

Mugaviri

BUSINESS MAGAZINE

11 June 2024

**THE
BIGGEST
INDUSTRY
RUMOUR**

IN ZIMBABWE
BYD

**ELECTRIC
VEHICLE**
Assembly Plant
to come to Zimbabwe

STARLINK
Acquires Strategic
Position in
SOUTHERN
AFRICA

**LET'S TALK
BRANDS**

African brands are
increasingly making
waves

The Engineer

**COSTAR
TAKAWIRA**



Local businesses | Harmony Travel | 263 Hub | Rossi Quickfit Avondale |
Revit Communiacion | TND Training & Consultancy | Chidy Agro Solution
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CONTENTS

COMING TO ZIMBABWE SOON



10

Electric Vehicles are safer than combustion engine cars.

Image by BYD Website

INSIGHTS

STRATEGIES FOR AFRICAN BUSINESSES IN 2024

CRM software helps businesses manage customer interactions, track sales, and analyse customer data to improve

TAFADZWA SHUMBA

One particular question I get most of the time is, "Is there a particular reason why Zimbabwe is the place where BYD decided to come and have to invest and set up a company".

HOW TECHNOLOGY BROUGHT ABOUT BUSINESS REVOLUTION IN AFRICA

At the heart of Africa's technological revolution is the mobile phone. With over 600 million mobile phone users

NEWS & TRENDS

STARLINK IN ZIMBABWE WHAT DOES THIS MEAN

The entry of Starlink into Zimbabwe's digital telecommunications space marks a new chapter

LEADERSHIP & STRATEGY

Eng COSTAR TAKAWIRA

This is my philosophy where there is a crisis there's an opportunity and for us, we are the ones who make Africa great.

windmerge t/a
ROSSI
quick fit
AVONDALE



WINTER

GOODYEAR

DUNLOP
TIRES

DURUN

Continental



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CONTENTS

FINANCE & INVESTING

LEADING YOUR TEAM AS AN ENTREPRENEUR

Demonstrate your enthusiasm and belief in your products or services to inspire and motivate your team.

TRANSFORMATIVE LEADERSHIP IN AFRICA'S ECONOMIC REVIVAL.

Leaders across the continent have come together to create the largest free trade area in the world

SALES & MARKETING

INNOVATIVE APPROACH TO AFRICAN BRANDS.

As these brands continue to grow and evolve, they are not only contributing to the economic development of Africa but also enriching the global market with their unique perspectives and innovative solutions.



LIFESTYLE & CULTURE

AFRICA'S NEW WAVE OF FEMALE ENTREPRENEURS: BUILDING THE AFRICAN EMPIRE

Female entrepreneurs are playing a crucial role in addressing some of Africa's most pressing social challenges.

Welcome to **Mugaviri Business Magazine**. We are committed to delivering authoritative business insights and fostering a community of industry leaders. Your readership is invaluable to us, and we look forward to engaging with you through our compelling content that spans the spectrum of the business world.





Navigating the Digital Economy: Strategies for African Businesses in 2024

As African businesses navigate the dynamic landscape of the digital economy in 2024, they face a unique set of opportunities and challenges. Digital transformation is no longer an option but a necessity for survival and growth in the competitive global market.

Embrace Digital Tools for Operational Efficiency

Operational efficiency is crucial for businesses aiming to reduce costs and enhance productivity. Businesses can achieve this by adopting digital tools such as Enterprise Resource Planning (ERP) systems, Customer Relationship Management (CRM) software, and cloud computing solutions. ERP systems integrate various business processes, enabling real-time data access and streamlined operations. For instance, Nigerian conglomerate Dangote Group successfully implemented SAP ERP, leading to improved resource management and operational efficiency.

CRM software helps businesses manage customer interactions, track sales, and analyse customer data to improve service delivery. Salesforce, a leading CRM provider, reports that companies using their solutions experience a 29% increase in sales productivity and a 42% improvement in forecast accuracy.

Cloud computing solutions offer scalability, flexibility, and cost savings. Businesses can store data, run applications, and access services over the internet, eliminating the need

for expensive on-premise infrastructure. According to a report by MarketandMarkets, the global cloud computing market was projected to grow from \$445.3 billion in 2021 to \$947.3 billion by 2026, highlighting the increasing adoption of cloud services.

Leverage E-Commerce Platforms

E-commerce is a vital component of the digital economy, offering businesses the ability to reach a wider audience and boost sales. More businesses should leverage e-commerce platforms like Jumia, Konga, and Takealot to expand their market reach. Jumia, often dubbed the “Amazon of Africa,” operates in 11 African countries and has over 81,000 active sellers.

In addition to local platforms, businesses can also utilize global marketplaces like Amazon and Alibaba to access international markets. Exporting goods through these platforms can significantly increase revenue streams and brand visibility.

To succeed in e-commerce, there is a need to optimize online presence by ensuring user-friendly websites, secure payment gateways, and efficient logistics. Investing in digital marketing strategies such as search engine optimization (SEO), social media advertising, and email marketing can drive traffic to online stores and enhance customer engagement.

Utilize Data Analytics for Informed Decision-Making

Data analytics plays a crucial role in enabling businesses to make informed decisions based on real-time insights. By analysing data from various sources, businesses can identify trends, understand customer behaviour, and optimize operations. For example, South African retail giant Shoprite uses data analytics to manage inventory, forecast demand, and tailor marketing campaigns.

Investing in analytics tools like Google Analytics, Tableau, and Microsoft Power BI can provide businesses with valuable insights into their operations and market conditions. These tools help visualize data, track performance metrics, and identify areas for improvement.

Furthermore, predictive analytics can help businesses anticipate future trends and make proactive decisions. By leveraging machine learning algorithms, companies can predict customer preferences, optimize pricing strategies, and enhance supply chain management.

Overcome Digital Infrastructure Challenges

Starlink, Elon Musk’s satellite internet service, is expected to provide high-speed internet access to underserved regions in Africa. In 2024, the Zimbabwean President granted Starlink an operational license, aiming to bridge

the digital divide in the country. Businesses can leverage such developments to enhance connectivity and access digital tools.

Foster Digital Skills Development

A digitally skilled workforce is essential for successful digital transformation. Investing in training programs to upskill employees in areas such as data analytics, cybersecurity, and digital marketing can also prove useful for individual organizations. Partnerships with educational institutions and online learning platforms like Coursera, Udacity, and LinkedIn Learning can provide employees with access to relevant courses and certifications.

