

9TH
EDITION

BizzAfrica

MAGAZINE

JANUARY, 2019.

FREE

BizzFair

GHANA'S PREMIER
BUSINESS FAIR



RICHARD DOGBE

CEO and co-founder of Jobhouse

A rising mogul who defied

the odds and built

a business
empire

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4	Subscription	12	Project X
5	The Team Editorial	14	Trending
6	Join Our Team	18	Legal Spectrum
8	In – Focus	20	Trail Blazer Lord Ibrahim Sani (CEO Sani Group of Companies)
10	Rising Star Benjamin Badu Oppong (CEO Covermeworldwide)	22	BizzFair
12	Writing & Editing	24	Ice Breakers
28	Freestyle	36	Website
30	Michael's Missives	39	Lovemichs Multi Platinum Empire
32	Ghana Events Awards - (GEA)	40	YAGAE

TOURISM GUIDE



CONTENT



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NEW BEGINNINGS

"Start by doing what's necessary; then do what's possible; and suddenly you are doing the impossible."

- St. Francis of Assisi

Entrepreneurship is no more a luxury. It is a necessity; even for salaried workers. You cannot rely on remuneration from employment since unforeseen events like pay delays and job loss, for varied reasons, may occur at any time. In circumstances like that, you can fall on your own side/extra income and expand your business with the money you should have saved from your employment.

Those who own their businesses are most admired now; flexibility in time schedule and a sense of self fulfilment for birthing something that they see grow over the years.

From my conversations with most entrepreneurs, the joy derived from their work is customer satisfaction and the ability to meet a need.

This, I believe, is what we must all strive to achieve. This is because a satisfied customer is most likely to give you referrals and before you know it, you have a tall list of customers constantly seeking your service and products. This how the cash starts flowing in.

In this edition, we feature, as our trailblazer, Ibrahim Sani, a young Ghanaian who is doing remarkably well in the real estate and petroleum industries, both nationally and internationally. He was honoured in the year 2018 with his Lordship title by the Queen of England.

Laced in these colourful pages are stories of many other entrepreneurs who tell their stories, their struggles and achievements, aimed at encouraging readers on this journey.

We also feature some fun facts, cross word puzzles and jokes that are sure to dazzle you.

Do well to send us feedback on info@bizzafrica.com.

Bonne lecture à tous!

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IN-FOCUS

WHAT YOU NEVER NEW ABOUT **ALGERIA**



Algeria is usually known for its footballing prowess in Africa. It caused one of the greatest World Cup upsets on the first day of the 1982 World Cup when they beat the then reigning European champions, West Germany, two goals to nil.

However, their recent fame is the memory of the civil war that lasted from 1991 until 1998 between the Algerian Government and the Islamic Salvation Front, a secular Islamic political group that tried to gain majority in the Algerian legislature.

But there is more to this relatively rich country, and BizzAfrica brings you information on how it could play a crucial role in the growth of your business.



GEOGRAPHY



Algeria is a country in the Maghreb region of Africa with Algiers as the capital and most populous city.

In the year 2018, its population was estimated by the UN to be around 42 million people.

Algeria has a total land area of 2,381,741 square kilometers. The country is bordered in the northeast by Tunisia, on the east by Libya, on the west by Morocco, on the southeast by Western Sahara and on the north by the Mediterranean Sea.



ECONOMY

The backbone of the economy is the abundance of oil. It accounts for roughly 60 percent of their budget revenues, 30 percent of their GDP and over 95 percent of export earnings.

Algeria has the tenth largest reserves of natural gas in the world and is the sixth largest gas exporter.

Its top exports are Crude Oil, Natural Gas and Petroleum products. The country also is rich in minerals such as iron, lead, zinc, copper, calamine and mercury.

GDP per capita was estimated to be around \$15,200 as at 2017 and GDP growth rate was pegged at 2% in the same year.



TRIVIA

Algeria has the second largest army in Africa and in the Arab world after Egypt. It was colonized by France in 1830, and had its independence in 1962.

The country's name is derived from the city of Algiers. Its national language is Berber.

The official language of Algeria is Arabic as specified in its constitution since 1963.

Women make up 70% of the country's lawyers and 60% of its judges, and also dominate the field of medicine. As a result, they are increasingly contributing more to household income than men.

Algeria has qualified for three World Cups: 1982, 1986 and 2010; they have also won the African Cup once, when they hosted the tournament in 1990.





BENJAMIN BADU OPPONG

(C.E.O, COVERMEWORLDWIDE,CYRAX STUDIOS)

RISING
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 project.

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?

