

“The SME Newsletter Volume # 7”



Zim Business Ideas and Network
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It's not Customer Service, Its Customer Experience!



Are you still using the term customer service at your organization? If so, here is bad news for you—you are backward! Your rivals have since moved to customer experience.

Businesses must orchestrate memorable events for their customers, and that memory itself becomes the product — the "experience".

Due to use of technology, increasing competition, and the increasing expectations of consumers, services today are starting to look like commodities.

Old School Customer Service

A cab driver (1) is asked to pick up passengers from the airport. He goes pick them up and drops them at the hotel. Carries their luggage-picks them in time and they have a comfortable journey.

New School Customer Experience

Another cab driver (2) picks the same passengers next time; he asks them what sort of music they like...he plays the music. He gives them updates of the political and economic situation, gives insights on the entertainment scene, who is hot, who is not....Depending on responses, engages the passengers in meaningful discussions. Gives

them advice on how to travel in the city-latest fraud trends. By the time he reaches the hotel...passengers reluctantly leave his cab.

Who gets more repeat business and referrals?

Obviously cab driver 2 because he has managed to connect with his clients. He has managed to stage memorable experiences!

Customer Experience Process Redesign

Review your key organizational processes and assess whether they enable you to stage memorable customer experiences with your clients. What can be redesigned and how?

Review how your personnel are interacting with your clients, are they aware of the difference between customer service and customer experience? Are they able to effectively use key processes in interacting with your clients?

Implement your strategy and measure progress.

Forum Quiz



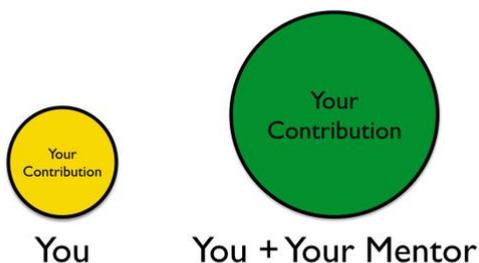
Take a pen and paper and write down 5 ways to identify business opportunities. Your answer is at the end of the newsletter.

Zimbabwe Delight



A Zimbabwean entrepreneur has launched an online and mobile platform that enables the public to trade and invest on the Zimbabwe Stock Exchange (ZSE) from anywhere in the world. The C-Trade platform will help to open up financial markets for broader participation on the stock market. You too may need such a platform in your own country. Congrats to Zim for the innovation.

Mentorship and Risk Management



When you are starting in business, the odds are heavily stacked against you. Your lack of knowledge and experience in the industry can work against you. Now we are talking of money here and in some cases some would have invested their whole life savings into a business!

Failure can be disastrous and in order to reduce risks of failure, we recommend that you get a mentor. Someone who has been there and done it.

Someone who has fallen and given up.

Someone who has fallen and risen up.

In addition to a lot of researches on your own and also using experts for the researches, do get a mentor for guidance and assistance.

The good news for South African Entrepreneurs

Visit this website for mentorship resources:

<http://www.mentorshipchallenge.co.za/>

How to get mentors

- Attend business networking events
- Join Social Media Platforms run by leading entrepreneurs.
- Identify your mentor and ask for help.

Be wary of unethical behavior though from mentees. Some may end up asking for sexual favours in cases where the mentor and mentee are of the opposite sex. So ensure you have a written code of conduct which is mutually agreed. Our forum has a couple of them do get in touch if you require mentorship services.

African Medicine and Packaging



The Mubvee Tree

The Mubvee Tree (Sorry we do not know its scientific name) is found in the East and Eastern Side of Zimbabwe. The tree produces fruits called Mubvee and the fruits have a number of medicinal benefits such as treating cancer and sexual complications.

Found in abundance in Marange and Masvingo, locals use the tree on a smaller scale.

Our forum recommendation

We held a successful online discussion on the tree and concluded that Zimbabwe and Africa as a whole is not doing enough to appreciate, brand and market traditional medicine.