Governments and private sector organizations are also recognizing the importance of digital skills development. **Prioritize Cybersecurity**

As businesses increasingly rely on digital technologies, cybersecurity becomes a critical concern. Cyberattacks can result in significant financial losses, reputational damage, and operational disruptions.

African businesses should implement comprehensive cybersecurity strategies, including regular risk assessments, employee training, and investment in security technologies such as firewalls, encryption, and intrusion detection systems. Collaborating with cybersecurity firms and participating in industry forums can also enhance threat intelligence and response capabilities.

Collaborate and Innovate

Collaboration and innovation are key drivers of success in the digital economy. Businesses should seek partnerships with technology providers, startups, and research institutions to co-create innovative solutions. For example, Safaricom, Kenya's leading telecommunications company, partnered with M-Pesa to launch a mobile money service that has transformed financial inclusion.

Open innovation platforms and hackathons can also foster creativity and problem-solving. By engaging with a diverse range of stakeholders, businesses can develop new products, services, and business models that meet the evolving needs of their customers.

Strategies for African

Businesses in 2024







Vehicle information

City Mileage: 522.0 km/full charge

Top Speed: 130km/h

Max Power: 70kW

Max Torque: 180Nm

Seating Capacity: 5

Range: 415km

Boot Space(Litres): 580

Body Type: MUV

Ground Clearance(Unleaded): 170cm





GM, BYD - Tafadzwa Shumba

There's been a lot of impact that has been made to date with BYD and I speak in particular to Zimbabwe. We started during the covid era and officially opened doors after the Covid lockdown. It was hard to make a strategy out of covid. A lot of people ask us why we had to open doors immediately after covid, to us the time was right to open the largest EV showroom in Africa. Covid placed our progress to a little bit of a hold but after the lockdown was lifted we had a better fighting chance as we opened our trading doors. We have made a lot of impact in terms of e-mobility and renewable energy in Zimbabwe. We do solar renewable energy and electric vehicles. Being the pioneers a lot of education is required.

We have managed to educate a lot of people, organizations and have also managed to demystify the myths that are around electric vehicles as a whole and we have also done a lot of investment in terms of charging infrastructure across the whole nation. Having taken upon us to train the next generation of innovators we partnered with other universities to ensure the next generation gets the practical side of these electric vehicles and one of our closest achievements is, we are about

to go into assembly of these vehicles here in Zimbabwe.

People often ask if we have charging infrastructure in Zimbabwe and the answer is always ,YES we do. We however need more infrastructure to support the demand of EVS. EVCA has been investing in these charging infrastructure for years now and will continue to do so. Another issue people ask frequently is the safety of EVs and I don't know how people get this notion that EVS can explode. EVs are actually safer just; like combustion vehicles.

Regardless of all these grievances one of the biggest challenges was affordability since we are in a market where probably 60% of the vehicles owned by the local citizens are ex-Japanese. BYD coming with brand new vehicles which is also a new technology can prove to be challenging.

New technology is always exciting and at times slightly pricier but I don't think that electric vehicles are expensive, especially when it comes to ownership because the return on investment is very high compared to a combustion vehicle. For every 300 km you drive with an EV you save approximately \$54.00. Now that we have adopted a new program that when you buy one of our vehicles, we install a solar charging port at your house, so soon enough it will be \$60 saved for every 300 km you travel. On top of that for every 5,000 km you're going to travel you're going to save in terms of servicing.

You're only going to service an EV after 30,000 - 40,000 km you will have skipped about 8 services that you would have done with a standard conventional combustion vehicle. With Electric vehicles, there is no need to replace spark plugs, air filters, oil filters, etc. and the return on investment is realized after 2 to 3 years. From what we have also seen, electric vehicles do not depreciate as fast as combustion

vehicles so your return will still be safe and guaranteed.

Our mandate is to preach the message of environmentally friendly vehicles. We know it has been preached in China and Europe and these countries are investing billions in terms of mitigating the challenges that are being posed to our environment due to carbon emissions. We've taken upon us to educate the nation and we believe people are appreciating of the efforts we are putting in regard to environmental friendly vehicles. When it comes to the environment I believe Africa can easily appreciate the effects now considering how the weather is changing globally. The market is coming to terms with reality and accepting that climate change is a reality and is affecting every country in the world.

Having to assemble vehicles in Zimbabwe as mentioned earlier will definitely cut down the cost by approximately 20% because firstly price of importing component will be reduced because they come in as semi knocked kits and secondly Zimbabwe has quite some lithium deposits. Having to assemble these locally we will have to source lithium batteries in Zimbabwe and hopefully, other mechanical parts also being manufactured locally in Zimbabwe.

Assembling these vehicles in Zimbabwe will cut cost of purchasing one and of course, we'll be creating employment. A lot of graduates will be employed. We are confident that quite a number of graduates will find employment with our



our assembly Plant and we believe the factory at full capacity will be employing 200+ people directly. And definitely, we will be exporting these vehicles.

One particular question I get most of the time is, “Is there a particular reason why Zimbabwe is the place where BYD decided to come and have to invest and set up a company”.

For starters, Zimbabwe is open for business and geographically it is positioned to be the trading hub for the whole of Southern Africa so Zimbabwe has a great advantage. Zimbabwe also has lithium resources which are a great advantage and necessity considering that we are moving towards electric vehicles and the nation’s agenda in terms of e-mobility so yes that’s why Zimbabwe.

Question; is it possible for BYD to venture into Electric trains?

Answer; that’s the direction, I think it’s the ultimate direction, in some developed countries it’s already being implemented so electric trains are also something that BYD does best.

BYD is the official sponsor of the Copa America Soccer Tournament and the Euro 2024.