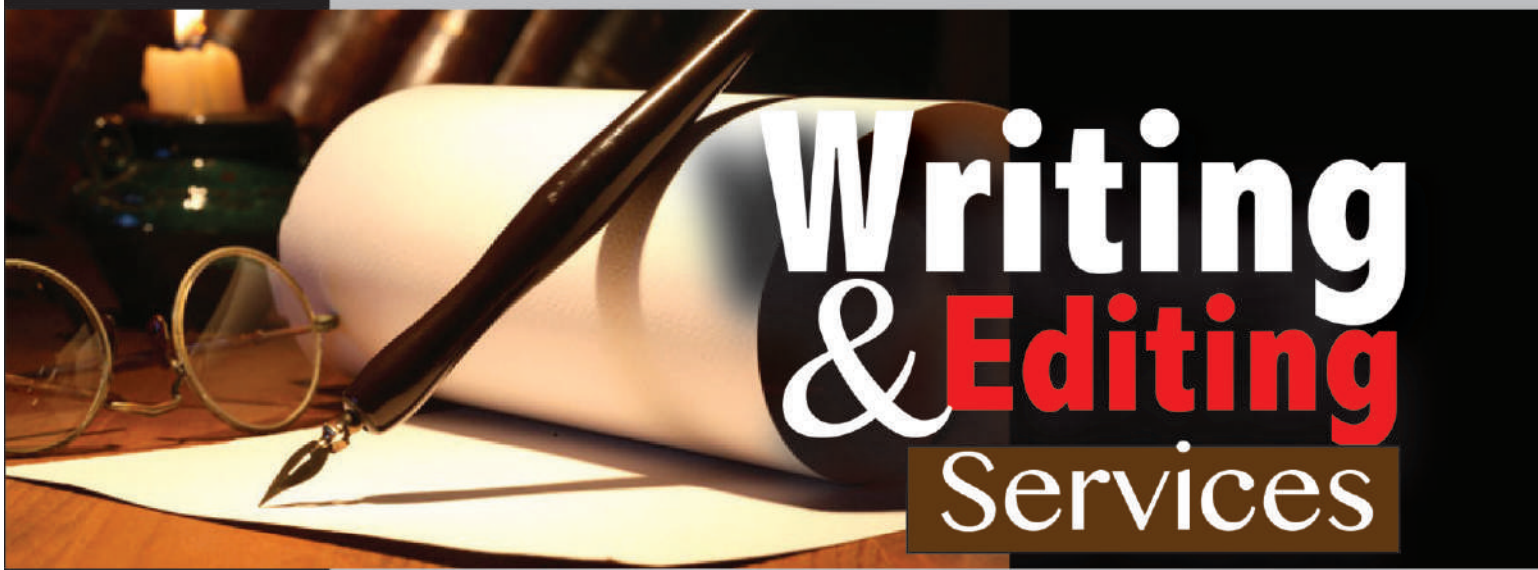
So far the primary challenge is funding. Others are the difficulty in acquiring some basic teaching or educational materials supports such as stationaries to support our educational and creativity tours to schools around the country and beyond.

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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TRENDING

Various business opportunities exist for the keen – eyed entrepreneur.

Detailed below are some ideas you could develop into a viable business venture.

A. TRANSPORT SERVICES

Africa's transport network is still in its early stages of development.

Here in Ghana, the year 1927 witnessed the operation of bus services by the Accra Town Council in Accra, Kumasi, Sekondi–Takoradi and Obuasi.

And since then, a number of companies have jumped into the fray promising speed, safety and convenience.

Bespoke services such as group transport at specified time periods, especially for corporate executives may provide a leeway for them out of the hustle and bustle of daily activities especially in areas with high population densities.



B. AGRICULTURE

Agriculture continues to be the mainstay of several economies in Africa, significantly contributing to Gross Domestic Product (GDP).

Various fruits, vegetables, cash crops and animals are traded in either for subsistence or commercial use. Flora could be grown and packaged in their fresh state either for domestic sale or export.

Fauna can also be reared, processed and packaged for the same objective. Additional services such as door – to – door delivery of such produce could set the stage for a great business prospect.



C. MEDIA & ENTERTAINMENT

Africa's media and entertainment industries have experienced exponential growth in recent years.

Democracy and its related “Freedoms” have led to the promulgation of a myriad of laws that protect citizens who desire to air their opinions on substantive matters that border on national interest.

Despite this boom, there exist several opportunities electronic and print media, as well as in the entertainment sector that one can tap if determined to.

With such platforms readily available, a business concept that is often overlooked could be developed and made available for all to enjoy.

Such patronage would consequently stimulate the desired returns if properly exploited.



D. LEATHER PRODUCTS

Africans enjoy things African! Unique designs on shoes, bags, belts and other items could set the stage for a unique business enterprise. Qualities such as durability and design, when properly marketed would make waves not just in Africa, but the world at large. Our forests and wildlife habitats abound with several animals with beautiful skin designs.

Except those officially labeled as on the verge of extinction and as such unavailable for hunting, other species could be used for this purpose. With the right procedures followed in this venture, one could find himself uniquely positioned to make available a product not just for local use, but for the international market as well.



