

5TH
EDITION

BizzAfrica

MAGAZINE

APRIL, 2017.

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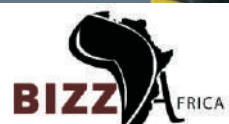
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EDWIN OBI WILSON

(C.E.O, ED OBI FASHION HOUSE)

Lifestyle



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*"Don't give your customers a product.
Give them an experience"*
– Anonymous

Most entrepreneurs strive to make a good product. They invest considerable amount of money into the branding and packaging of the product, which is good; but it is imperative that entrepreneurs invest more in the product itself in order to give customers an unforgettable experience. You know how customers feel about your product through the feedback you receive from them.

For instance, if you are a fashion designer, how do your clients feel when they wear your clothes?

If you are a caterer, what special ingredient do your dishes contain that would make your customers keep coming back?

According to Amit Kalantri in Wealth of Words, "making a product is just an activity, making a profit on a product is the achievement." It is only when you give your product that special oomph that you will earn that extra profit.

In this edition we interview Ed Obi Wilson, a fashion designer. He tells us his experience and challenges; and how he chalked his successes.

We also have fun facts about various African countries and stories from various entrepreneurs.

Do contact us with your comments on
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Bon lecture!

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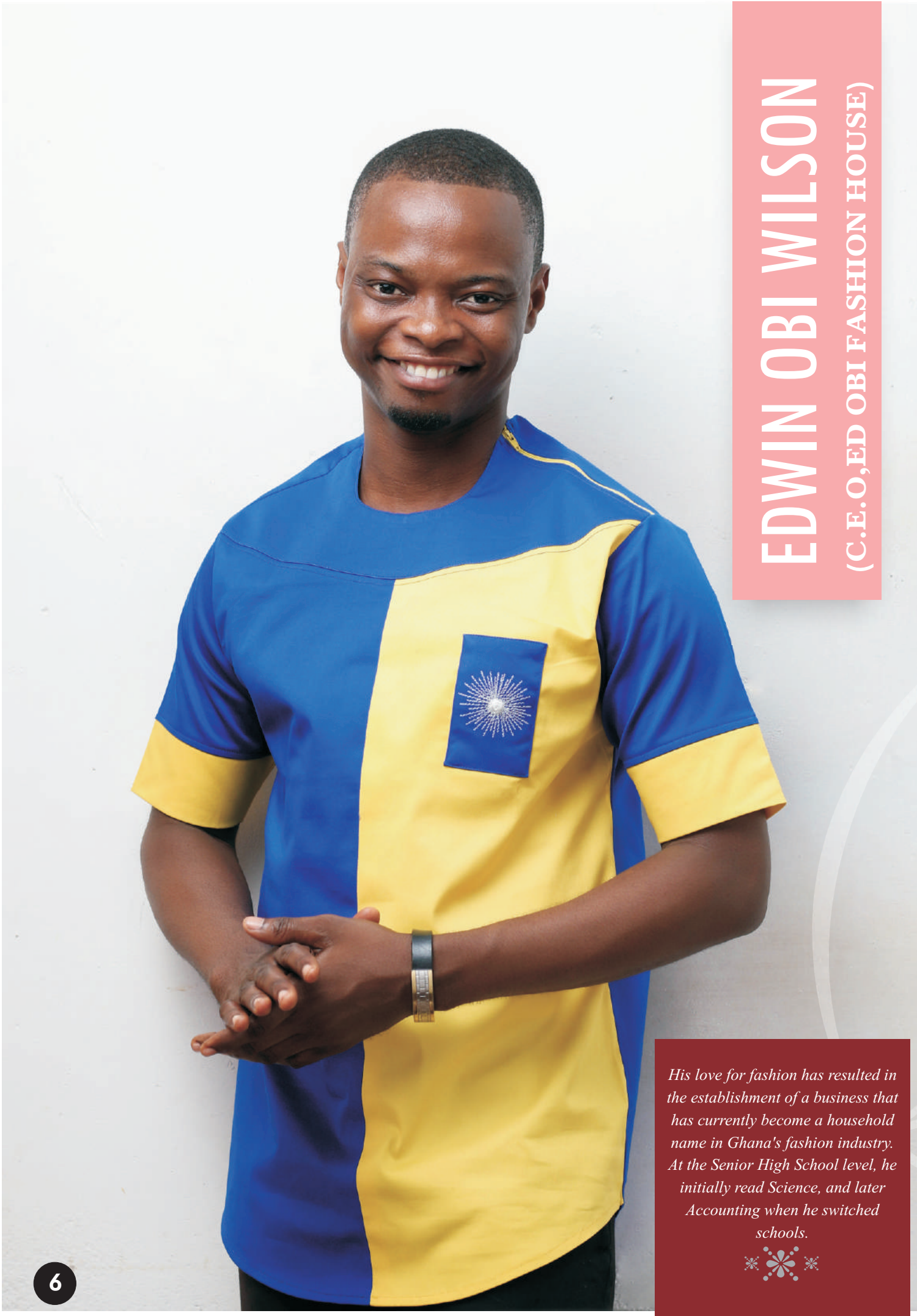
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EDWIN OBI WILSON
(C.E.O,ED OBI FASHION HOUSE)

His love for fashion has resulted in the establishment of a business that has currently become a household name in Ghana's fashion industry. At the Senior High School level, he initially read Science, and later Accounting when he switched schools.



Trail Blazer

Dear reader, meet Edwin Obi Wilson of Ed Obi Fashion House, our Trail Blazer for this edition.

BizzAfrica: We are delighted to feature you and your business. Could you introduce yourself for the benefit of our readers?

Edwin Obi Wilson: My name is Edwin Obi Wilson. I was born on 15th August, 1985. My mum and dad had two children and i happened to be the guy among the two! I had my lower primary education at Tafo Methodist School and later at Neumann International School (both in Kumasi, Ghana). I then attended Tanoso Anglican Junior High School where i wrote my basic Education Certificate Examination (B.E.C.E). For Senior High School education, it was at Asanteman Senior High School- Kumasi, Ghana, where i read Science. I later moved to Sunyani Technical University where I read Accounting. I love reading and listening to music.

BizzAfrica: What do you do for a living?

Edwin Obi Wilson: I am a fashion designer.

BizzAfrica: Do you consider yourself an entrepreneur? If yes, what businesses or startups have you formed?

Edwin Obi Wilson: Yes. I see myself as an entrepreneur. I started Ed Obi Fashion House and we haven't looked back since.

BizzAfrica: Tell us about your business.

Edwin Obi Wilson: Ed Obi Fashion House is basically a clothing brand located in Kumasi, Ghana. The brand is noted for churning out unique and innovative designs. Social media has been our main marketing tool and about fifty percent of sales are done online. Our clientele is scattered across the globe. We do delivery irrespective of your location.

BizzAfrica: What was the inspiration for this business?

Edwin Obi Wilson: During my national service, i had someone who was sewing for me to wear personally. My colleagues (also service personnel) started telling me they loved my personal outfits. They told me they needed some, and so i bought a fabric and gave it to my tailor to sew for one of them.

I couldn't measure the guy at the time (because i didn't know how to use the tape measure!). I got someone who looked like my colleague and showed him to my tailor who in turn sewed for me to give to him. It was perfect. Another colleague came and i did same for him too. In a short while, i had done it for about six people and so i realized i could make a business out of it. I informed my colleagues that i wanted to put my profit margin on it because I'm making it my business. They told me they were willing to buy. I started buying fabrics for my tailor to sew so i could sell. My customer base started expanding so my tailor couldn't handle the volume of demand coming in. I decided to look for more people to sew for me. I got two more people on board but I still needed more hands. In my quest to get more people to sew for me, i chanced on one designer and i realized his works was better than all i had seen. I told him i wanted him to sew for me so i could sell. I also told him i wanted to learn how to sew. He obliged my request. I knew I would establish a fashion company with employees. Initially, the motive was to learn how to sew so that i could supervise my staff in other not to sell substandard products. I gave the learning process my all. In three months i could sew. I remained with my boss to perfect my skills. I came to love sewing and so

eventually, i decided to sew my products personally. The company was therefore born.