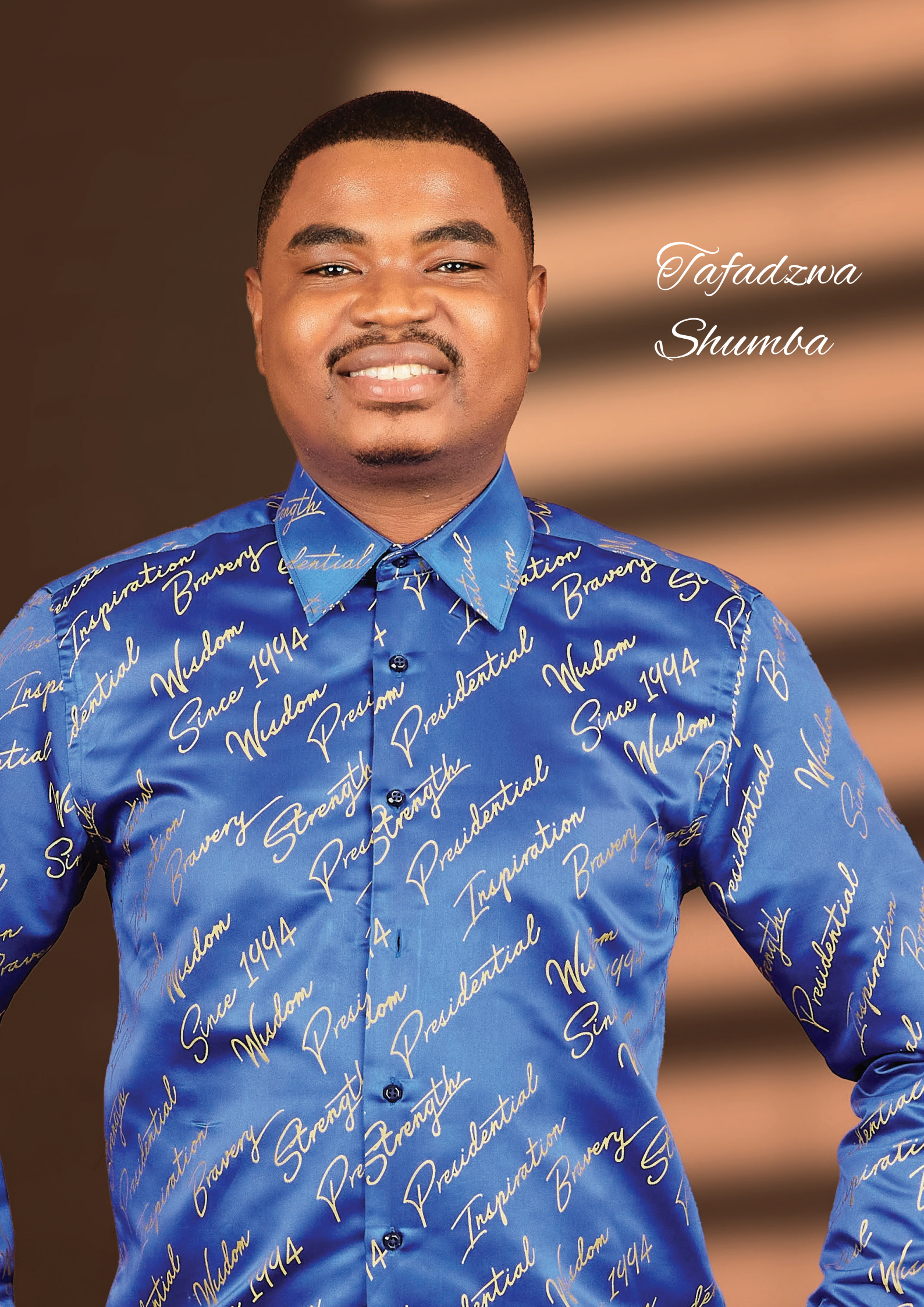


ATTO 3 COMING SOON

Tafadzwa Shumba

New technology is always exciting and at times slightly pricier but I don’t think that electric vehicles are quite expensive especially when it comes to ownership...





Tafadzwa
Shumba



LUCKSON MAKATU

Africa, a continent known for its rich natural resources, diverse cultures, and complex histories, is now making headlines for a different reason: a technological revolution that is rapidly transforming its business landscape. Over the past decade, technology has not only catalysed economic growth but has also reshaped industries, empowered entrepreneurs, and created new opportunities for millions. Technology is revolutionizing business in Africa, showcasing the continent's innovative spirit and potential.

At the heart of Africa's technological revolution is the mobile phone. With over 600 million mobile phone users, Africa has leapfrogged traditional forms of communication and banking, directly into the digital age. Mobile technology has democratized access to information, services, and markets, especially for those in remote and underserved areas.

One of the most significant impacts of mobile technology is mobile money. Pioneered by Kenya's M-Pesa, mobile money services have revolutionized financial inclusion. M-Pesa allows users to deposit, withdraw, transfer money, and pay for goods and services using their mobile phones. This innovation has granted access to formal banking

systems, enabling them to participate in the economy more fully.

E-commerce platforms have opened up new horizons for African businesses, allowing them to reach customers beyond their immediate geographic locations. Companies like Jumia, Africa's largest online retailer, and smaller niche platforms are making it possible for local entrepreneurs to sell their products to a global audience. The growth of e-commerce is supported by the increasing internet penetration and the rise of digital payment systems, creating a robust ecosystem for online business.

These platforms have not only provided a marketplace but also driven the development of supporting infrastructure such as logistics and delivery services, further integrating African economies into the global market. Agriculture remains a cornerstone of many African economies, and technology is playing a crucial role in modernizing this sector. Agri-tech solutions, such as precision farming tools, mobile apps providing market prices and weather forecasts, and digital platforms connecting farmers with buyers, are boosting productivity and profitability for farmers.

Innovations like drone technology for crop monitoring and blockchain for supply chain transparency are also gaining traction, ensuring that African agriculture can meet the demands of a growing population while maintaining sustainability.

The fintech sector in Africa is booming, driven by the need for innovative financial solutions. Various are revolutionizing how money is moved, managed, and invested across the continent. These companies are not only facilitating transactions but also providing access to credit, savings, and insurance products to individuals and small businesses that are often excluded from traditional financial services.



How Technology Brought About Business Revolution In Africa



Fintech is playing a pivotal role in fostering economic growth by enabling small and medium-sized enterprises (SMEs) to thrive, which are vital for job creation and economic development.

Technology is also bridging significant gaps in education and health, two critical areas for sustainable development. E-learning platforms are providing quality education to students in remote areas, while telemedicine services are bringing healthcare to underserved communities.

There are a lot of educational platforms that offer mobile-based learning solutions that cater to students in rural areas, ensuring they have access to educational resources. In healthcare, startups like Zipline are using drones to deliver medical supplies to hard-to-reach areas, saving lives and improving health outcomes.

While the technological transformation in Africa is promising, it is not without challenges. Issues such as inadequate infrastructure, regulatory hurdles, and digital literacy need to be addressed to ensure inclusive growth. However, the resilience and ingenuity of African entrepreneurs and the increasing investment in tech infrastructure are positive indicators of a bright future.