E. ENERGY

Energy is a global resource. Petroleum, electricity, oil, gas and other forms of energy assist in no small way in the daily lives of all and sundry.

According to the International Energy Agency, “The International Energy Agency's (IEA) Africa Energy Outlook – a Special Report in the 2014 World Energy Outlook series – offers a most comprehensive analytical study of energy in Africa, specifically in sub-Saharan Africa, the epicenter of the global challenge to overcome energy poverty.

More than 620 million people live without access to electricity and nearly 730 million

people use hazardous, inefficient forms of cooking, a reliance which affects women and children disproportionately.

Meanwhile, those who do have access to modern energy face very high prices for a supply that is both insufficient and unreliable.

Overall, the energy sector of sub-Saharan Africa is not yet able to meet the needs and aspirations of its citizens”.

IEA – Africa Energy Outlook, A FOCUS ON ENERGY PROSPECTS IN SUB-SAHARAN AFRICA World Energy Outlook Special Report (2014).

Young African entrepreneur, the ball is in your court!





F. ICT SERVICES

In the year 2013, statistics available indicate that there was a “strong ICTs growth, particularly in mobile-cellular network (63.5% penetration), 16.3% Internet users - almost half the developing country average of 31% and 6.7% of households have Internet access at home” – International Telecommunications Union – 2013 AFRICAN ICT WEEK, on the theme “Africa’s ICT development challenges and opportunities”

Demand for ICT experts are now more than ever. Develop a viable business concept in this area, design a unique service strategy for your clients, and watch your business grow.

G. MARKET DATA

Everyone needs information.

Business growth thrives on the availability of credible information that could assist in decision making.

Making such data available on a consistent note and at a fair price could set the stage for a winning business venture.



H. TOURISM

Tourism is one of Africa's very important brands.

All countries of the continent have something truly unique to show people who have a soft spot for nature's wonders.

Water bodies, Museums and Gardens are but a few of the many options a keen – eyed entrepreneur can tap into and effectively transport into a natural masterpiece.

Explore such options and work hard to enable others truly appreciate what nature has to offer humankind.



I. HEALTH & BEAUTY PRODUCTS

Another area of business that is gradually attracting attention is health and beauty products. We all desire infection – free bodies and with the proliferation of various medications all touting their ability to provide remedies, the availability of the right product at the right price may just as well set one on the road to a good business initiative.

Whether playing middle – man role for an existing product or the manufacture of a new one, a product that provides such a solution may stimulate a volume of demand that would leave you surprised.



J. WASTE MANAGEMENT

Africa continues to “battle” with waste materials and efforts to ensure an effective waste management system, has left more room for improvement.

Several individuals and institutions are involved in the “waste war”, and to settle for this business means to ensure that you have done your homework well.

Regardless of the above, a resolute determination to provide a cost – effective strategy to assist in the correct disposal of waste, may kill two birds with one stone; making Africa a cleaner continent, and earning income as well.

LEGAL SPECTRUM



MERGERS AND ACQUISITIONS; TAKING THE RIGHT STEPS

Various factors come into play when two or more businesses decide to merge, or when (the dominant) one decides to take over the operations of the other.

When management of a firm decides to broaden the scope of operations, one of the options usually considered is the act of identifying a minor playmate in the industry, and then fusing the operations of the two bodies.

Another situation is when an outright purchase devoid of lengthened negotiations, places one firm at the mercy of the other.

A merger becomes a done deal when two business units with synchronous activities wrap up all arrangements germane to the deal, and as such both derive a form of benefit from the plan.

An acquisition on the other plays a dominant partner against a weaker one, and it is usually sealed when the punier one admits helplessness on the rough corporate terrain, and as such desires an improvement in operations.

In instances like this, one has little to say or do.

Whatever the case may be, this strategy involves measures that would be put in place to ensure that a business stays afloat, and it is in that regard that it becomes prudent to identify the various forms of decisions that a business unit can make when such a crossroad is reached.

Various advantages come into play when such a verdict is reached; top on the list is economies of scale.

Again the (new) business(es) gain from market expansion or diversification and goodwill. In short a giant attracts more to itself than a weakling.

Industry coordinators are usually notified and involved every step of the way.

A step in this direction implies a change in product and customer base, and in that regard, the appropriate authorities determine how cards are to be played.

The country's national bank and its stock exchange (in the case of two financial institutions listed on the Stock Market) would direct the actions to be taken, as in the in Ghana, with regard to the recent deals being executed on the corporate terrain.

Mention can be made of the acquisition of Ghana Breweries Limited (GBL) by Guinness Ghana Limited (GGL) (which changed its name to Guinness Ghana Breweries Limited, GGBL), Ecobank Transnational Incorporated taking over The Trust Bank, Ghana Telecom being rebranded to Vodafone and Zain (originally Celtel) now Airtel.