BizzAfrica: Impressive! Who is your target market; and how feasible is your line of business in today's African market?

Edwin Obi Wilson: The modern African has taste and class and is able to relate with products which fits that criteria. Our target market is therefore individuals who are mostly found in the middle and upper class bracket who have such taste and class.

BizzAfrica: Tell us about funding. How are you financing your business?

Edwin Obi Wilson: We started very small with a meager national service allowance. We ploughed back our little profits into the business in others to expand. We haven't taken a bank loan till date.

BizzAfrica: Any challenges?

Edwin Obi Wilson: Yes, a lot of challenges. Notable among them is frequent power cuts which come as a result of load shedding. High cost of production is also a major challenge. Electricity, raw materials, rent, etc. come at a higher cost.

BizzAfrica: How do you see your business in the next 5 years?

Edwin Obi Wilson: We want the brand to be a household name in the next five years with visible presence in most cities around the world.

BizzAfrica: If you had the chance to send a message to the President, what would it be?

Edwin Obi Wilson: My humble appeal to His Excellency will be to restructure our educational system for entrepreneurship to be taught in basic schools up to the tertiary level. With this, the child is wired to be an entrepreneur straight from the word “go”, In the absence of a job when they grow up, he or she can easily adapt and establish a business.



BENJAMIN OPPONG BADU
(C.E.O, COVERMEWORLDWIDE,CYRAX STUDIOS)

8
RISEING Star

A little introduction of yourself (name, family and educational background interests)

Benjamin Badu Oppong is my name, born into the Badu family of three boys and four girls on the 7th January, 1990. I am the second born of my parents. I started my basic school education from Anum L/A primary at Asamankese through to District Council Primary A&B and then Junior High School, where I completed with a Basic School Certificate. I furthered with Senior High School education at T.I Ahmadiyya Senior High School, Gomoa Potsin which opened the door for me to acquire my Diploma in Basic Education at the University of Cape Coast.

What do you do for a living?

I do Computer Graphics/Product Designing, Photography and Video Editing for a living.

Do you consider yourself an entrepreneur? If yes, what businesses or startups have you formed?

Yes, I see myself as a great entrepreneur. I have started a CSR project dubbed Cover Me Worldwide. I am working hard with the team on it.

Tell us about your business.

Cover Me Worldwide is a Non-Governmental and a Not for Profit Organization that intends to improve upon the lives of less privileged children, with supports and donations from people across the globe. It has youth advocacy as one of its functions to ensure, that youth maintain their human rights while growing in skills development in all areas of life such as education, health, housing, employment, relationships, etc. We focus on children's rights and privileges, childhood healthcare, development and education, girl child education, youth advocacy programs and also support grassroots community development. Cover Me Worldwide also believes that we should only go where we are invited, and as such, all of our programs advance local leadership and promote community collaboration.

What was the inspiration for this business?

I have endured severe hunger before, felt wild thirst before and I know how it feels to have nothing in your pocket to even afford a single daily meal and a hygienic water to drink. Realizing these and many unbearable situations in the lives of the less privileged, I was compelled to start Cover Me Worldwide to help create awareness, that there are people really suffering out there, and to solicit for support from people who are wealthy and living healthy. Again, many youth of today grew up well educated, but without skills or the ability to create things with their hands and I, being inspired by the young ones who have the ability to create things from their thoughts but have no one to encourage, train and support them, decided to start Cover Me Worldwide, which has creative programs designed to help sharpen the creative minds and hands of the upcoming ones with a focus on children from Basic School through to the Senior High School level.

Who is your target market; and how feasible is your line of business in today's African market?

Children in general, girls and youth in particular are my target and as such, Cover Me Worldwide is to train them to acquire handy skills such as painting and sculpture works, computer graphics/product designing, webpage and mobile applications development, writing skills, photography among other skills which are seriously in quest not only in the African market but in the global market.

Tell us about funding. How are you financing your business?

Everything I do at the moment comes primarily from the personal resources of our team, and some comes from our cherished donors.

Any challenges?

So far the primary challenge is funding. Others are the difficulty in acquiring some basic teaching or educational materials supports such as stationaries to support our educational and creativity tours to schools around the country and beyond.

How do you see your business in the next 5 years?

In the next five years, I hope to see Cover Me Worldwide having centers in most parts of the world, eradicating child poverty and helping children and youth achieving their dreams through acquisition of professional skills and knowledge in marketing their own products to earn a living, in order to be economically independent.

If you had the chance to send a message to the President. What would it be?

I would ask him to amend the school curriculum to be full of creativity and vocational courses, to enable student acquire skills to use after school to eliminate high unemployment amongst the youth.