As technology continues to evolve, its integration into African business will only deepen, driving innovation and growth across the continent. The technological revolution in Africa is not just a fleeting trend but a profound shift that holds the promise of economic empowerment and sustainable development for generations to come. Africa's technological revolution is a testament to the continent's potential to innovate and adapt. From mobile money to e-commerce, agri-tech to fintech, technology is unlocking new opportunities and transforming business landscapes. As we look to the future, the continued synergy between technology and business in Africa will undoubtedly pave the way for a more prosperous and inclusive continent. The revolution is here, and Africa is poised to lead the way.



KEYS

TO

BUSINESS

SUCCESS

A New Era of Conne

Zimbabwe has just made a significant development that promises to reshape the digital landscape of Zimbabwe, the government has granted an operational license to Starlink, the satellite internet service provider owned by Elon Musk's SpaceX.

This landmark decision, announced by President Emmerson Mnangagwa, is a testament to the government's commitment to fostering an environment conducive to technological investment. As part of Vision 2030, the government has identified innovation, science, and technology as strategic pillars.

Starlink, in partnership with its exclusive local partner, IMC Communications (Pvt) Ltd, will provide advanced internet and related digital processing services in Zimbabwe. This partnership is expected to revolutionize Zimbabwe's digital telecommunications space.

Starlink, a Low Earth Orbit (LEO) Satellite operator, is expected to deploy high-speed, low-cost, LEO internet infrastructure throughout Zimbabwe. This move is particularly significant for rural areas, aligning with the administration's commitment to leave no one and no place behind.

The investment confidence expressed by Starlink in Zimbabwe's telecommunications infrastructure is commendable. It proves beyond doubt that Zimbabwe is open for business. This development encourages more foreign conglomerates to consider Zimbabwe as an investment destination of choice.

The government of Zimbabwe congratulates IMC Communications (Pvt) Ltd and Starlink on this commendable milestone. This strategic partnership is set to revolutionize the digital and communications technology landscape in Zimbabwe.

Activity in Zimbabwe

As we wait for the Response from Local telecommunications companies, there is a need for massive improvements. Improvements in customer service and infrastructure are expected to stay profitable. While Starlink's entry could bring about positive changes for consumers in terms of cost and quality of internet services, it could also disrupt the status quo for local telecommunications companies.

Investment

Investments of this magnitude prove pivotal for achieving Zimbabwe's objective of having a fully digitalized,

upper-middle-income economy by 2030. The licensing of Starlink is not just a step, but a giant leap towards this vision.

The entry of Starlink into Zimbabwe's digital telecommunications space marks a new chapter in the country's journey towards digital transformation. It is a testament to the government's commitment to fostering an environment conducive to technological investment. As we look forward to the changes this development will bring, one thing is clear. The future of Zimbabwe's digital landscape is bright and promising.





In order
for you to
achieve
anything you
want you
need to be
disciplined

Eng COSTAR TAKAWIRA

The Journey of an Entrepreneur

The late Gift Chigwere identified my talent and sent me to Alan Wilson for high school. I know that most people would not be interested in history straight out of primary school but I am a child of a peasant farmer and growing up in such environments is really hard for people to identify talent. I'm really grateful for the late Mr gift, he identified me and came to talk to my parents which is the reason why eventually went to a better school for high school which is Alan Wilson. It was a great school because by the time I finished my upper six, A-level Studies I already had a class one journey-man certificate in engineering which is something that you don't see most of these days and something that I look forward to remedying today's educational system where people are coming out of a school set up they should be market ready for industry.

So many people ask me how I was able to do this with this amount of studying considering I also have to run a business. This is discipline, in order for you to achieve anything you want you need to be disciplined sometimes I would have to travel back and forth to various places long distances doing block release so I could be able to accomplish what I wanted to.

I started at Lonrho then went to AA Mines (African Associated Mines) then went to South Africa at the Manhattan process plant the Escom and Back to Manhattan.

In 2013 I then started my business and it is a van when I had six full months after quitting my job without having any single client. There's also something that most people don't know. I used to run a buying and selling company which is called chameko and with buying and selling you sell a lot of things. Anything that's making a profit, as long as it's legal and won't get you in trouble, so long it's getting a profit so I can send my children to school. I also remember once when my daughter would be happy and tell me that we have ate chicken after we had chicken feet for Dinner, we laugh about it these days looking back.

Besides the mining industry, we have ventured into construction. Seeing a huge potential in the industry especially in Zimbabwe, we are now building a new city in Kwekwe including a parallel company that does exactly what Zisco Steel used to do. We are also looking forward to start exporting most of the products that we make in Zimbabwe all over Africa. Being the main distributor in Africa as a partner of FTM we looking at an untapped market with limits we can even start to imagine. Baldmin Holdings will be specializing in mining equipment assembling yellow feet and quite a number of other machines and exporting to the rest of Africa, that's our goal. All this equipment is supposed to be coming out of Zimbabwe to the rest of the world.

We believe that Zimbabwe is the next big thing and it's set up for greatness

following the national theme of 2030. If every citizen would work their part in making sure that we make our country great again, I believe that Zimbabwe may be one of the greatest nations in the world.

So in everything that we've been doing, we realize that grooming talent is one of the key elements in ensuring that the industry grows. So now hoping to work with universities to ensure that the people who will be working in our factories have part experience straight from university and that is all with the intent to make sure that the students come out market-ready. The plan is to groom talent. It's not just about graduates we need entrepreneurs in our nation people who are ready for the market.

This is my philosophy where there is a crisis there's an opportunity and for us, we are the ones who make Africa great. No one is going to do it for us. We are looking at Rwanda, it has been a great inspiration to a lot of African countries and we have a vision to make it in Zimbabwe more than what has been done elsewhere. As long as people put their hands together we can do anything we want and we can take our country as far as we can. The problem comes in when we have people who talk a lot and yet do nothing we need people who are action-oriented.

This is what I always tell people if you want to be an entrepreneur or you want to start a business you should

be prepared to be a slave. You will be sacrificing everything your time your peace because without that you cannot achieve anything. The moment you sacrifice, make sure you're disciplined. When you get funds from a client, that's not your money until you have delivered. The money is only yours after you have finished the project do not rush to buy family cars, clothing, and Rolex watches. An entrepreneur grows the business and when the business is growing you identify good talent to work with. You need to look for a succession plan. Being a founder doesn't mean that you are the smartest person you also need to find people who are way smarter than you.