Whatever the precursor to the deal is, whenever the right steps are taken to harness the activities of like entities, the various processes engineered to ensure its success would invariably determine the longevity or otherwise of this giant step.



Some terms to note:

a. An acquisition is the purchase of one firm by another

b. A takeover is the transfer of control from one ownership group to another

c. A merger is the combination of two firms into a new entity. In this case, a new company is created and both sets of shareholders have to approve the transaction. It requires a fair opinion by an independent expert on the true value of the firm's shares when a public minority exists

d. A Cash Transaction is the receipt of cash for shares by shareholders in the target company.

e. A Share Transaction is the offer by an acquiring company of shares or a combination of cash and shares to the target company's shareholders.

f. Going Private Transaction (Issuer bid) is a special form of acquisition where the purchaser already owns a majority stake in the target company

g. A conglomerate is merger in which two firms in unrelated businesses combine – the purpose is often to 'diversify' the company by combining uncorrelated assets and income streams

h. A Spin-off is a debut independent company created by detaching part of a parent company's assets and operations

i. Carve-outs are similar to spin offs, except that shares in the new company are not given to existing shareholders but sold in a public offering

j. An Asset Sale is the sale of the assets of a division to other firms

k. Synergy value is created from economies of integrating a target and acquiring a company; the amount by which the value of the combined firm exceeds the sum value of the two individual firms.



TRAIL BLAZER

RICHARD DOGBE

When a young person gets creative and establishes a product which is commendable, that person becomes a trail blazer who charts a path for others to follow.

In the Human Resource and recruitment industry, Jobhouse has gained popularity and credibility as it unites jobseekers and their potential employers on a daily basis.

The BizzAfrica team caught up with the CEO and co-founder of Jobhouse, Richard Dogbe, and this is what he had to say:

BizzAfrica: Tell us about yourself (education, family etc)
Richard: I started schooling from my village at Wli falls (middle part of Volta) for my primary school education.

At that time I was staying with my grandfather who played a very instrumental role in my life. He was a teacher so he taught me how to spell correctly and read.

And this really helped me to stand out among my contemporaries. Unfortunately my grandfather died after primary school I came to join my mum in the district capital and I continued my schooling from there.

After the JSS I was fortunate to get admission into Bishop Herman College, and I thank God I went there as well. Truly you must be soldier before you go out or come in (as the motto goes).

At Bishop Herman I got interested in computers, as I did a little bit of hardware and learned how to use office application.

I was also the laboratory prefect and represented my school in the Kofi Annan ICT Center Competition where we emerged second. I was again a photographer at the Secondary School.

From Bishop Herman I went to the University of Ghana, Legon where I read Information Studies. Then I served as a National Service Person at the Institute for Sanitation and Development Studies at Legon.

After my national service I studied for an MBA in marketing from University of Ghana Business School and ended in 2014.

BizzAfrica: Let's go straight to the Jobhouse story. How did it all begin?

Richard: Jobhouse started right on Legon campus. I think I was in my second year. I had a colleague who was reading Computer Engineering, and we decided to work together to solve the accommodation problem on campus by use of a reservation software we created.

We thought that it was a big project so we approached the hostels on campus including Ghana Hostels and International Student Hostel (ISH) and went to see the hostel managers. They seemed excited about the idea but later we discovered that the project was implemented without us.

BizzAfrica: So they stole your idea?

Richard: No. As I have grown as an entrepreneur, I have realized that we could have handled it in a different way and taken steps to ensure that we were not dealt with like that. I think we were not smart enough to handle that idea we carried. So as we were waiting to start this software project, we decided to do something in the interim. We started teaching people how to design website because we realized that the people who were doing computer science did not know how to code. We secured a lab, designed posters, and arranged for projectors to start our project.

BizzAfrica: Is that how Jobhouse started?

Richard: Yes. At the time 'Ghanaweb', 'Business Ghana' and 'jobs in Ghana' were the only ones that were advertising jobs. We realized that it would be difficult for fresh graduates to buy Daily Graphic every day to see posted jobs.

So we took it upon ourselves to extract and list the jobs online and it didn't take so long for Jobhouse to become popular. But along the line my partner and I entered into some difficulties with regard to how to make some money from the site, so we separated and he went to do his own thing (Jobwebghana).

For two years, we did not gain revenue from Jobhouse. We were always investing money from our web designing class. Two years after my partner left, my team and I changed our strategy and entered to strategic partnerships.

BizzAfrica: Which contract is the biggest that you have had so far?

Richard: The single biggest contract was the one from SADA. We however make more money than, that but that was biggest. A company may ask us to recruit for them but not that huge number at one point in time. And in terms of experience I am grateful to God because it pushed us to do more. So the experience has been very fantastic. And because of that we are now dealing with government. Working with government agencies is not easy at all because by the very nature of public institutions, you have to spend so much to get something very little done so it's difficult to make profit.

