment across the continent.

However, we are not a homogeneous region, but a diverse and dynamic one, with different countries and industries facing different challenges and opportunities. Therefore, it is important to do thorough research and due diligence before investing in any African business or project. Here are 5 investment opportunities that have shown great potential for growth and innovation in Africa, based on various sources and reports:

Healthcare: The healthcare sector in Africa is one of the most underdeveloped and underserved in the world, with a huge gap between the demand and supply of quality and affordable healthcare services. However, this also means that there is a huge opportunity for innovation and investment in this sector, especially in areas such as telemedicine, digital health, medical devices, pharmaceuticals, diagnostics, and health insurance. According to McKinsey, the healthcare market in Africa could be worth \$259 billion by 2030.

Agriculture: Agriculture is the backbone of many African economies, employing about 60% of the population and contributing about 23% of the GDP. However, the sector faces many challenges such as low productivity, climate change, post-harvest losses, lack of access to markets and finance, and poor infrastructure. Therefore, there is a need for investment and innovation in areas such as agro-processing, irrigation, mechanization, cold storage, logistics, e-commerce, and agri-tech. According to the African Development Bank, the agribusiness sector in Africa could be worth \$1 trillion by 2030.

Financial services: The financial services sector in Africa is one of the most dynamic and innovative in the world, driven by the rapid adoption of mobile money and fintech solutions. According to GSMA, there were 562 million registered mobile money accounts in Africa as of December 2020, representing 54% of the global total. Fintech startups in Africa have also attracted significant investment from local and international investors, offering services such as payments, lending, savings, insurance, remittances, and wealth management.

According to Partech Africa, fintech startups raised \$1.3 billion out of the total \$2.1 billion raised by African startups in 2020.

Automotive: The automotive sector in Africa is one of the least developed in the world, with a low vehicle ownership rate of about 44 vehicles per 1,000 people compared to the global average of 203 vehicles per 1,000 people. However, this also means that there is a huge potential for growth and investment in this sector, especially in areas such as vehicle assembly, manufacturing, distribution, maintenance, and mobility services. According to Deloitte, the automotive market in Africa could grow from 1.2 million new vehicles sold in 2019 to 2 million by 2035.

Energy: The energy sector in Africa is one of the most critical and challenging sectors in the continent, with about 600 million people lacking access to electricity and about 900 million people relying on traditional biomass for cooking. However, this also means that there is a huge opportunity for investment and innovation in this sector, especially in areas such as renewable energy sources (solar, wind, hydro), mini-grids, off-grid solutions (solar home systems), energy efficiency (smart meters), and energy storage (batteries). According to IRENA, Africa could meet nearly a quarter of its energy needs from renewable sources by 2030.

MORNINGS

A morning routine is a set of habits and activities that you do every morning to prepare yourself for the day ahead. It can include things like waking up at a certain time, meditating, exercising, reading, writing, or anything else that helps you get into the right mindset and mood. A morning routine can help you:

Set your priorities and goals for the day. A morning routine can help you clarify what you want to achieve and how you plan to do it. By setting your intentions and focusing on your most important tasks, you can avoid distractions and procrastination that can derail your productivity.

Boost your energy and motivation. A morning routine can help you wake up your body and mind and get them ready for action. By doing something that makes you feel good, such as listening to music, stretching, or drinking water, you can increase your blood flow, oxygen levels, and endorphins, which can improve your mood and performance.

Enhance your creativity and problem-solving skills. A morning routine can help you stimulate your brain and unleash your creative potential. By doing something that challenges you, such as learning a new skill, reading a book, or solving a puzzle, you can activate your cognitive functions and generate new ideas and solutions.

However, not all morning routines are created equal. What works for one person may not work for another. Therefore, it is important to find out what suits you best and stick to it consistently. Here are some tips on how to create an effective morning routine:

Experiment with different activities and timings. Try out different things that interest you or inspire you and see how they affect your mood and productivity. You may find that some activities work better for you than others, or that some timings are more convenient for you than others. For example, some people may prefer to exercise in the morning, while others may prefer to do it in the evening⁵. Keep it simple and realistic. Don't try to cram too many things into your morning routine or set unrealistic expectations for yourself.

You don't want to overwhelm yourself or stress yourself out before the day even begins. Choose a few activities that are easy to do and that fit into your schedule. For example, you can start with 10 minutes of meditation, 15 minutes of reading, and 5 minutes of planning.

Make it enjoyable and rewarding. Don't force yourself to do something that you hate or dread in the morning. You want to look forward to your morning routine and feel good about it. Choose activities that make you happy, excited, or curious. You can also reward yourself with something that motivates you, such as a cup of coffee, a healthy breakfast, or a compliment.

By following these tips, you can create a morning routine that works for you and boosts your productivity throughout the day. Remember, how you start your day matters more than you think. So make the





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