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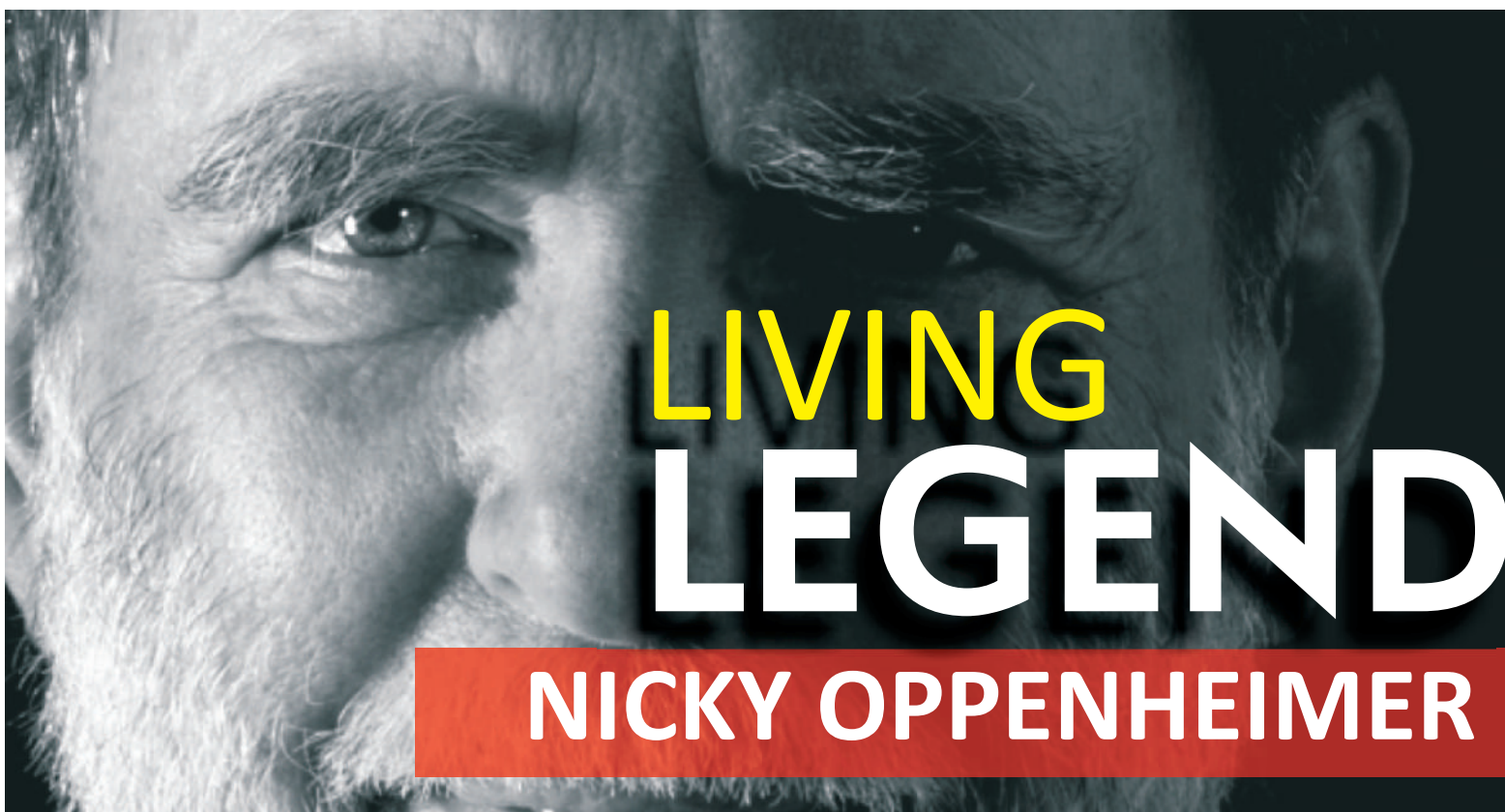
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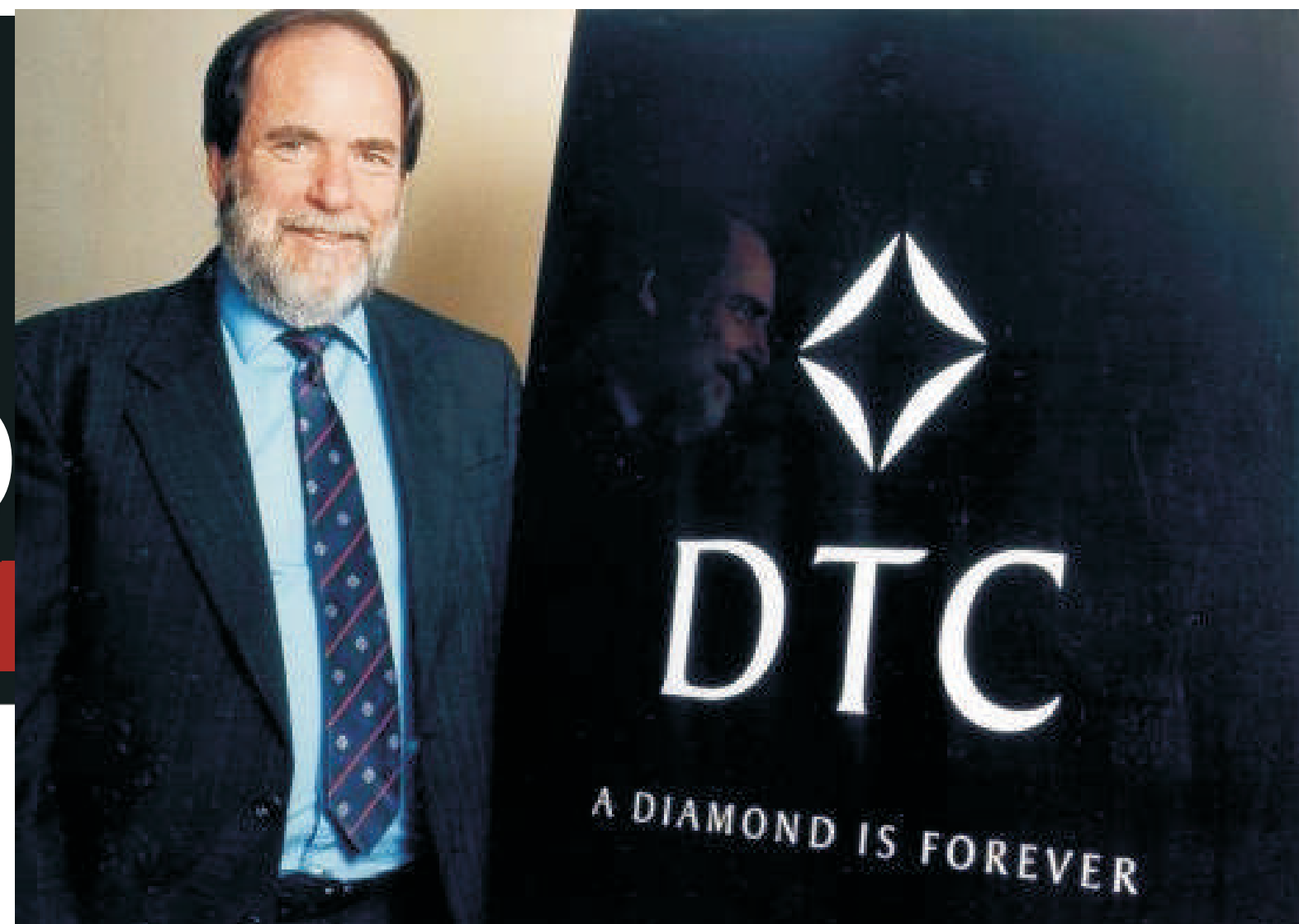
Nicholas F. Oppenheimer is a South African businessman and philanthropist of German Jewish descent. According to Forbes, Nicky Oppenheimer is the second richest entrepreneur or business man in Africa. He is worth \$6.8 billion. Nicky Oppenheimer was born on the 8th June 1945 to Harry Frederick Oppenheimer and Bridget Oppenheimer. Nicky was educated at

Harrow School and Christ Church, Oxford, where he read Philosophy, Politics and Economics. He went on to graduate with a Master of Arts degree, specializing in the three areas aforementioned.

Nicky joined the Anglo American Corporation in 1968 and was appointed a director in 1974. His first job was as a bottle washer for the gold division of Anglo American, and at the age of 23, a personal assistant to the then Chairman. He became a Deputy Chairman in 1983. He subsequently resigned as the deputy chairman in 2001 but remained a non-executive director of the Anglo American Board until 2011. He was also appointed the Deputy Chairman of Diamond Trading Company in 1984 and Deputy Chairman of De Beers Consolidated Mines in 1985; becoming the Chairman of the Diamond Trading Company in 1985. He was the Chairman of De Beers Group from 1988 to 2012, at which point he retired when the family stake was sold to Anglo American.

For 85 years, the Oppenheimer family occupied a controlling spot in the world's diamond trade; in 2012, Nicky sold his 40% stake in De Beers to mining conglomerate Anglo American for \$5.1 billion in cash. Anglo American, which Nicky's grandfather founded, controls 85% of De Beers; the government of Botswana owns the remaining 15%. He also owns Tswalu Kalahari Reserve, the largest private game reserve in South Africa.

In recognition for his enormous contribution to the world of diamond industry, the Israel diamond industry awarded him with its highest honor – the Lifetime Achievement Award. He again received a Doctorate of Technology honoris causa in 2003 from the Technikon Witwatersrand. He also received an Honorary Fellowship from the London Business School in 2009 for his contributions.





LEGAL SPECTRUM

DRAFTING AN ARBITRATION CLAUSE

Sometimes writing an arbitration clause in an agreement can be such a daunting task. It gets confusing as to what exactly to put in there or how much detail it should contain. The Arbitration Act, 2010 (Act 798) gives an indication of what should go into the arbitration clause.

According to section 13 of the Act, an arbitration agreement means an agreement to submit to arbitration present or future. It is a clause embedded in an agreement that tells how the parties intend to resolve disputes when they arise.

Below are a few considerations when drafting an arbitration clause:

1. The arbitration agreement ought to confer authority on the arbitration tribunal to refer “all or any dispute” to arbitration. The matters to refer to the arbitration should be as clear as possible so that the tribunal can know the scope of its authority.
2. Words that confer authority must be clearly stated and unambiguous. It should not be wide as to be subject to several interpretations and should also not be too narrow as to limit or restrict the scope of the agreement.
3. Parties must unequivocally express their intention to resort to arbitration. Thus, the language should be mandatory and not permissive. Thus words such as “may” “might” must be avoided. “Shall”, “must” are preferred.
4. The parties must specify the number of arbitrators. This number should be an uneven number.
5. The method of appointment of the arbitrator must be stated.
6. The qualification or expertise of the arbitrators must also be specified.
7. The clause must specify the rules to govern the arbitration. It could be adhoc rules or institutional rules such as Ghana arbitration Center rules.
8. The language must be specified.
9. The clause should also state the place, i.e. where the arbitration would take place, it could be in Ghana, United States, etc.