Secondly, to the youngsters out there, you don't just go to school and with a mindset to becoming an employee. We're not all going to be entrepreneurs, but also be innovative, and be prepared to take risks, and the moment you do that you will achieve great things. In this world, we are born with talent, but because of fear sometimes we are very much afraid to follow. What affects us is our friends and the people around

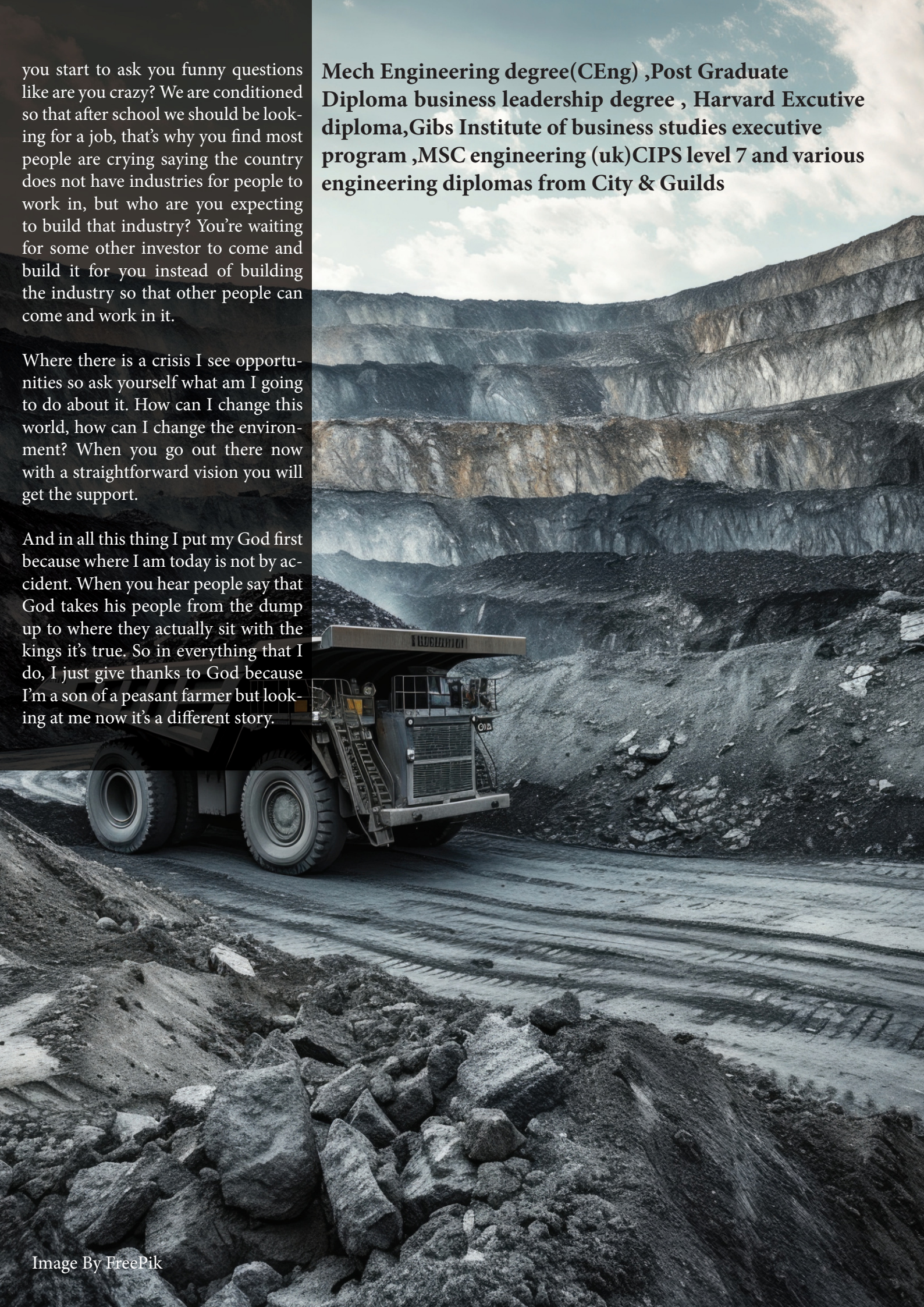


you start to ask you funny questions like are you crazy? We are conditioned so that after school we should be looking for a job, that's why you find most people are crying saying the country does not have industries for people to work in, but who are you expecting to build that industry? You're waiting for some other investor to come and build it for you instead of building the industry so that other people can come and work in it.

Where there is a crisis I see opportunities so ask yourself what am I going to do about it. How can I change this world, how can I change the environment? When you go out there now with a straightforward vision you will get the support.

And in all this thing I put my God first because where I am today is not by accident. When you hear people say that God takes his people from the dump up to where they actually sit with the kings it's true. So in everything that I do, I just give thanks to God because I'm a son of a peasant farmer but looking at me now it's a different story.

Mech Engineering degree(CEng) ,Post Graduate Diploma business leadership degree , Harvard Executive diploma,Gibs Institute of business studies executive program ,MSC engineering (uk)CIPS level 7 and various engineering diplomas from City & Guilds





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Zimbabwe is Rich in Minerals





*Kudzai
Chitsika*

Leading Your Team as an Entrepreneur

Being an entrepreneur requires more than just having a great business idea. It demands effective leadership skills to guide your team towards success. In this article, we will explore the essential traits and strategies that can help you become a great leader as an entrepreneur. Drawing from personal experiences and successful leaders, we will discuss the importance of clear vision, passion, communication, emotional intelligence, adaptability, empowerment, continuous learning, authenticity, and perseverance.

Additionally, we will highlight the significance of team building, employee development, and the inspiring leadership of Anesu Daka, a prominent entrepreneur in Zimbabwe. By incorporating these traits and strategies into your leadership approach, you can foster a motivated and high-performing team, leading your business to long-term growth and sustainability.

Clear Vision and Direction:

As an entrepreneur, having a clear vision is vital for guiding your team towards success. To achieve this, define your mission, values, and goals, and effectively communicate them to your employees. Develop a concise and compelling vision statement that inspires and aligns your team's efforts. Establish clear objectives, key performance indicators (KPIs), and deadlines to hold your team accountable. Regularly review progress and celebrate achievements to keep the team motivated.