You have to advertise in the dailies when it involves positions such as the Director of a public institution.

BizzAfrica: So what would you say your successes have been so far?

Richard: Well I don't think we have been very successful especially for the things we have planned to do. But I am grateful to God for the things he has done with us so one great thing that I think we have been able to do is getting an office space which we could call our own since we changed our strategy from not being only a job listing company but a recruitment agency. And we did all that without any kind of financial assistance from anybody.

You know you have to build some credibility if you are into recruitment. If you don't have an office nobody wants to offer big money.

BizzAfrica: So what are some of the challenges you have faced?

Richard: Well I think that from the initial stages the problem has been reliable internet connectivity.

For me internet connectivity was everything because no matter which internet service provider you were dealing with, they will fail you. I think the next challenge was office space. At the beginning we didn't need one. All we needed was that artificial sense of an office but sometimes you need to meet some partners and have some meetings.

Also, consultancy required face to face interaction in order to build that credibility. In Nigeria, Tanzania and in Kenya, we don't have office space but we do have web presence.

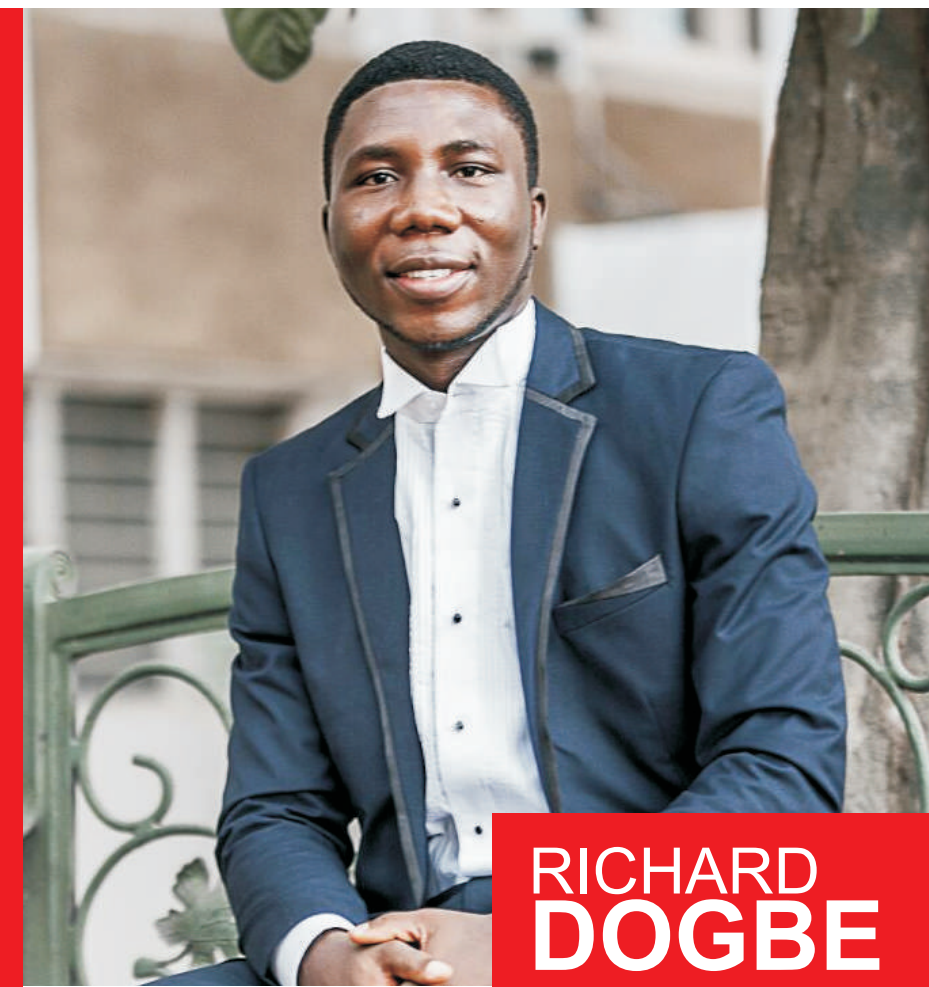
BizzAfrica: Was there any point in time where you actually felt like quitting?

Richard: Well I have never felt like quitting because that is out of the question. But sometimes, you actually feel like you are going to crash. This was because, at a point, even hosting was becoming a challenge for us. You go for some hosting package your traffic goes up and it's like you're going to crash the server and you have to move to another server but you are cash trapped.

The passion from what I was doing was just too much and the support from my web design spurred me on so it made me persevere.

BizzAfrica: What is your message to young people who are coming up as entrepreneurs?

Richard: First of all don't hope that you are going to make a lot of money when you start something.