Below is an example:

Any dispute concerning the construction, validity, interpretation, enforceability or breach of the agreement shall be settled by arbitration administered by the Ghana Arbitration Center under its Rules. The number of arbitrators shall be three (3) who shall be selected by the Ghana Arbitration Center, in accordance with the terms of this agreement.

The arbitrators shall have ten (10) years of experience in law and corporate governance and also should have served as arbitrators for at least three times prior to their service as arbitrators in this arbitration. The arbitration shall be conducted in accordance with the laws of Ghana and shall be conducted in Accra, Ghana in the English Language.



*“Whether you believe you can or whether you believe you cannot, you are absolutely right”
– Henry Ford*

“Be true to who you are”, sounds a message in a hit song by Gospel musician Donnie McClurkin. Albeit succinct, the above message summarizes the entirety of the pre-requisites of success in life. Many dreams have been left in their raw state; others half-formed, and merely a handful fully exploited simply because the individuals involved allowed many preventable obstacles to curtail their progress, hence the bitter results.

Psychologist William James believed that “Nothing is as fatiguing as the eternal hanging of an uncompleted task”. To Ralph Waldo Emerson, “Nothing was ever achieved without enthusiasm”. More often than not, our mindsets become the defining factor – whether to pursue that dream or let it be; whether to go ahead and work on that vision or let it slip by.

Albert Einstein propounded the Theory of Relativity; Charles Babbage introduced Computer Science; Walt Disney presented Disneyland to the world and Sam Walton is remembered as the founder of Wal-Mart stores. All these people and many others translated their dreams from mere fantasies into reality. Charles H. Duell, the Commissioner of the Office of Patents of the United States, in 1899 summed it up this way: “People who need a **mental shift**; those who presume that all that can be invented has been invented”.

Thomas Edison was described by his teachers as a slow learner, yet he invented the light bulb and many other products; R.H Macy failed seven times before his New York store became a success; Babe Ruth hit fourteen homeruns; but struck out 1330 times; Colin Powell, despite the many challenges he faced whilst growing up, rose through the ranks of the American military to become amongst many other things, the first African – American Chairman of the Joint Chiefs of Staff of the USA – glaring examples of people who dared to go the extra mile despite the setbacks they faced.

We have all it takes to make the world a better place for us all. Determination in the face of difficulties always propels one to heights unimaginable. The graves have always been described as very rich places – rich in wisdom and knowledge, taking into consideration the number of people who die with their dreams.

When Martin Luther King (1929 – 68) declared in Memphis that “I HAVE A DREAM”, not many understood him. Had he lived his life to the full, he would have definitely seen his “DREAM” translating into reality – Africans, Europeans, Asians and Americans all blending together in various spheres of endeavour, without fear or favour. His winning of a Nobel Peace Prize four years before his untimely death supports this assertion. Dreams can come true, if and only if the right steps are put in place. The time to start activating our dreams is now



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IN - FOCUS

WHAT YOU NEVER NEW ABOUT BURKINA FASO

(THE LAND OF HONEST MEN)



This country was formerly called the Republic of Upper Volta before it was renamed Burkina Faso on the 4th August 1984 by the then-president Captain Thomas Sankara. They gained independence from France on 5th August, 1960. Maurice Yameogo was the first president of Upper Volta. The Republic of Upper Volta was established on 11th December 1958 as a self-governing colony within the French community. In 1983 Capt. Thomas Sankara seized power but was ousted by Blaise Campaore, who went on to rule for 27 years before being ousted

in a popular uprising in 2014. Burkina Faso is a francophone country; French is therefore the official language of government and business. Citizens of Burkina Faso are called the Burkinabe. Mr. Roch Marc Kaboré is the current president of the country; winning the November 2015 presidential elections.

GEOGRAPHY

Burkina Faso is a landlocked country in West Africa around 274,200 square kilometres in size (making it the 75th largest country in the world). Burkina Faso is bordered by Mali to the North; Niger to the East; Benin to the Southeast; Togo and Ghana to the South; and Ivory Coast to the Southwest.

Its capital is Ouagadougou with a population of around 2.8 million as at 2015. The country's population is estimated around 18.11 million (2015 World Bank data). The current population growth rate is estimated at 3.01%.

Burkina Faso is a member of the African Union, ECOWAS and The United Nations, among others. The country is divided into 13 administrative regions.



ECONOMY



Burkina Faso is a low income country with a current GDP of around \$12.01 billion. GDP growth rate of 4% was recorded in 2014 and 2015. Gold and Cotton constitute more than 70% of the country's export.

Burkina Faso is Africa's largest producer of cotton; it is of no surprise that the local farmers call it "white gold". Agriculture therefore represents about 32.5% of its gross domestic product and occupies about 80% of the working population. Industry and services constitute about 21.8% and 45.7% respectively.

Livestock, Sorghum, millet, maize, peanuts, rice and cotton are the common agricultural produce of the country. GDP (purchasing power parity) for 2016 was estimated at \$32.99 billion. GDP (nominal) is estimated at \$11.9 billion.

CFA (Communaute Financiere Africaine) Franc is their official currency. Inflation rate (consumer prices) is estimated at 1.4% as at 2016. Central bank discount rate stands at 4.50%



HUMAN DEVELOPMENT

Infant Mortality stands at 73.8 deaths per 1000 live births in 2015. Maternal mortality stands at 371 deaths per 100,000 live births. Life expectancy is 55 years for men and 57 years for women. Only about a third of the population is literate. Birth rate stands at 41.6 / 1,000 population. Death rate is 11.5 per every 1,000 population. 46.7% of the population lives below the poverty line.

TRIVIA

More than 65% of the population is under the age of 25, and the population is growing at 3% annually. Women in Burkina Faso have an average of 6 children. As a result, it is of no surprise that average age at first birth for mothers in Burkina Faso is 19.4 years. 2.2 million of the population are internet users.

REFERENCES

www.cia.gov
www.bbc.com
www.worldbank.org



Michael Nii-Ayitey Hammond

Founder and CEO
MLD Publications

Wisconsin Int. University College
LLB (Law)

Read Profile:
www.syenet.org/michaelhammond

INTERVIEW

In 2011, Michael Nii-Ayitey Hammond started MLD Publications. Currently, in Level 300 at the Wisconsin International University College, he has risen to become a top student entrepreneur in Ghana competing with other leading magazines for business.

In this feature, SYENET interacted with him to know more about his business and what inspired him to start it.

SYENET: What inspired your entrepreneurial journey?

Michael: I have enjoyed reading and writing since childhood. This culminated into the circulation of the written articles through various media. Along the line, I held a number of offices that gave me the opportunity to further develop my writing skills. The resolution to publish a magazine was made when I decided to provide a platform for myself and other like-minded people to further develop our writing skills and generate income from it as well.

SYENET: How did you raise your startup capital?

Michael: The business is primarily self-funded. This has been supplemented by varied contributions from the partners on board. At the initial stages, attempts to get support from external sources proved futile, as it became obvious that no one was willing to invest in an untested business idea.

The decision to launch BizzAfrica yielded fruits, as the launch provided some funds to continue growing the business.

SYENET: What significant successes have you chalked so far in business?

Michael: BizzAfrica comes in two formats – online on www.bizzafrika.com and a quarterly hardcopy version. We have consistently developed our content to meet the current needs of our target market. Our clients keep growing in number and continue to do business with us. In October 2016, we successfully partnered with a number of groups to organise the Young Entrepreneurs Summit. Currently, we have developed more products, services, projects and programmes to meet the preferences of our clients.

