

# “The SME Newsletter”



Zim Business Ideas and Network  
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## New Industry=New Opportunities

Be on the lookout for new industry opportunities!

When a new industry is created, there are plenty of new opportunities created across the value chain.

### Look at the Covid-19 Industry;

- Vaccines
- Traditional medicines
- Test kits
- Face masks
- Thermometers
- Sanitisers
- Sanitising booths
- Buses and airplanes redesign
- Airports redesign

The list is long with inputs, processing and outputs opportunities.

The target is to add up to 200k members in 10 years time and creating the biggest single online market place for our members.



## Forum Statistics

We are now 72,000 with a growth rate of 1000 new members per week. The number of views for April totals 620,000.

The highest viewed post had 19,000 and all this points to a highly effective business forum. We are slowly solving Access to Markets Challenges for our forum members.

Our new Telegram account is slowly expanding with 400 members joining over the past 2 weeks.



## Crowdfarming Opportunities

Our main priority for the remainder of the year is the creation of solid Crowdfunding opportunities and we have identified 5 opportunities namely;

- Real Estate
- Hydroponics
- Borehole Drilling
- Agro-processing and
- Natural herbs marketing

## What is in DRC?

Our member who was in Beitbridge witnessed a trending opportunity-of purchase of mealie meal in South Africa and reselling in DRC for more than 10 times the price. He witnessed a couple of long distance trucks involved in the business.

For more details, contact Nziramasanga on 0772 445 249



**Real Estate:** Members identify block land for sale  
They raise deposits and pay the remainder.  
Members need to be globally minded and also look at real estate opportunities across the region especially Zambia and Malawi. In Malawi a 100ha farm can cost US\$40k



**Hydroponics:** Once set up, hydroponics enables farmers to have crops all year round

### Model

Members pool funds for a combined project

Capital intensive, need secure place, ideal when you have a ready market



**Borehole Drilling:** Members interested in drilling boreholes for homes and commercial projects.

### Model

- Cost of drilling rigs and trucks approx US\$250k
- 100 members contribute \$2,500 each
- Drill a borehole for each member in towns and rural areas/plots

## Agriculture Value Chain

Where do you start when analyzing investment opportunities in Agriculture?



### Input Opportunities

This is one of the fastest growing sectors in the economy and it's not surprising that a number of investors are eyeing this sector. They know that agriculture is the engine of growth of the country and what better way to invest than to be at the source of the economic river i.e. agriculture inputs.

#### The sector consists of:

- Equipment for seeding, planting and harvesting grains and horticulture crops
- Livestock production equipment and technologies
- Food processing equipment
- Seed varieties
- Irrigation systems (pumps, pipes, etc.)
- Veterinary supplies

**Processing and Distribution:** Is inferred to cover the services involved in moving an agricultural product from the farm to the consumer. It is also the planning, organizing, directing and handling of agricultural produce in such a way as to satisfy the farmer, producer and the consumer. This is the sector that houses the manufacturing part of agriculture-Agro processing!

**Marketing:** Is inferred to cover the services involved in moving an agricultural product from the farm to the consumer. It is also the planning, organizing, directing and handling of agricultural produce in such a way as to satisfy the farmer, producer and the consumer.

## How to start a restaurant business Ekasi



Before you even think of where you will run your business guys you must know the type of food that you want to serve. Yaz in the townships where we grew up in, there were only 3 types of businesses, spaza

shops, the shebeen and lamama who sells fish, amagwinya, tripe and has an occasional stand se vegetables. When it comes to food people or customers are very loyal. That's why those fat cakes produced graduates.

Now we have all grown up and want to start businesses ekasi but we forget times have changed. We want to sell the same thing you makhelwane is selling and has spent years perfecting and building relationships and loyalties with her customers and remember I said customers are very loyal. So you fail in the long run because you lack what *umakhelwane* has.

As I said think carefully what services you want to offer and be committed. Someone once said find out what people need and offer that service. People that's a lie! In business you create the need. If you feel that cooking full meals like me will work for you stick to it. Then start with the mind games. Create menus and play with ideas. If you sell an idea to customers and make them feel like they really need

these full meals, they will buy them. The first rule about menu is branding your business first. The more professional your business on paper looks, the more believable it is to the eye. It must look and sound professional. That's how business plans get approved 😊

Okay so you're done with menus. Then it's time to identify business space. Always go for somewhere central- meaning that when people come and go they see you. It doesn't matter if there's already someone selling there *mntase* put your stand, shack or container there. This is business and business is competitive.

### **Marketing**

We start marketing. Take only 3 menus and go around taxi drivers, offices, those guys who work for the municipal near the road etc. Those will always be your first targets. Your confidence should be aced up your sleeve by now because you're selling the menu. What I've noticed with people is that they look at you before you even open your mouth! Be presentable even if you are at ekasi, be at your best and look respectably clean. Your menus are on point-smile greet some people! I've noticed that most people love the word 'Hi' when they greet customers for the first time. I hate that word in business. When you meet a person for the very first time and you want them to listen and remember you say with a genuine smile 'Hello *mama my name is Vee unjani today*' smile, pause, wait for an answer and boom the conversation is open.