I can attest to the power of recognition. When I ranked 7th nationally in the ICAZ qualifying exams, my employer at the time, published my achievement on all company platforms. Additionally, they surprised me with a cake and a ceremony in my honour. This recognition not only motivated me but also inspired my colleagues to strive for excellence.

By having a clear vision and celebrating achievements, entrepreneurs can create a driven and successful team.

Passion and Purpose

Passion and purpose are contagious. Demonstrate your enthusiasm and belief in your products or services to inspire and motivate your team. When your team sees your dedication and energy, they are more likely to adopt the same level of commitment. Share the story behind your business and how it positively impacts customers or society. Connect your team's work to a larger purpose, helping them find meaning and fulfilment in their roles.

Company purpose statements serve as guiding principles, inspiring and motivating teams to achieve a higher goal.

Here are some examples of purpose and how other companies live by their purpose:

National Foods: "Feeding the nation"
National Foods has been true to its purpose, ensuring a steady supply of mealie meal and rice to the nation, even in times of acute drought, such as in 2008 and this year.

- Econet Wireless: "Inspired to change your world"
Econet has revolutionized the lives of most Zimbabweans through innovative products like Eco-cash. Gone are the days when sending money took an entire day, and remote areas were inaccessible. Ecocash has made financial inclusion a reality, transforming the way people live and work.

These companies demonstrate how a clear purpose can drive meaningful impact and success. By living their purpose, they inspire their teams, customers, and the wider community to strive for a better future.

Emotional Intelligence

Emotional intelligence is the ability to understand and manage emotions, both in yourself and others. Cultivate self-awareness to recognize and regulate your own emotions, which sets an example for your team. Develop empathy to understand and address your team members' needs and concerns. This empathy fosters trust, collaboration, and a positive work environment. Pay attention to the emotional well-being of your employees and show genuine care and support. Cared for employees are more likely to produce better results.

Decisive and Adaptable

Entrepreneurship requires making informed and timely decisions. Gather all necessary information, analyse it, and make choices that align with your vision and goals. Be willing to adapt and pivot, when necessary, as the business landscape is ever-changing. Anticipate and embrace change and communicate the reasons behind your decisions to your team. Stay informed about market trends, industry developments, and external factors that may impact your business.

Empowerment and Delegation

Effective leaders empower their team members by delegating responsibilities and giving them ownership and authority over their work. By doing so, they build trust and confidence in their employees, enabling them to thrive and grow. Providing necessary training, resources, and support is crucial to their success. Delegation not only allows leaders to focus on strategic aspects of the business but also fosters growth and development within the team.

“

It's essential for me to feel trusted and valued ...



Personally, I flourish in work environments where I have autonomy and the power to contribute to decision-making. It's essential for me to feel trusted and valued, and I believe this is true for many employees. By empowering team members, leaders can unlock their full potential and create a high-performing team that drives success.

Continuous Learning:

Maintain a growth mindset and prioritize continuous learning. Seek mentorship from experienced entrepreneurs or industry experts who can provide guidance and support

Stay up to date with industry trends, technologies, and best practices. Encourage your team members to pursue professional development opportunities, such as training programs or conferences. Learning and growth not only enhance your team's skills but also foster innovation and adaptability within your business.

Authenticity and Integrity:

Lead with authenticity and integrity. Be honest, transparent, and ethical in your actions and decisions. Align your behaviours with your words to build trust and credibility with your team. Be approachable and create an

environment where employees feel comfortable sharing their thoughts and concerns. Avoid office gossip and demonstrate professionalism in all interactions.

Resilience and Perseverance:

Entrepreneurship is filled with challenges and setbacks. Maintain a strong work ethic and lead by example. Show your team that you are committed and determined, even in the face of adversity. . Provide support and encouragement to your employees during difficult times, helping them develop their own resilience.

Team Building and Development:

. Invest in team-building activities to strengthen relationships and improve communication. Provide opportunities for professional development, such as training programs or mentorship.

Anesu Daka: A Leader Who Inspires: Anesu Daka, Founder and Group CEO of Docere Holdings (CAA&TAS) and Empower Foundation, is a Chartered Accountant, entrepreneur, and teacher who has demonstrated exceptional leadership in the realm of entrepreneurship. His innovative approach, commitment to employee development, and empathetic leadership style have made a profound impact on his organization, the Zimbabwe education landscape, and the global labor force.

With over a decade of existence, the business has consistently demonstrated remarkable growth year after year. Notably, the number of students enrolling in the CAA program has steadily increased. This impressive feat is a testament to the business's impact on the accounting profession. To date, Anesu Daka has played a pivotal role in training over 2000 of the approximately 2800 Chartered Accountants in Zimbabwe, a significant contribution to the country's accounting talent pool.

Creativity and Innovation

Anesu Daka's leadership is marked by creativity and innovation. He introduced a new product to Zimbabwe, previously sourced from South Africa, showcasing his ability to think outside the box. By localizing the foundational course for Chartered Accountants (CTA), he has saved the economy significant foreign currency and improved the pass rate.

Accountability and Corporate Governance

Anesu Daka's commitment to accountability is evident in his independent board of directors, a rare feature

in entrepreneurship. He adheres to international standards of corporate governance, ensuring major decisions are made through the board. This approach avoids emotional decisions and brings fresh perspectives to the table.

Personal Connections and Employee Development

Anesu Daka fosters close relationships with employees and mentors, having dinner with new team members and regular outings with staff. He consults industry experts and empowers his team to make decisions. Passionate about employee growth, he celebrates their successes and develops them in-house.

Lifelong Learning

Anesu Daka is a staunch advocate for lifelong learning, demonstrating a remarkable commitment to personal and professional development. He reads 52 books annually, expanding his knowledge and broadening his perspectives. He also actively participates in local and international events relevant to his business, staying abreast of industry trends and best practices. Furthermore, he fosters a culture of continuous learning within his organization, encouraging all staff members to pursue various programs and certifications.

He supports their educational endeavors by covering their fees and providing time off for their studies, demonstrating a genuine investment in their growth and success.

Anesu Daka's leadership approach is a shining example for entrepreneurs and leaders alike. By investing in leadership skills, entrepreneurs can drive success and create a sustainable future. His commitment to empathy, employee development, and personal connections has made a lasting impact, and his legacy will continue to inspire future generations of leaders. Becoming a great leader as an entrepreneur requires a combination of traits and strategies.