SYENET: How have you combined studies and work so successfully?

Michael: It comes down to planning. Living an organised life isn't rocket science. The ability to multitask as well as setting and achieving objectives goes a long way to play a role in one's attempt to combine school with work. Then again, there is the need to get out of one's comfort zone if there are goals to be achieved.

SYENET: What challenges do you face as a Student Entrepreneur and how do you overcome them?

Michael: Top on the list has always been the time constraint.



More often than not, when business comes calling in instances where there are academic responsibilities to be executed, one is torn between the two and a decision has to be made as regards which one to pay attention to. This nevertheless creates room for ingenuity, as your ability to find a creative way to deal with such situations enhances your entrepreneurial acumen.

SYENET: After school, what are your entrepreneurial plans?

Michael: I intend to grow my business to a level where I can continue to play a role in it after school so that it becomes a viable alternative for work after school. I am convinced that BizzAfrica is playing a crucial role in Africa's business environment, and for that matter, it would continue to remain relevant in Africa's business terrain. In that regard, it would be in the position to employ others as well and as such play a crucial role in mitigating the canker of unemployment in Africa.

SYENET: What supports do you need to scale up your business?

Michael: BizzAfrica has gradually established itself as Africa's premier magazine for young African entrepreneurs.

Support is needed in the areas of funding for business expansion. The magazine is freely available, and thus generates revenue primarily from advertisements. An increase in our client base and for that matter revenue would go a long way to boost business growth. SYENET: What are the top 5 lessons you have learnt in business so far?

Michael:

1. Those with the wherewithal to support startups are hesitant to do so because the fear of the unknown suppresses their desire to assist.
2. A solid team plays an important role in the growth of a business venture.
3. Cash is king. No matter how brilliant the business idea is, it is worthless if not funded and translated into an actual business.
4. Always go the extra mile for clients. Once you take care of their business, they would take care of yours.
5. Never give up no matter the challenges, but rather learn from failures.

SYENET: What advice do you have for other students?

Michael: Year in, year out, various tertiary institutions churn out several thousands of graduates. Compared with the limited opportunities in the corporate world, it becomes a matter of necessity to consider entrepreneurship as an alternative to being employed by an establishment after school. Entrepreneurship provides the opportunity to harness one's innate potential which could be diverted towards an income-generating venture. In these modern times, it isn't just an option; it has become a necessity.

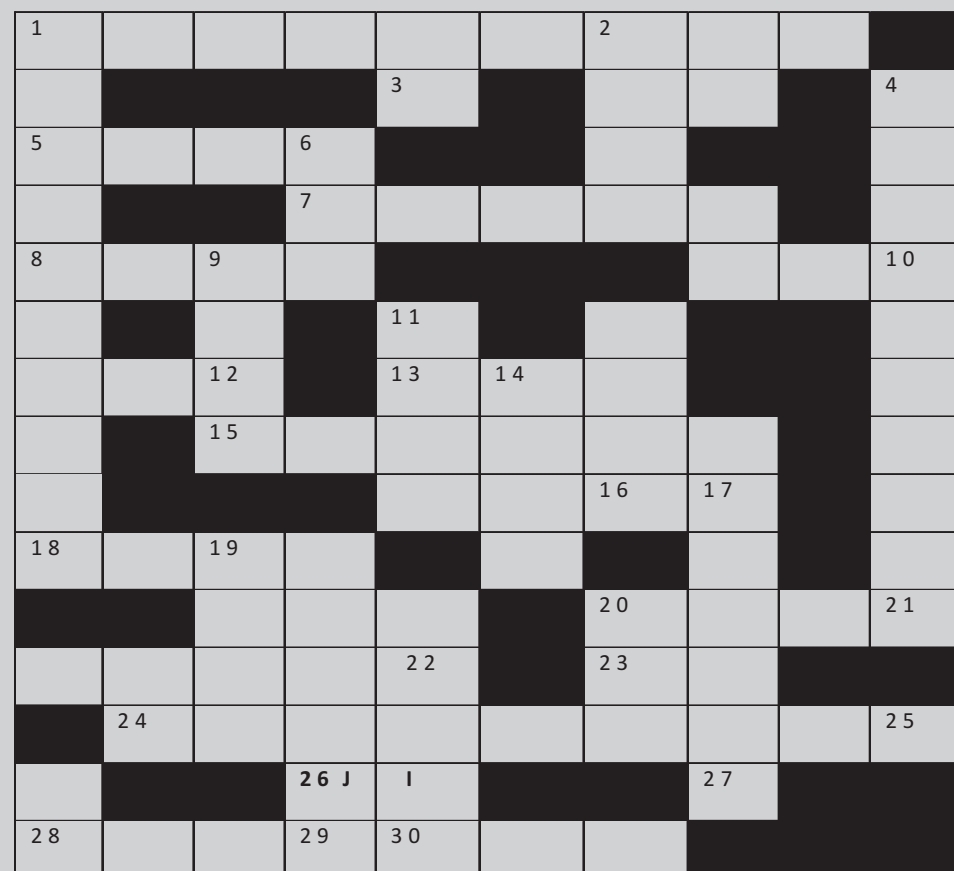
ICE BREAKERS WHO DOES WHAT?

A man and his wife were having an argument about who should brew the coffee each morning.
The wife said, "You should do it, because you get up first, and then we don't have to wait as long to get our coffee."

The husband said, "You are in charge of cooking around here and you should do it, because that is your job, and I can just wait for my coffee." Wife replies, "No, you should do it, and besides, it is in the Bible that the man should do the coffee. Husband replies, "I can't believe that, show me." So she fetched the Bible, and opened the New Testament and showed him at the top of several pages, that it indeed says.....
"HEBREWS"

CROSSWORD PUZZLE

Have fun filling in the blank spaces in the puzzle. The clues will guide you!



DOWNWARDS

1. Property as security for a loan
2. A person who is a proud or enthusiastic user of computers or other technology, sometimes to an excessive degree
4. The act of interacting with others to exchange information and develop professional or social contacts.
6. To settle a debt (verb)
9. Gemstone consisting of a quartz-like form of hydrated silica
11. Money taken to be paid back later
14. A thought
19. The sixth month of the civil and twelfth of the religious year (in the Jewish calendar)
20. To offer to do a piece of work for a specific price

UPWARDS

3. Gold (French)
16. A constellation of the southern hemisphere
24. The ISO Standard symbol for the nautical knot
27. Person responsible for controlling a business
28. two-letter words used after the name of a French business limited company
29. Neither shut nor wide open
30. A state of oblivion

FORWARD

1. Law that protects creative work
5. A circular or oval shape formed by a line or something such as a piece of string that curves back over itself
7. First name of Africa's richest man
8. An expression of greeting used by sailors
13. Viscous liquid derived from petroleum
15. Person who commands a group or organization
18. Not productive or profitable
23. Symbol for a chemical element
26. BONUS
28. Another name for a founder who can leave office, go for a run, take a shower and return undiscovered at least 50 per cent of the time.

BACKWARDS

10. Unhealthily pale, especially from illness or grief
12. Somebody who will be outstandingly good at something
17. Calm and controlled
21. To take something forcefully
22. Name or outlook of a product that identifies a manufacturer for a kind of quality

SEND YOUR ANSWERS TO OUR EMAIL: info@bizzafrica.com
AND WIN EXCITING PRIZES!