RICHARD DOGBE

Chances are that you might never make it in terms of money. Chances are also that it might take you a long time to make money. Some people are not patient enough for business. Ask yourself: "Can the idea work?" and "What are the necessary ingredients?" If you can answer those questions then you have the conviction to go ahead. Secondly, don't worry yourself with unnecessary things that might not translate into results.

As an entrepreneur when you are starting you cannot get everything right in terms of the legal requirements because you might not be in the position to manage things properly. So if you don't take care those things can collapse your business. The most important thing is getting the business running and the product delivered.

You don't need a whole arsenal of things before you start. Nobody can deceive you that you don't need money to start a business. You need money! Find means of making some cash. It could be from family or side on the side.

So you must identify your cash cow, something that is bringing in some money. Then you can translate from an entrepreneur to a manager or CEO, and then you can start paying your taxes and your employees.

BizzAfrica: thank you very much for your time

Richard: You are welcome





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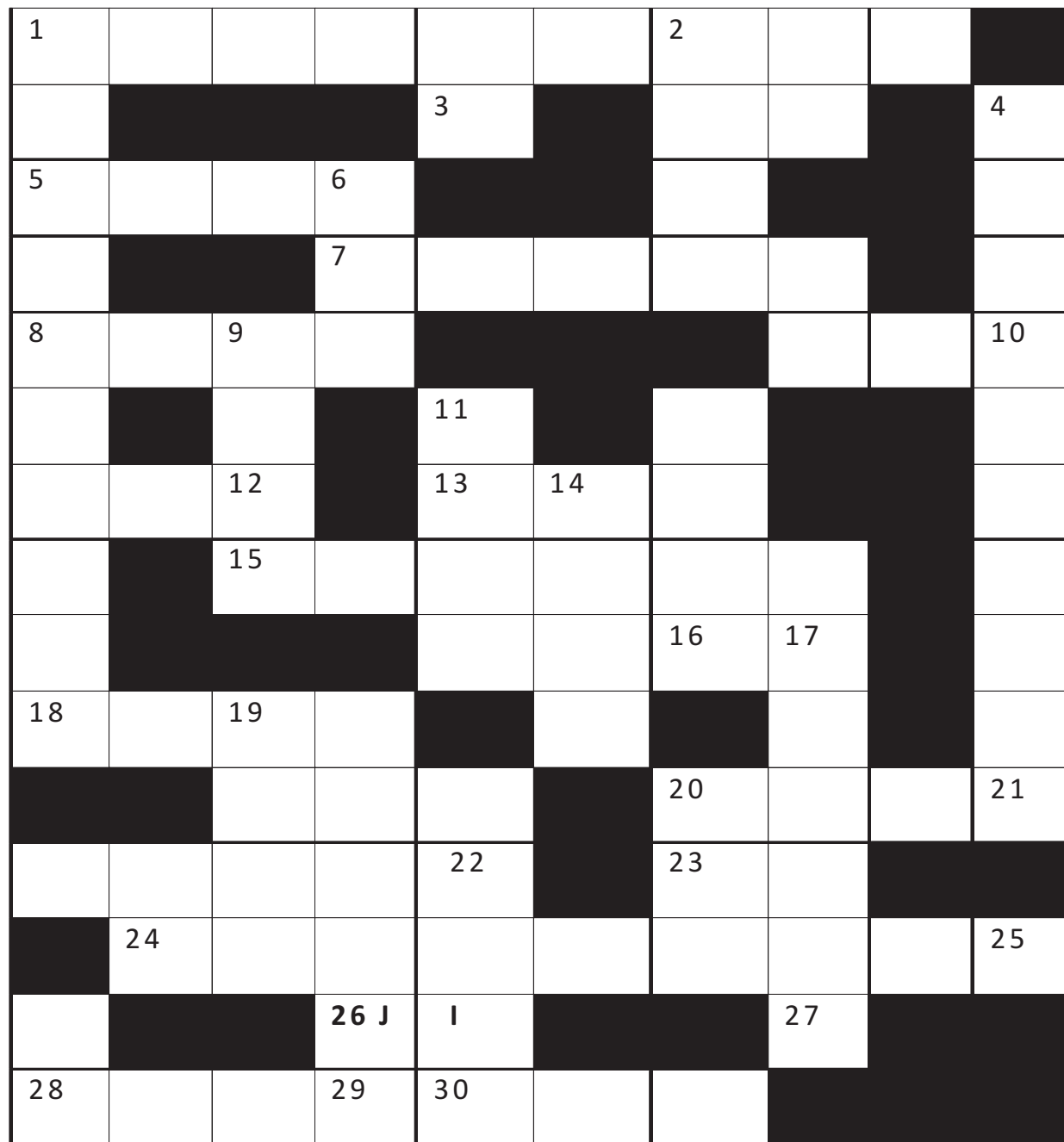
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ICE BREAKERS

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 quart-zlike 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

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 organisation
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.