By embodying clear vision, passion, strong communication, emotional intelligence, adaptability, empowerment, continuous learning, authenticity, perseverance, and team building, you can inspire and lead your team to success. Emulate the leadership qualities demonstrated by Anesu Daka, who has made a significant impact as an entrepreneur in Zimbabwe. Remember, leadership is a continuous journey of growth, and investing in your own development as a leader will ultimately drive the success of your business.





Innovative approach to African Brands.

African brands are increasingly making waves on the global stage, thanks to a blend of innovative approaches, cultural richness, and entrepreneurial spirit. As the continent's economy continues to grow and diversify, Brands are leveraging unique strategies to carve out niches in both local and international markets. These brands are not only redefining what it means to be African in the business world but are also challenging global market dynamics with their creativity, resilience, and authenticity.

More companies are capitalizing on the continent's rich cultural heritage. This cultural infusion not only distinguishes these brands from their global counterparts but also resonates deeply with consumers. Brands like Nigeria's Femi Handbags are blending traditional craftsmanship with contemporary designs to create products that tell a story. Each handbag is a piece of art, handcrafted by local artisans using indigenous techniques and materials. This approach not only preserves cultural heritage but also supports local economies and provides unique products that stand out in the global marketplace.

Sustainability is another area where Local brands are innovating. With a growing global emphasis on environmental responsibility, it is important to incorporate sustainable practices into business operations. This focus on sustainability not only appeals to environmentally conscious consumers but also positions African brands as leaders in the global shift towards greener business practices.

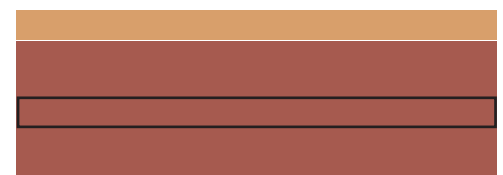
Collaboration is also a cornerstone of innovation for African brands. By forming strategic partnerships, businesses can pool resources, share knowledge, and expand their reach. A notable example is the partnership between Kenyan fashion brand, KikoRomeo, and the Ethical Fashion Initiative (EFI). This collaboration has enabled KikoRomeo to tap into international markets while maintaining ethical production standards. Such partnerships provide African brands with the support needed to compete on a global scale, while also promoting sustainable and inclusive growth.

With the proliferation of social media, brands can reach wider audiences and engage with consumers in more meaningful ways. Social media platforms like Instagram, Facebook, and Twitter are not just marketing tools but also spaces for brands to build communities and foster brand loyalty. This creates engagement, build trust and finally a loyal customer base that feels connected to the brand.

The rise of African brands is supported by a growing consumer base that values locally-made products. There is a burgeoning sense of pride among African consumers who prefer to support homegrown brands that reflect their identity and values. This shift in consumer behavior is encouraging more businesses to prioritize quality and authenticity, knowing that there is a ready market for products that resonate on a cultural level.

The innovative approaches adopted by African brands are reshaping the continent's business arena and making significant impacts on the global stage. By leveraging technology, celebrating cultural heritage, committing to sustainability, forming strategic partnerships, embracing modern marketing, and investing in human capital, African brands are not only thriving but also setting new standards in the business world.

As these brands continue to grow and evolve, they are not only contributing to the economic development of Africa but also enriching the global market with their unique perspectives and innovative solutions. The future for African brands is bright, promising a dynamic and vibrant presence in the global economy.





Africa's New Wave of Female Entrepreneurs: Building the African Empire

As I reflect on my decade-long journey as a multimedia broadcaster, I'm struck by the remarkable transformation in Africa's business landscape. The continent has emerged as a hotbed of entrepreneurship, innovation, and growth, with women at the forefront of this revolution. From Zimbabwe's entrepreneurial trailblazers to entrepreneurs across the continent, these women are breaking barriers, defying conventions, and building empires.

Take, for instance, Divine Ndhluksa, founder and managing director of Securico Security Service in Zimbabwe. She started the company in her Harare kitchen in 1998 with only 4 employees and has since become one of Zimbabwe's largest security companies. Securico was the first to advocate for women to be security guards in the country and has many achievements to its name.

In Nigeria, Folorunsho Alakija is a pioneering entrepreneur in the oil industry. Starting with a fashion label, she eventually won an oil prospecting license from the Nigerian government, converted to an oil mining lease. Her company, Famfa Oil, has made significant contributions to

to Nigeria's oil sector. Mosunmola Abudu, aka Mo Abudu, is CEO of the EbonyLife Group, a Nigerian powerhouse in the entertainment industry. She has built a media empire that includes EbonyLife Films, Studios, Creative Academy, and Place, a luxury entertainment resort. As a trailblazing female entrepreneur, Abudu is breaking barriers in the male-dominated industry.

Bethlehem Tilahun Alemu's soleRebels from Ethiopia has become the fastest-growing African footwear brand, creating world-class jobs and empowering her community. As a trailblazer, she has shifted the narrative on African development from poverty alleviation to prosperity creation driven by local entrepreneurs.

Despite the successes, African female entrepreneurs face numerous challenges. Limited access to capital, lack of infrastructure, and gender-based violence are just a few of the obstacles they encounter. However, they are also leveraging technology and social media to connect with customers, partners, and mentors across the continent.

The impact extends far beyond individual success stories. They are creating jobs, stimulating economic growth, and driving innovation across the continent. According to a report by the African Development Bank, women-owned businesses in Africa could generate up to \$28 trillion in revenue by 2025.