This is medicine that has worked for thousands of years and no one is going to come and give us a go ahead to fully utilise our own resources,

The homework is for entrepreneurs to work with local scientists and test the medicines –brand them and market them to the nation. The people living in the areas where the trees are found will then have incentives to keep them and help preserve the environment. The environment benefits, the community benefits through increased income,

Solar Energy Missing Link



The demand for solar energy will continue to rise because most of the population is still to be connected to electricity. The gap in electricity availability is an opportunity for some.

We can take you back to 2009 when hard currency became available in the country for the first time. Did you notice the solar lamp rush? The solar lamps which were being sold by Econet went viral with everyone getting a lamp or two. Solar invertors followed the solar

lamps with a number of well to do households installing them.

What is the missing link?

The missing link is we have few reputable solar companies that install solar products. Companies that help clients to design their solar needs. All we have in town are a few shops selling solar components but no engineer available to visit your place and design an effective solar energy system. A one stop solar shop where you get various solar products and solutions and can view various demonstrations. Food for thought to our members.

Beitbridge Border Post and Risk Management



The good news from Beitbridge is that one of the busiest border post in the region will undergo a facelift in the next few months. This is welcome news as there is no need for long queues that characterize the border especially on the Zimbabwean side.

Progress witnessed by our members to date

Immigration officers are working hard to clear long queues.

The border is now clean especially the public toilets.

Room for Improvement

We should introduce a scanner on our entry side so that they can help scan every item brought into the country especially by buses and private cars. Our scanner is on the exit side but across Limpopo the scanner is stationed on the entry side. If we can have 2 scanners the better but for now having a scanner on the exit and not on the entry

side is not effective. An entry scanner like the one at the Robert Gabriel International Airport helps to reduce smuggling and traffic congestions.

Business Plan Question Marks



Before starting your business, you should have a vision. Your vision should help you to develop a business plan and then launch your business. Now our question is when coming up with those cashflow projections and estimates. What basis will you be using? Mind you, you do not have experience in an industry you would like to enter-so how can you estimate revenue with near accuracy?

You are supposed to research but how do you effectively research a field you have little knowledge of? How accurate will be your predictions?

Now because there are a lot of questions on the traditional business plan, some are questioning its relevance. The business plan model needs to be scrutinized and establish how relevant it is to the fast changing business landscape.

The good news is that there is a new concept that has been piloted and found to be better than the business model. We will feature this in our next newsletter edition.

South Africa Imports and Exports Opportunities



Our book on business opportunities for South Africans should be ranked amongst the best books for

entrepreneurs in Mzantsi ever. We have showcased a great number of opportunities, added detailed analysis, featured a lot of entrepreneurial voices and believe the 6 months work will reshape the entrepreneurship landscape not only in South Africa but the whole Mother Africa continent. It is a practical book which asks a lot of critical questions and covering feedback from the community.

One of the more than 50 opportunities covered includes an analysis of South Africa Imports and Exports.

South Africa's import bill in 2017 was US\$83.2 billion worth of goods from around the globe in 2017, down by - 19.5% over the 5-year period starting in 2013 but up by 11.3% from 2016 to 2017.

The question for a South African entrepreneur is how can I also benefit from the import and export of goods and services? Who are the people benefiting from the import and export of goods and services? Is there room for more entrants? This is part of the analysis of business opportunities that cover the high end and low end investment opportunities.

Mineral fuels	12.3 billion
Machinery including computers	11 billion
Electric machinery, equipment	8.5 billion
Vehicles	7.1 billion
Plastics	2.5 billion
Pharmaceuticals	2.2 billion
Optical, technical and medical	2.1 billion
Organic chemicals	1.3 billion
Inorganic chemicals	1.2 billion

South African Voices



When writing a book and you include your own views and analysis, chances are very high that you can be biased or you can miss out critical information.

In order to address that we have included in our books sections that allow many people to air different view points on several issues.

The voices covered come from various online discussions as well as class room trainings and outreaches we conducted across the region in the last 12 months.