COLUMNIST

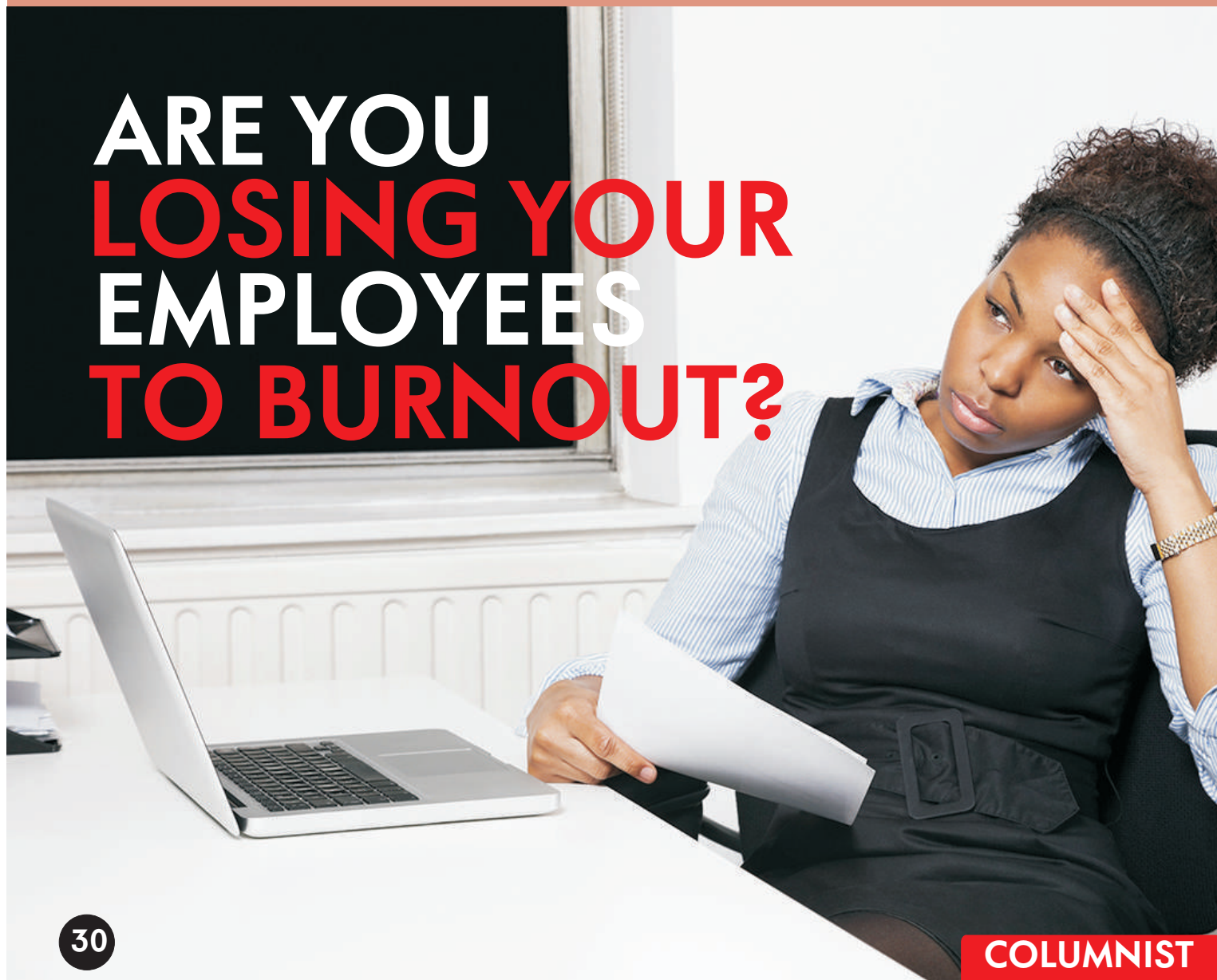
WORK-LIFE BALANCE

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ARE YOU LOSING YOUR EMPLOYEES TO BURNOUT?



COLUMNIST

Work is demanding. You're expected to show up for a full day to complete your tasks, and sometimes, the expectation is set to be available 24/7, especially with the ubiquity of smart devices. Though it's commendable to excel at your career, when it bleeds into your personal life, it can encroach on your mental and physical well-being. Shannon Gausepohl stated that "people need time to think, relax and give themselves a break; otherwise, productivity will decrease." Even God demand of us to rest according to Leviticus 23:3 – "Six days shall work be done: but the seventh day [is] the sabbath of rest, an holy convocation; ye shall do no work [therein]: it [is] the sabbath of the LORD in all your dwellings". The consequence of disobeying this law is death according to the Bible in the Old Testament, which implies rest is very important. Church leadership should not keep members in church almost the whole Saturday/Sunday because it is also a day of rest and rejuvenating - somebody shout halleluiah!

Dr. Stephen Covey narrated a story from his book "7 Habits of Highly Effective People" that goes like this. Once upon a time, a very strong woodcutter asked for a job in a timber merchant and he got it. The pay was really good and so was the work condition. For those reasons, the woodcutter was determined to do his best. His boss gave him an axe and showed him the area where he supposed to work. The first day, the woodcutter brought 18 trees. "Congratulations," the boss said. "Go on that way!" Very motivated by the boss words, the woodcutter tried harder the next day, but he could only bring 15 trees. The third day he tried even harder, but he could only bring 10 trees. Day after day he was bringing less and less trees.

"I must be losing my strength", the woodcutter thought. He went to the boss and apologized, saying that he could not understand what was going on. "When was the last time you sharpened your axe?" the boss asked. "Sharpen? I had no time to sharpen my axe. I have been very busy trying to cut trees..."

COLUMNIST



Reflection:

Our lives are like that. We sometimes get so busy that we don't take time to sharpen the "axe". In today's world, it seems that everyone is busier than ever, but less happy that ever.

Why is that? Could it be that we have forgotten how to stay "sharp"? There's nothing wrong with activity and hard work. But we should not get so busy that we neglect the truly important things in life, like our personal life, taking time to get close to our Creator, giving more time for our family, taking time to read etc. We all need time to relax, to think and meditate, to learn and grow. If we don't take the time to sharpen the "axe", we will become dull and lose our effectiveness. Efficiency is doing things right, however, effectiveness is doing the right things as stated by Peter Drucker. Are you or your employees efficient or effective in executing daily responsibilities?

If you've noticed a steady stream of employees leaving your organization for other opportunities, may be you might be piling too much work on them. A new study from Kronos Incorporated revealed that employee burnout is a huge factor in why many organizations struggle to hold on to their top workers.

31

30

Specifically, 46 percent of human resources leaders blamed employee burnout for up to half of their annual workforce turnover, with nearly 10 percent saying burnout causes more than 50 percent of their yearly turnover. "Not only can employee burnout sap productivity and fuel absenteeism, but as this survey and story above shows, it will undermine engagement and cause an organization's top performers to leave the business altogether. This creates a never-ending cycle of disruption that makes it difficult to build the high-performing workforce needed to compete in today's business environment." DeWitt (Vice President of Business Development for Kronos) said in a statement.

Too much work and not enough money are the leading contributors to employee burnout. The study found that 41 percent of the people surveyed attribute burnout, in part, to unfair compensation, while 32 percent blame it on unreasonable workloads. Another 32 percent said a huge cause is too much overtime and having to work after-hours as expressed by Chad Brooks.

HR leaders also pointed to other causes of employee burnout, including poor management, a negative workplace culture and employees seeing no clear connection of their role to corporate strategy. Because more than 85 percent of those surveyed said improving retention is one of their goals over the next five years; figuring out how to cut down on employee burnout is critical.

Dan Schawbel, a partner and research director for Future Workplace, said the biggest priority, and concern, for business leaders in 2017 will be retaining employees in an even more competitive talent marketplace. "As the economy continues to improve and employees have more job options, companies will have to provide more compensation, expand benefits and improve their employee experience," Schawbel said. "Managers should promote flexibility and ensure that employees aren't overworked, in order to prevent employee burnout that leads to turnover."

Part of the issue is that organizations continue to invest resources in their recruiting strategies, but then say they don't have enough money to enhance their employee-retention efforts, to borrow the words of Chad Brooks again. A research found that while nearly 97 percent of HR leaders plan to increase their investment in recruiting technology by the year 2020, 16 percent said not having money in their budget is their primary obstacle to improving employee retention. "While not all burnout can be eliminated, much of it can be avoided using critical strategies that balance consistency and personalization of schedules and workload, leverage managers as models for how their team can achieve work/life balance, and implement tools and technology that proactively manage burnout or otherwise support these efforts," said Mollie Lombardi.

