

Business Opportunities for Zimbabweans

2018 Edition



**ZIM BUSINESS
IDEAS AND NETWORK**



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This is an introduction version with the full book to be launched on the 2nd of March 2018

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Foreword

Indeed the country is open for business and there is no going back! Are you also open for business? Is your mind open for business? What are you differently to show that you are also open for business? Are you still reading the same material? Is your approach to business still the same?

Through this book, we have tried our level best to ensure that you see how fortunate we are to have a lot of opportunities around us. From the sister selling vintage dresses in Cape Town, Zimbo youngster benefiting from Bitcoins, Diasporans in UK sending mining equipment for sale in Harare to a sister in DRC who says learn French and explore opportunities here. We have captured the stories, the experiences, the journeys and the researches into a book for your reading pleasure.

We have crossed the borders going to Malawi through Nyamapanda Border or flying and landing at Chileka Airport. We searched on the map where Lesotho is and how to get there and managed to do that! We have covered all the provinces in South Africa inspiring thousands of entrepreneurs. We have not forgotten the joy of helping sisters in Nelspruit, the royal welcome in Durban, the long trip to East London. From Gaborone to Walvis Bay, Lusaka to Musina, Mutare to Mzuzu, Maseru to Maputo, Ontario to Kinshasa-the book is a practical guide of investment opportunities that exist in Southern Africa and beyond. It captures the visible and the invisible opportunities that abound in the region.

We have not titled it Business Opportunities in Zimbabwe for good reason; opportunities exist beyond the borders and online. We would like you to appreciate global thinking. The book is not only about What opportunities exist but how you can tap into them-we have answered the how, they where and to some extend the why.

It captures our story, our existence, our feelings and experiences over the past 3 years. It is a celebration of the inspirational role we have played in Southern Africa and beyond. We have produced hundreds of free articles and helped to inspire millions across the region. We also walked the talk and lived the future in our tapestry programme!

We have close to our hearts thousands of youths trying to take the bold move of entering the world of the unknown –entrepreneurship. We are passionate about women empowerment and created dedicated the largest chapter to hardworking and resilient sisters in business. We captured their voices too –their challenges, tips and advice.

We feel honoured to have been championing the participation of the diaspora community and have been very active in delivering diaspora specific advice free of charge! We are thankful for the support from the community especially those in USA,UK, Australia, Dubai, Namibia, South Africa, Botswana, Angola, Iraq, Sudan, Mozambique and Angola.

Despite being written for Zimbabweans, the book helps our members in regional countries to capture good stories and experiences from hardworking, innovative and resilient Zimbabweans. We have not forgotten Sis Nelly in Durban, Mpolokeng in Lesotho, Tshepiso in Botswana, Ncesh in East London and thousands others who believed in the entrepreneurship dream.

We go back to the first question, are you prepared for investment? Is your mind ready? Your mind has to be ready before you worry about where to get capital. Is capital an excuse for not getting ready? Read our story of how we defied the odds with a capital of \$2.000. How many jobs did we create? They run into thousands, how many countries did we visit? We visited the region, How did we do it? You can only find by following our story.

Indeed opportunities exist-they do so in abundance and will only favour those that choose to take the bold, those that can think in other terms and take calculated risks. We hope you will find one or two things that inspire you. Our story is not complete, do read the book that comes out tomorrow and buy a copy for your children, relatives back home or for yourself. The book has been discounted and cost \$25 with funds received helping to fund operations of the organisation.

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Chapter One: Investment Preparation

1.1 Our Success Story: Regional Carpet Making Initiative



Question: Do business opportunities exist under the current economic challenges?

Answer: In order to answer the above question, in July 2017 our organisation Zimbabwe Business Ideas and Network launched a successful arts and crafts programme that took the whole of Southern Africa by storm. We showed that with hard work and innovation a lot of opportunities can be unlocked. Opportunities do not only exist in the country but beyond the borders as well! The excuse of no capital is no longer good enough as we helped to inspire thousands of entrepreneurs from Botswana, Lesotho, Malawi, Namibia, Swaziland, South Africa and Zimbabwe. We designed an empowerment programme on arts and crafts called Tapestry and it involved the weaving of shaggy rugs or carpets using own hands.

The disruptive technology did set new regional digital marketing records with millions viewing it and thousands responding ...read on

Chapter Seven: Opportunities for sisters in business



According to a 2013 World Bank Report, women entrepreneurs are an engine for growth essential for a competitive and efficient market, key ingredients for poverty reduction and a quintessential tool for growth, especially in developing countries.

The business landscape is still skewed in favour of men but great strides have been made by women in occupying key positions in the business sector. Women entrepreneurs are affected by social factors that include conflicting gender roles coupled with the presence or absence of children and a husband, weak networking ability, cultural stereotypes that result in lack of social acceptability, limited access to information and an absence of role models.