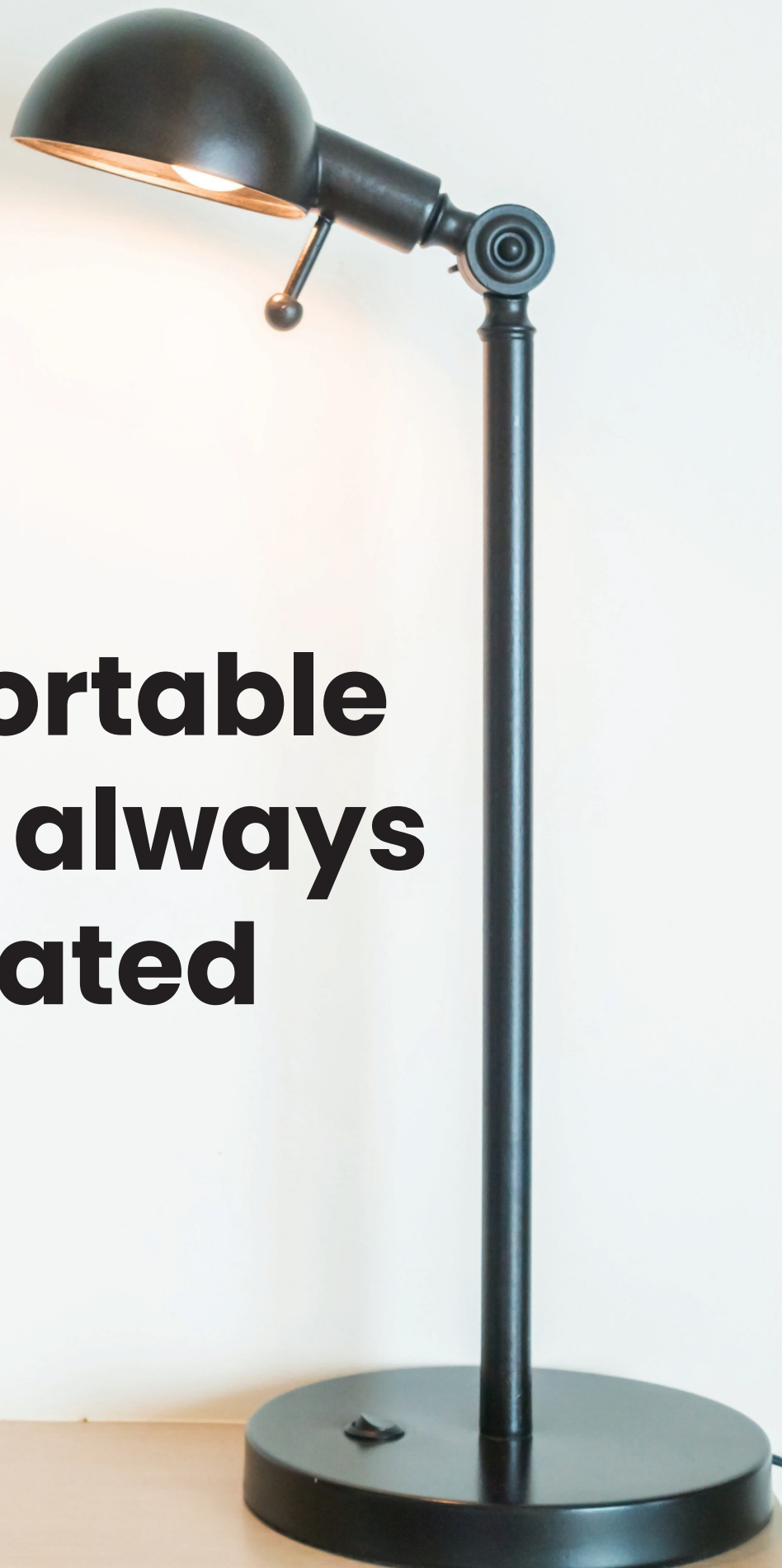
Female entrepreneurs are also playing a crucial role in addressing some of Africa's most pressing social challenges. Devine Ndlukula is a champion of women's economic empowerment and has founded and actively participates in several initiatives that support women and young people in realizing their entrepreneurial aspirations.

Africa's new wave of female entrepreneurs is a shining example of what can be achieved when individuals are empowered to take risks despite their gender, pursue their passions, and build businesses that make a difference. As we look to the future, we can only imagine the impact that these women turning the African tables will have on the continent and beyond.





**A Comfortable
place is always
appreciated**





Transformative leadership in Africa's Economic Revival.

Africa's economic landscape is undergoing a profound transformation, spurred by a new wave of transformative leadership that is redefining the continent's potential. This shift is characterized by leaders who are visionary, innovative, and committed to driving sustainable development.

At the heart of transformative leadership is a vision that goes beyond immediate gains and looks toward long-term development.

Another key aspect of transformative leadership is the ability to innovate and embrace new technologies. In Nigeria, Vice President Yemi Osinbajo has championed the development of the technology sector through initiatives like the National Economic Sustainability Plan, which includes substantial investment in digital infrastructure.

This has led to a burgeoning tech industry, exemplified by the rise of tech hubs in cities like Lagos. These hubs are nurturing startups and creating jobs, contributing to economic diversification and resilience. By prioritizing technological advancement, leaders are ensuring that Africa can compete on a global scale and participate in the digital economy.

Inclusive leadership is also vital for Africa's economic revival.

Leaders who prioritize inclusivity ensure that economic growth benefits all segments of society, particularly marginalized groups.

Accountability and transparency are essential components of transformative leadership.

Education and capacity building are also central to the transformative leadership model. Leaders who invest in education and skills development are preparing their populations for the future.

Transformative leadership also involves a commitment to sustainability and environmental stewardship. Leaders who prioritize sustainable development ensure that economic growth does not come at the expense of the environment.

Moreover, transformative leaders are adept at fostering regional cooperation and integration. The African Continental Free Trade Area (AfCFTA) is a testament to the power of collective leadership. Leaders across the continent have come together to create the largest free trade area in the world, which has the potential to significantly boost intra-African trade and economic growth. By promoting regional integration, transformative leaders are breaking down barriers to trade and investment, creating a more unified and prosperous continent.

The private sector also plays a crucial role in Africa's economic revival, and

transformative leaders understand the importance of creating an enabling environment for businesses to thrive.

Transformative leadership is the driving force behind Africa's economic revival. By fostering a vision of long-term development, embracing innovation, promoting inclusivity, ensuring accountability, investing in education, prioritizing sustainability, and fostering regional cooperation, transformative leaders are reshaping the continent's economic landscape.

As these leaders implement bold and innovative policies, they are not only revitalizing their economies but also setting the stage for a prosperous and sustainable future for Africa. The impact of transformative leadership is evident across the continent, heralding a new era of economic growth and development.





Art mesh
Designs That Transcend Reality

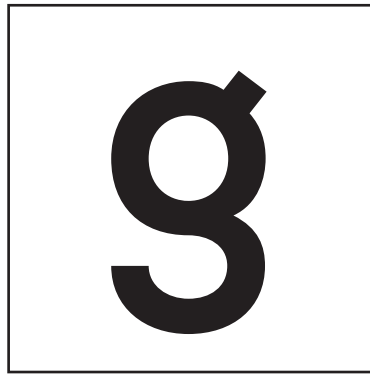
AMAZING DESIGNS



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