So what can workers do to stop stressing and start getting work-life balance right? I share the same views of Shannon Gausepoh below – six actionable ways to help you adjust your attitude and feel more in control right now.

1. Recognize the role of work: Work plays a significant part in life. It keeps the lights on, pays the bills, makes the car payment, funds retirement and permits yearly vacations, Newcombe said. Adopting the right mind-set allows you to celebrate and enjoy the fruits of your labor, rather than making your job seem like endless donkey work.
2. Don't be afraid to unplug: We live in a connected world that never sleeps. Turning off from the outside world provides time to recover from weekly stress. "It also gives us space to let other thoughts and ideas surface.

When you are always on, you don't allow other things to surface that might be more important," Stone said. "I meditate each morning for 10 minutes, which provides me with a great start to my day."

3. Create (and stick to) a daily routine: like maintaining a calendar, implementing a strong daily routine will help keep you on track to achieve the balance you want. According to Lewis Howes, entrepreneur and author of "The School of Greatness" (Rodale Books, 2015), setting strong habits, such as sleeping 8 hours, avoiding checking your email for the first couple hours of the day, getting outside daily, and taking time to eat right and work out, will make you healthier and happier. "It will absolutely reflect in your mental clarity, emotional capacity, relationships and creativity," Howes said. "Those are the traits that make up the greatest leaders and most successful people."

4. Make time for yourself: while being good at your job is important, it shouldn't be your entire life. You were an individual before taking this position and you should prioritize those activities or hobbies that made you happy. "Whether you take a walk in the park, get a massage or [take] a hot bath, it's important to always set aside an hour a week to do something for yourself," said Mark Feldman, "When [we] hire, we ask about [details like] books being read by the applicant. It shows that they have interests outside of work life," Tatum said. Tatum suggests reading, traveling and fostering hobbies that have nothing to do with your career.

5. Take your vacation: sometimes making time for yourself means taking a vacation and shutting work completely off. "A vacation could be a 15-minute walk around the block without looking at your phone, or a vacation could be two or three weeks traveling with family/friends," Stone said. "It's important to take a step back to physically and mentally recharge. If you are surrounded by good people at work, a vacation should be easy to take."
6. Be present, consistent and accountable: being present requires you to be attentive at home, at work and during free time, Woods said. Where you spend your time and energy has a direct connection to how successful you are in achieving work-life balance. "It's so easy to get caught up working, but it's so important to spend time with family, friends or other people who bring joy into our lives," Stone said. "Though it might not seem obvious at first, the memories that we create while spending time with those we love help spark new ideas, and ways of thinking."

"When was the last time you sharpened your axe?" is it true that you have no time to sharpen your axe and have been very busy trying to cut more trees for promotions, money, fame, etc. It seems that your employees are busier than ever - efficiency, but less happy than ever – ineffective. If we don't take the time to sharpen the "axe", we will become dull and lose our effectiveness very soon. At the end of the day "the power is yours".



facts ABOUT VEGETABLES

LIFESTYLE



Pumpkin first appeared in the 17th century when the Cinderella fairy tales was written.



Drying your hair with beets is a great way to add a temporary reddish tint to your strands, without dealing with any nasty chemicals.



Using a pen and made a mistake?; take the outside of the cucumber and slowly use it to erase the pen writing.



Mushrooms have their own immune system.



A tomato is a fruit. The confusion arose after the court named it a vegetable for taxation purposes.



Hold a slice of bread in your mouth to avoid crying while cutting onions.



It is true that eating massive amounts of carrots can sometimes cause a person's skin to turn yellowish orange.



Corn is a member of the grass family



Potatoes were the first food to be grown in space. In 1996, potatoes plants were taken into space the space shuttle Columbia.



The city of Chicago is named after garlic. Chicagaoua was the Indian word for wild garlic.

10 THINGS WE DON'T KNOW ABOUT VEGETABLES.

Compiled by: Priscilla Anum – Noi



The litmus test of entrepreneurship is the creation of a more convenient way of doing things so that the average citizen benefits thereof. The world of the entrepreneur is full of opportunities that when harnessed, produces results that promotes the welfare of a myriad of people.

The African entrepreneur is now more energized than ever to translate ideas into reality, and it is in that regard that care should be taken in nurturing such ideas into fruition.

The core task of the entrepreneur is simple; create an environment in which people can mobilize their human and capital resources to achieve a common target.

The creation of that platform determines the exact nature of the work to be done. This becomes especially true when the scale of work to be carried out is explicitly specified. As a result of this it is very

important to have a clear idea of exactly how you expect the business to shape out. Projections should be made with regard to profits and losses for a considerable number of years from the date of start of business, so that such information could be consistently measured against reality, in order to find out if progress is being made.

It is certainly not enough to have one's head in the clouds in the pursuit of ideas that may never see the light of day, as this is because carefully calculated plans tend to produce better results.

The idea is the genesis of the business, and as such putting in place measures to ensure its continuous refinement is the key to business growth, taking into consideration competitive factors that may be present. Various ideas are proposed on regular basis, most of them similar to already existing ones. The entrepreneur needs to figure out how to design the concept in the way that makes it unique from prevailing options.

This is the key to drawing clients to your side as every consumer desires the best of products and services from providers. Regardless of the nature of the industry you operate in, one factor cuts across all platforms; the final consumer prefers businesses that provide enough convenience to the user. In the case of competitive options, a vigorous marketing approach is required to out – compete business “rivals”, as at the end of the day, the package that serves the best interest of the client wins.

Nurturing a business idea often becomes a lifelong responsibility, as a well – planned system of continuous monitoring and evaluation of options assists in the suitability of the business idea to modern trends. Several of the global giants in business today had beginnings that were quite mundane to the distant observer, but the keen – eyed entrepreneur(s) behind the story decided to push the idea to its farthest point, the result of

that mindset being the vibrant economic system the world enjoys today.