Don't ask questions, introduce yourself, your business, tell them the location, when you're starting, show them the menu so they know what to expect, spice things up and lie about how grateful you are for the support you have been getting( you are not exactly lying but prophesying) 😊. Don't overwhelm people, they get bored easily- 2 minutes is enough. Thank them for their time and move on to the next.

### **Start Small**

Once you're marketing rounds are done then implementation starts. My advice is to always start small. If you have R500 then uBosso. Remember

food is daily cash so you don't need to break the bank to be in business. And on your first day less is more-don't cook for a funeral. Cook for 15 to 20 people and test the waters. Remember you also need validation as a cook who cooks for profit. Our aim is to be sold out within the first 2 hours in order for us to increase the number of plates. If you struggle the first few days it's okay. At the end of the day when you start selling- your food should speak for itself.

### **Cleanliness**

Promote cleanliness. Never touch people's food without your hands and head covered. We take this for granted but once a customer finds hair in your food automatically they think *ulixelegu*. Precautions groom you in business even where you operate keep it clean. The food business is very unforgiving.

If you have a container or caravan and you will be cooking from there do not be confused when it comes to equipment. Never ever buy new equipment. Remember we need all the cash flow we can get. I bought all my stuff second hand and they work like a charm. Rather invest on making your space more business like signs and stuff to make your space more identifiable.

### **The First Week**

The first week will be hectic but in any business you lose money to make money. Do not listen to friends or even family when they ask you 'Are you sure?' Those words will kill you in business and those two species should never ever be involved in your business if they haven't laid any foundation to build that business. The reason why God gave us a gut is so that we could hear him when he guides us; learn to listen to your gut. I once lost R25 000 because something felt wrong but I ignored it. What you call a gut feeling is actually God's whisper and it will save you many times.

### **Branding**

Lastly branding goes hand in hand with marketing. Stop posting selfies on Facebook and actually use that platform as a marketing tool. Your wall should be your business. People need to search for you and find you seriously busy and in business. If your

business is food then be committed to food because unlike other relationships that one will stay loyal and will feed you. Post your pictures and put your number there so that people will order from you. Do deliveries. What I do mina is I use a taxi to do deliveries and it's cheap. If my plate is normally R25 I will charge R30 a plate. I will never ask a customer for a delivery fee because it will be covered by those R5s. Learn reverse psychology- Delivery fee turns customers off but they may not mind paying the extra R5s if you hide them in the total price.

[From the book Business Opportunities for South Africans]

### Feso Opportunities by Tendai



OMG. Who knew that Feso/soso/Ruredzo works wonders? Forget that nonsense they call shampoo and conditioner in the supermarkets. That's a scam. Lever Brothers came and sold us soap/shampoo/conditioner and we lost our very own natural treasure - ruredzo. This bad boy is excellent.

To all my sisters with natural hair try this and you won't regret it. My hair was tangled and had knots enough to tie me down for a century. I hadn't combed my hair since mid March ( your judgement isn't welcome) I'd wash it and leave it because it was too painful to comb, my afro comb wouldn't move no matter how much I tried. I gave up. I washed my hair with this ruredzo and brushed before rinsing it haaaa imi ka! Apa ndakapinda mu supermarket 3 weeks ago wanei shampoo \$400 bond, conditioner \$400 bond ndikati kwave kuroora

ka uku ndikasiya. I'm a happy bunny. Try it mozondiudza.

### Recipe of Week: Potato Fritters



**Author:** Runyararo Bake-It: 0772 906 271

\*Course: Snack.

#### Ingredients

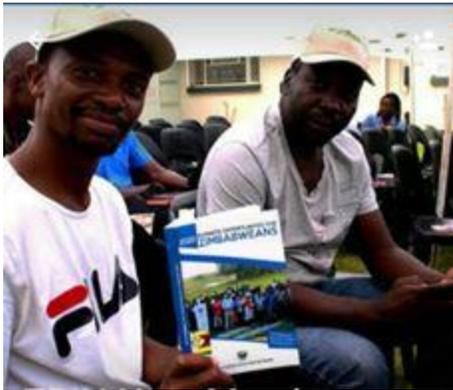
- #4 potatoes peeled grated.
- #1 onion grated.
- #1 [carrot](#) grated.
- #2 eggs.
- #1 cups plain flour.
- #1 pinch salt and pepper/aromat to taste.
- #A pinch of paprika.

#### Method

1. Combine potatoes, carrots & onion with eggs in a bowl.
2. Add flour slowly until mixture is well combined Add salt and pepper or aromat to taste.
3. Cover base of fry-pan with oil and heat.
4. Add spoons full of mixture into frying pan and flatten.
5. Turn and cook until golden on both sides.

\*Remember to share with us pictures of your fritters. Together let us inspire many.

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