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

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
25. Law protecting distinctive signs and symbols of a company

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TEN (10) REASONS TO TAKE TIME

Take time to THINK; it's the source of power

Take time to PLAY; it's the secret of perpetual youth

Take time to READ; it's the fountain of wisdom

Take time to PRAY; it's the greatest power on earth

Take time to LOVE and be LOVED; it's God's given privilege

Take time to be FRIENDLY; it's the road to happiness

Take time to LAUGH; it's the music of the soul

Take time to GIVE; it's too short a day to be selfish

Take time to WORK; it's the price of success

Take time to do CHARITY; it's the key to Heaven

POEM

WHERE is the other DOLLAR?

Three salesmen decided to share a \$30 hotel room for one night and split the cost evenly between them.

After they checked in, the hotel manager noticed that they should have been charged only \$25 for the room. So, he gave the porter five one-dollar bills and said to return the money to the three men.

As the porter was walking to the salesmen's room, he wondered how he was going to split the five dollars evenly between the three salesmen. So, he put two dollars in his pocket and gave each of the three salesmen one dollar.

Now, if each of the salesmen paid \$10 for their share of the room and were given one dollar back, then they each would have paid \$9 for the room. Nine times three is twenty-seven, plus the two dollars the porter put in his own pocket is twenty-nine ($9 \times 3 = 27$. $27 + 2 = \$29$)

Where is the other dollar?



One day, the King fell ill and he knew his time was short. He thought of his luxurious life and wondered, "I now have four wives with me, but when I die, I'll be all alone." Thus, he asked the 4th wife, "I have loved you the most, endowed you with the finest clothing and showered great care over you. Now that I'm dying, will you follow me and keep me company?" "No way!" replied the 4th wife and she walked away without another word. Her answer cut like a sharp knife right into his heart.

The sad King then asked the 3rd wife, "I have loved you all my life. Now that I'm dying, will you follow me and keep me company?" "No!" replied the 3rd wife. "Life is too good! When you die, I'm going to remarry!" His heart sank and turned cold.

He then asked the 2nd wife, "I have always turned to you for help and you've always been there for me. When I die, will you follow me and keep me company?" "I'm sorry, I can't help you out this time!" replied the 2nd wife. "At the very most, I can only walk with you to your grave." Her answer struck him like a bolt of lightning, and the King was devastated.

Then a voice called out: "I'll go with you. I'll follow you no matter where you go." The King looked up, and there was his first wife. She was very skinny as she suffered from malnutrition and neglect. Greatly grieved, the King said, "I should have taken much better care of you when I had the chance!"

In truth, we all have the 4 wives in our lives: Our 4th wife is our body. No matter how much time and effort we lavish in making it look good, it will leave us when we die.

Our 3rd wife is our possessions, status and wealth. When we die, it will all go to others.

Our 2nd wife is our family and friends. No matter how much they have been there for us, the furthest they can stay by us is up to the grave.

And our 1st wife is our spirituality, often neglected in pursuit of wealth, power and pleasures of the world. However, our spirituality is the only thing that will enable us to have faith and gain everlasting life. Cultivate, strengthen and cherish it now.

Remember, when the world pushes you to your knees, you're in the perfect position to maintain your spirituality.

Pass this on to someone you care about.

Anonymous

THE KING AND HIS FOUR WIVES.

FREE STYLE

TOP TIPS FOR STARTING YOUR OWN BUSINESS

With youth unemployment at record highs, one way for young people to get a job is to start their own business.

Instead of waiting for someone else to hire you, why not set up a company and employ yourself? But how do you launch a business during an economic downturn?

Lesson 1: Hard Times Are Good Times To Start A Business

The way the start-up entrepreneurs tell it, it is tricky to start a business at any time - not just during a recession - but their particular business idea is so niche, so focused, and so special that they shrug off the gloom and just get on with it. And his friends identified a consumer need - The upside of starting a business during a downturn is that things can only get better as the economic climate improves, and you will have learnt an awful lot in the difficult times that you can use in the easier ones.

Steve Barnes, of the start-up internet fast food delivery service Appetise.com, says he has only known economic gloom, but that has not stopped him. "I don't know what a boom feels like, to be honest. I don't really know what to expect". "When you've got such a small start-up business I don't think it is really going to be affected at all. There are plenty of opportunities in a recession." But what should your business actually do?

Lesson 2: Focus On The Ideas Staring You In The Face

Lots of people go about finding their niche by using business school tools such as market analysis or sector research; clever, but remote. Why not start a business based on a need you yourself have, that is not properly addressed by existing suppliers?

You experience the gap in the marketplace, and you fill it: easy-peasy. University campuses are full of ideas for businesses. For example, David Langer was at Oxford University when he co-founded Group Spaces. It started as a service for Oxford University clubs, and is designed to make life easy for secretaries and treasurers trying to do admin for clubs, societies, and hobby groups. Group Spaces now has two million users worldwide, helping club administrators in more

than 100 countries. The company employs 10 people, working near East London's start-up hub Silicon Roundabout and has recently raised £1m (\$1.54m) in investment. The fast-food delivery service Appetise.com was an idea borne by students from Warwick University which has now gone UK-wide.