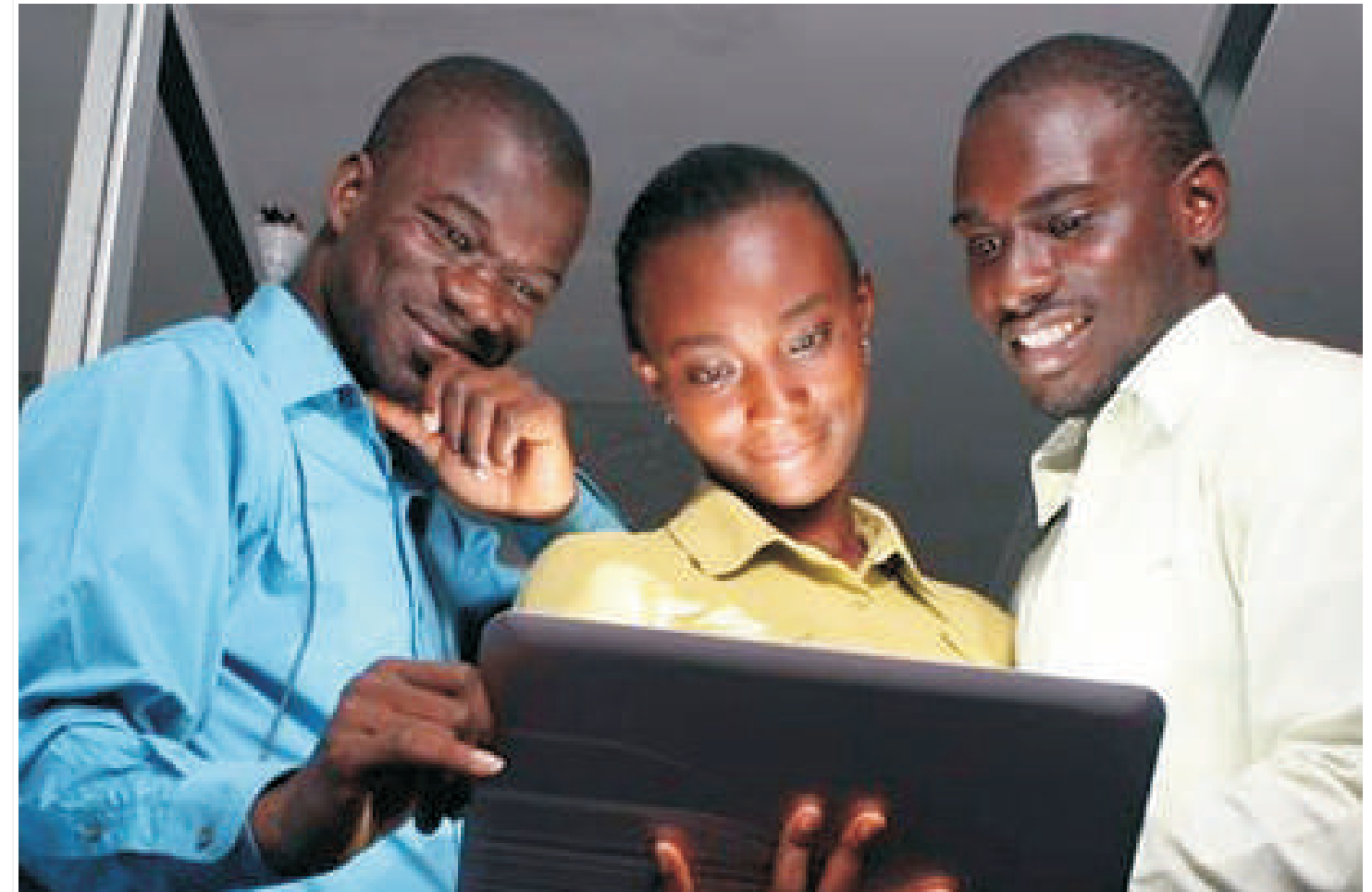
There have been various instances in which positively – managed competition often fuels the progress plan of a community or country. Bringing your new business idea on board then needs to promote the economic advantages that a perfect competitive market brings to all and sundry, and it is in the light of that that the wannabe business executive needs to carefully plan how to fit into the pattern in to add to genuine efforts at building on efforts to ensure a progressive plan of growth and development.

The world of the entrepreneur harbors opportunities for progress, and the smart individual is the one who figures out how to contribute to the growth plan and make profit as well. Ideas, when carefully polished can serve as catalysts for a representation of that kind of nirvana we all dream of.



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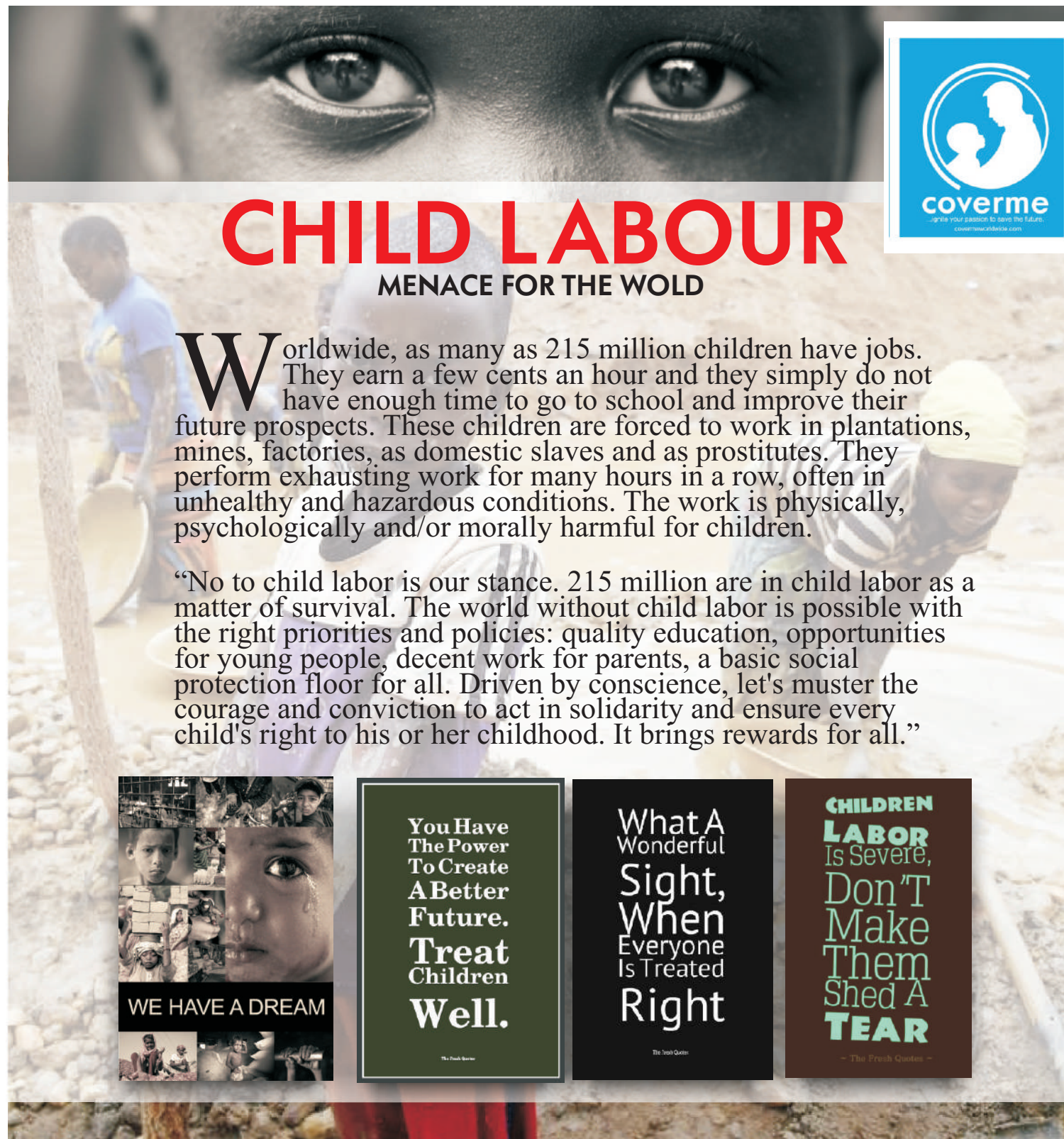
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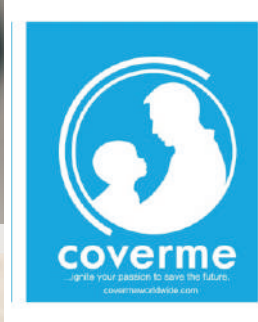
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CHILD LABOUR

MENACE FOR THE WOLD

Worldwide, as many as 215 million children have jobs. They earn a few cents an hour and they simply do not have enough time to go to school and improve their future prospects. These children are forced to work in plantations, mines, factories, as domestic slaves and as prostitutes. They perform exhausting work for many hours in a row, often in unhealthy and hazardous conditions. The work is physically, psychologically and/or morally harmful for children.

“No to child labor is our stance. 215 million are in child labor as a matter of survival. The world without child labor is possible with the right priorities and policies: quality education, opportunities for young people, decent work for parents, a basic social protection floor for all. Driven by conscience, let's muster the courage and conviction to act in solidarity and ensure every child's right to his or her childhood. It brings rewards for all.”



You Have
The Power
To Create
A Better
Future.
Treat
Children
Well.

What A
Wonderful
Sight,
When
Everyone
Is Treated
Right

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Is Severe,
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Them
Shed A
TEAR

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