Forum Statistics



Our key statistics are as follows:

Total FB Membership: ZBIN Facebook: 37.200

: SABN Facebook: 7.000

Whatsapp Groups : Various Groups: 8.000

Our popular Whatsapp Groups include Chicken Layers, Poultry, Baking, Mining, Tapestry, Agriculture, Online Forex Trading, Mozambique Business Opportunities, Regional Entrepreneurship, Bitcoin and others.

Popular Regional Groups

Zimbabwe/ India

ZBIN Zambia

ZBIN Malawi

Remembering our Mozambique Tours



What comes to the mind of many when the name Mozambique is mentioned? Extreme poverty, no industry, under development right?

Yes the majority of Mozambicans are poor but Mozambique is not poor! Our Mozambique group conducted 3 business tours to Tete in Mozambique and

surprisingly found a vibrant business community.

A city has a lot of South African influence with a number of shopping malls having South African retail shops such as PEP and Shoprite.

For more information on Mozambique, visit our website www.zbinworld.com and search Tete.

Our next trip to be conducted in October 2018 is likely to be to Beira. More information to be shared in future newsletter editions.

What are the top investment opportunities in Mozambique?

Construction | Mining | Insurance | ICT | Education.



Zimbo Arts and Crafts Delight



Zimbabwe should do more in the marketing of its arts and crafts. Our arts and crafts are highly regarded in the region and it is interesting to note that some of the products are being sold as curios in popular resorts such as Durban and Cape Town. They are fetching values of more than 5 times than original selling prices in Zimbabwe. We need strong institutions that has information of products available and connecting manufacturers in Zimbabwe and buyers across the world.

How is a stone sculptor in Gurube going to connect with South African tourists? The next government should prioritise access to markets for our products and we can do it using digital platforms.

Facebook Founder and CEO, Mark Zuckerberg



In this success story, we are going to share Mark Zuckerberg biography, the youngest billionaire on the planet who created the Facebook social network that now has 1 billion monthly active users.

Thanks to Facebook people around the world can easily keep in touch with all their friends. Not long ago, society just did not have such opportunity, but now everything has changed. However, Facebook is not limited only to communication and acquaintances. There are numerous interest groups and fan pages that help to rally the people together. This is not counting the fact Facebook is also a huge database of profiles, exceeding the most popular dating sites and chances to find your second half are impressive.

Key moments for Mark Zuckerberg

Mark Elliot Zuckerberg was born on May 14, 1984.

Second of four children and the only son in the educated family.

Elementary School: Mark got interested in programming in elementary school.

ZuckNet: When Mark was about 12, he created a messenger, which he called “ZuckNet.” It made all the computers connected to each other and allowed to transfer messages between the house and his fathers’ dental office. His father installed the messenger on his computer in his dentist office, and the receptionist could inform him when a new patient arrived.

Parental Support: Mark also enjoyed developing games and communication tools doing it just for fun. His father, Edward Zuckerberg hired a computer tutor for private lessons.

High School: At high school, Mark wrote an artificially intelligent media player Synapse for MP3-playlists that carefully studied the preferences of a user and was able to generate playlists ‘guessing,’ which tracks a user wanted to listen to.

Microsoft Interest: Microsoft and AOL got an unusual interest in Synapse media player and wanted to acquire it. However, the young talent rejected the offer of the IT-giants and then politely rejected their invitation to cooperate.

College: In 2002, Zuckerberg entered Harvard University. By his second year in the Ivy League, he had gained a reputation as a software developer on campus. It was then when he wrote a program CourseMatch, which helped students choose their subjects on the basis of lists of courses from other users.

FaceMash: In 2003, once summer evening when Mark Zuckerberg suffered from insomnia in the Harvard dormitory room, he got an idea to create a site called FaceMash. Mark decided to hack the database of

Harvard, where the students uploaded their profile pictures. He quickly wrote a program that randomly selected two pictures of two random female students and put them next to each other, asking “Who is hotter?”, giving the option for voting. The site was visited by most of the students at Harvard. When the number of visitors exceeded the limit, the server crashed due to overload. Mark appeared before the committee on computer hacking- he received a disciplinary action, and had noticed that such kind of things cause stormy interest in society.