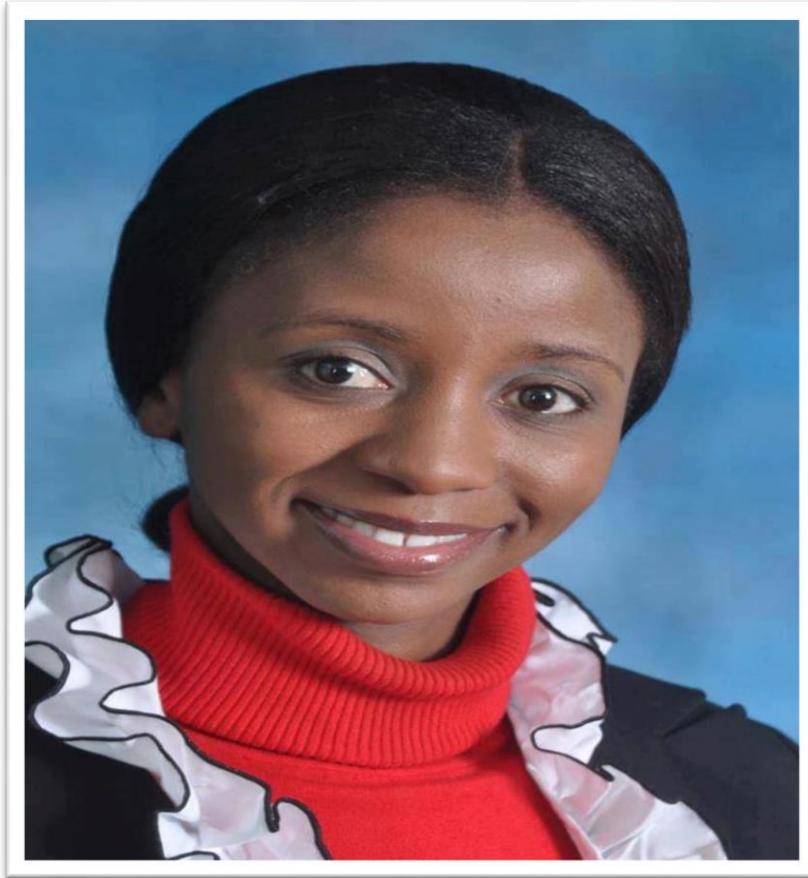


The good news is that the tide is shifting with more women entering the entrepreneurship field. “While the numbers are growing, there are still too few female investors and start-up entrepreneurs, which can make it more challenging to raise capital and find mentors. Although more women are embracing entrepreneurship, they often face challenges not typically shared by their male counterparts. Some of the challenges include defying social expectations, limited access to funding, balancing business and family life.

In this section we feature some inspirational stories of sisters in business such as Pauline Mawoneke, Memory Mandishona, Rita Madanhi and others. We also cover diaspora voices such as Irene Samambwa, Tendai and Nothando. We have already covered one of our inspirational stories on carpet making and we end the chapter with sources of funding for women entrepreneurs in Zimbabwe.

“The glass ceiling that once limited a woman’s career path has paved a new road towards business ownership, where women can utilize their sharp business acumen while building strong family ties.” – Erica Nicole

7.1 Young Entrepreneur Profile: Pauline Mawoneke



How is it to be a young woman in business?

The road is bumpy and difficult but no one will stop or take away your dream and passion. Detergents manufacturing industry is male dominated. It is difficult for a female entrepreneur to succeed in a male-dominated industry and earning respect has been a struggle. But remaining true to yourself and finding your own voice are the keys to rising above preconceived expectations. One of the best things I've done to help myself in this area is joining a women entrepreneur training, **Proweb Virgin Unite**. Proweb has provided me with a mentor and peers to inspire me, hit me with reality checks on my capabilities and successes and help me grow and learn from their outside perspectives and experiences.

Work-life balance is a goal of many entrepreneurs regardless of their gender, but mothers who start businesses have to simultaneously run their families and their companies. And in this area, traditional gender expectations often still prevail. Being a mother while running a business is very challenging. "Mompreneurs" have dual responsibilities to their businesses and to their families, and finding ways to devote time to both is key to truly achieving that elusive work-life balance.

I have stopped worrying if people will treat me differently in business because of my gender and have stopped comparing myself to others, including men. The bottom line is, if you're successful, no one cares whether you are a man or a woman. Treat yourself as a business owner so others treat you the same way. Stop waiting for permission or recognition from others in order to feel entitled to your success. Read more.....

7.2 Cross Border Advice: Buying Goods in China for Resale



An increasing number of Zimbabweans are involved in the business of buying goods from China for resale. This is sustaining a lot of small businesses that are found in Harare especially electrical shops, furniture, stationery, ICT products and boutiques. The purpose of this article is to help you know the basics of buying from China.

Importance of Planning

The starting point in planning to visit China to buy goods for resale is to have a business plan. The plan may not be detailed but helps youread on. Smarter entrepreneurs will learn what to take from Zim and export to China...learn how to order goods online...

9.9 Harare Scammers

Tender Scams

A second example is that of a company owned by well known socialite who placed adverts for tenders in local newspapers. She invited members of the public to tender for vehicles supply with tender documents being collected from her company premises.

There was one catch though for individuals or companies interested in applying for the tender. Each prospective applicant needed to be knowledgeable of vehicle specifications and the document with vehicle specifications was costing \$400 each.

The tender was inviting with over 30 special tipper trucks required, so many responded and purchased the vehicle specifications document before applying for the tender. How did it end? Many who responded to the tender later on realised that no vehicles were purchased. No company or individual company won the tender and the whole scheme was a scam!

Residential Stands Scams

Real estate is one area Zimbabweans are interested in and this is shown by the massive expansion in the sector over the past years. The sector also attracts big time fraudsters because of the huge funds involved. The strategy used by fraudsters is that of selling nonexistent residential stands.

Sometimes everything may seem to be in order with title deeds verification done, residential property visit done but before you start any construction of your site then the real owner of the property emerges and shows you legitimate paperwork. How is this possible and how do you guard yourself from real estate fraudsters? Read on....