The Rising of Facebook: About ten months before the Zuckerberg’s FaceMash epic, one of the students of Harvard – Divya Narendra – had already spoken with the idea of creating a social network exclusively for Harvard students, many of whom were suffering from emotional stiffness. And not have ‘aliens’ engaged into the network, Narendra suggested using Harvard email address as the main username.

Harvard Connection (later renamed to ConnectU), and its members would post on the Internet their photos, personal information, and useful links.

We can learn the following

- The future is tech, his father made sure his son learnt about programming at an early age.
- He produced a product targeting the needs of his college community and later on scaled it up commercially.
- He partnered with others.
- Most innovations come from young minds.
- Colleges enable young innovators to link up and come up with new projects.
- Developed projects to connect with peers at university, extended the project to other colleges.
- The university failed to pick early the direction the world was headed, not surprising given red tape at most institutions of higher learning.
- The importance of family environment-a supportive father who even hired extra tutors to teach him computer programming. Are South African kids learning about computer programming at an early age?

[Taken from the Business Opportunities for South Africans Book]

Women in Business: The Year of the Fancy Hats

After our successful regional tapestry making project which helped empower women in various countries, what is next for the Monavale based organization?

Our next project is on fancy hat making and we have already done a market survey which went viral in Lesotho, Botswana, Malawi, Swaziland, Zambia and Zimbabwe. A law maker in Zambia got in touch with us for a partnership on various women projects in the country.

So expect our forum to be on the road again in August as we help women across the region learn about rugs, hats, handbags. As per policy, all of our programmes include digital marketing as part of business training. Our graduates should be able to have hands on skills in using digital marketing tools to access markets beyond their local environments. They should be able to connect with local and regional retail shops for the sale and distribution of their products for sustainability.



We will circulate the key dates for the trainings to be conducted in Gaborone, Mbabane, Blantyre, Lusaka, Windhoek, Maseru, Harare and Lilongwe.

Opportunities Quiz



Did you get more than 5 points on how to identify opportunities? If not, worry not-how to identify opportunities is not taught at college. You have to find out on your own. Not enough material is available on the net and in libraries too.

Our answer

1. Analysis of the national budget-what are the top priorities for the government, where are they going to be spending money? Government Priorities=Business Opportunities.
2. Change in Technology: Is there a change in technology? Africa is always lagging behind on the technology front and always playing the catch up game-does Bitcoin sound familiar? The technological gap between the Developed world and Africa presents a great opportunity gap. Mark Zuckerberg's father realized that the future was tech based and enrolled his son at an early age-is your son or daughter tech savvy?
3. Convenience Opportunities: We featured an innovation from Zimbabwe of making share trading available to the public. So whats the trick here? They brought convenience to trading shares. Think of convenience in your field, convenience in education, health, shopping etc
4. Demographic changes: About 67% of Zimbabwe's population is young. More than 3 million live in the diaspora. Can you notice opportunities in addressing the needs of these groups? Does it make sense why the number of universities is forever increasing? Who is benefiting from the \$1Billion diaspora remittances?
5. Change in Government Policy: Remember the removal of the Indigenization Policy?Who celebrated most? It's the international investors who now have an opportunity to come and set up shop.

The list is obviously long; you can go and add more. But don't you think you should have covered this during your primary school education? If you had done this, then by the time you reached high school you would have been an expert? Our education system needs a total redesign so that we produce students with relevant skills-Minister Dokora was not that bad the only problem is how he introduced the changes, he needed to consult parents widely and then introduce changes in a gradual or piecemeal basis.

Interesting view on Industrial Revolution Opportunities



The development of the industrial revolution is characterised by:

First Industrial Revolution

Introduction of mechanical production processes with the help of water and steam. First stage introduced in 1784.

Second Industrial Revolution

Characterised by division of labour and mass production aided by electricity. Second stage introduced in 1900.

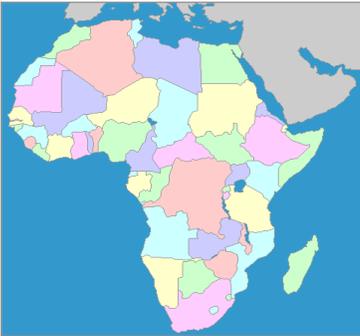
Third Industrial Revolution

Characterised by introduction of electronic and IT systems (automation). Third stage introduced in 1969.

Fourth Industrial Revolution

Involve the use of cyber physical systems (Robots). This is the status today and for the future.

Where is Africa?



- Most of our farmers are still using draught power for farming (1784)
- Most of our accounting students at college do not use accounting software (1969)
- Most of our rural areas do not have electricity (1900)

The Good News

The good news is that we have an opportunity to leapfrog some of the industrialization stages and be at par with the developed world. Access to energy, communication and technology. In Rwanda some drones are delivering medical supplies to remote areas. In Zimbabwe, villagers in remote areas are able to transact through use of mobile phones.

We need more technology access, more energy access especially to remote areas and help the continent to be up to speed with the rest of the world.

Inspirational Story

Dear Members,

We have not been a member of this group for long, from the short period that we became members we have observed that most members believe they should have capital before being successful. Well let us tell you of our own experience.

In 2007, my cousin and I decided to open a general trading company so that we could deal with any opportunity that comes up. At the time the company had a bank balance of zero.

We looked for opportunities and came across this opportunity where some governmental organization in Zambia wanted to be supplied with irrigation material.

So we requested that they provide us with a list of the equipment they needed. We went to a number of hardwares and irrigation systems supply companies and got quotes. On the prices we got we put a mark up to allow for profit. We then went back to the organization presented the quote and guess what they accepted the quote. We then informed them that we work on 50% deposit which they agreed to and we also agreed that the balance will be paid within 30 days of delivery.

We then went to the relevant hardwares and irrigation material suppliers and negotiated a 60 day account. This meant we could take the material for free and pay within 60 days.

The client paid the 50% deposit; we used part of this to make deposits to our suppliers, paid the transporting company, paid boarder taxes.

So far you can see that we haven't spent a cent from our own pockets besides petrol costs for moving around.

From the 50% the client paid we had left over money. As per the agreement the balance was paid within 7 days of delivery, we paid our suppliers what we owed them and has the bulk of the money left which we used as our capital to finance other projects.

All I am trying to get across is that you don't always need to have cash to succeed you need to be innovative in your think and just think outside the box.

Business Start up Party



How about hosting a small party to introduce your business to your family, friends, neighbours and colleagues? This is a great way to publicise your business and get a core group of clients. The idea came from one of our members and we think its worth implementing.

Start-up Mistakes

What money mistakes did you make early in your entrepreneurship venture that you can share with us?

Regards
Admin



Thapzaman: Eish alcohol was the problem.

Kerry: Trusting the wrong people.

SJ Wase: At first I didn't have a heart to say 'no I don't have money' whenever a family member came to borrow money. I was really scared of emotional blackmail and as a result-ended up broke!

Julia: definitely trusting the wrong people with your capital and products.

Margaret: There are so many:

1. Planning on money I did not have.
2. Not making records of sales and expenses.
3. Under pricing.
4. No having a separate business bank account.
5. Mixing my personal money with business money.

Allyshia: Pricing and budget.

Noxolo: When I started the business, I was not registered and the money I was getting ended up in my personal account and I used it.

Nqobizitha: Accounts, Accounts. Get someone to do your accounts. A book keeper if you can.

Koena: Partnering in a business I knew nothing about. The guys I partnered with needed me to buy them a car and tools which I bought as part of my share capital. They took jobs and shared profits behind my back, I only

found out when they started robbing each other and one of them deciding to come clean.

Ayanda: Wanting to start big instead of starting with a small market.

Petros: Making a lot of cash withdrawals from business account. Even if you pay a lot of temp workers, transfer their pay via eWallet, CashSend or direct deposit into their bank accounts.

Fanelesbonge: I lost clients due to charging them an arm and a leg.

Tlou: Not following the learn start-up method.



Our banner became the most travelled Zimbabwe banner travelling to more than 6 regional countries.

We wish you a blessed a blessed July.

Remember a candle loses nothing by lighting another candle.