"It was purely to solve a problem that we had as students," says co-founder Steve Barnes. "Trying to order a take-away, we used to order in groups of 10 or 20 people and trying to organize that over the telephone is a bit of a nightmare. "Whereas now everyone can sit down individually at the computer, place their order and then submit it all in one order and it's very easy to see an itemized bill to see who owes what."

Keep it simple, and answer an in-your-face need. If you have got the need, and the idea, then come the operational problems - but even they are less daunting than they used to be.

Lesson 3: You Already Have The Tools You Need

Most homes and most students are already equipped with quite a lot of the tools any business needs to reach a worldwide audience from day one. Computer power is so cheap that many school or university leavers have their own machines, with processing power unimaginable a few years ago.

Laptops can edit sound or movies, design software, and keep track of all the details of a start-up business at minimal cost. Internet connectivity allows a start-up entrepreneur to collaborate with video conferencing at almost no cost, an extraordinary breakthrough.

The internet also enables a new business to reach a specific, even worldwide marketplace with a minimal outlay.

Clever viral marketing can pull in curious customers seduced by ingenuity alone. And very young people are often instinctively able to use the new technology that makes all this happen. They already know things that great big companies have to pay specialists huge sums to get done.

Lesson 4: Cash Is King

Now, what about funding? Starting any kind of business always used to need money: from savings, relatives, angel investors or a bank loan. The latter is reputedly horribly difficult at the moment. For several reasons, including the technology mentioned above, not having pots of cash is now much less of a problem than it used to be. Several of the start-up entrepreneurs I have met needed only credit-card loans to get their businesses up and running - a potentially costly route, mind.

Warren Bennett, 30, is co-founder of the bespoke tailoring service A Suit That Fits - now 6 years old, the company sells around 15,000 suits a year. Warren had the idea while volunteering as a teacher in Nepal, where he had stumbled on a good local tailoring business. Back home in the UK, Warren and a friend started what he says was the world's first online bespoke suit-making business.

The company now has studios across the UK for people to drop into to have measurements taken for a suit that is made thousands of miles away in Nepal. A Suit That Fits was funded solely through credit cards and by asking customers to pay in advance. It is a business that lives off cash-flow, not bank borrowings. Not having to depend on outside investors also means the founders get to keep a full stake in the business they founded. And there are many businesses devised around generating a cash flow that finances the rest of the company's operations - asking for up-front money from customers that can be used to pay suppliers and manufacturers later on.

Positive cash-flow is a business wonder: funding your business expansion out of cash flow is even more wonderful; but not always.

One Internet start-up founder told me what they say in Silicon Valley, USA: if you are making a profit you are not growing fast enough. You should be gobbling up investors' money to fund your hell-for-leather growth.

Lesson 5: Tell Your Story

Whether you are pitching to a potential sponsor, mentor or customer, it helps to tell a good story. In my experience, young entrepreneurs know how to tell a story, both their own and that of the business they have set up and the needs it is trying to address - plus the adventures they have had on the way.

Arnold Sebutinde, aged 27, from Birmingham runs Spontaneous Portraits. His story, which helped him get funding and a mentor from the Prince's Trust, is compelling. Arnold got into trouble, and spent two and a half years in prison.

While serving his sentence, he made use of his talent for drawing and started to sell portraits of inmates and their visitors, for £2.50 a time. After being released, he continued to build his business, and posted internet videos to highlight his special talent:

"I did this to get the word out, so people would talk about me as this artist who draws with both hands."

Story-telling is a vital part of running any kind of business, but it gets neglected as companies get bigger and bigger and more and more arrogant. Start-ups have great stories to tell.

Lesson 6: Don't Take Too Much Notice Of These Lessons

Just get on with it!

Peter Day, presenter of Radio 4's *In Business*, has interviewed generations of young start-up entrepreneurs over the years, and here he summarizes the words of advice they have shared with him on taking the DIY route

Credit: BBC (19 January 2012)





MICHAEL'S MISSIVES

"Man is a political animal; the only being that lives in organized communities, in which relations are regulated" – Aristotle (384-322BC)

The political season comes and goes as it wills. Year in, year out, all forms of political elections at all levels of administration do well to catch the attention of the man on the street; the signs and symptoms appear in every nook and cranny. Some, previously quite reserved with regard to general manner and disposition to debate and other forms of political discourse, seem to suddenly develop "superhuman" oratory skills, all in a quest to convince the populace of their ability to turn situations around.

Posters appear everywhere, advertising the hopefuls in all ways, each being portrayed as the best of the lot, with the Midas touch to cause an impact when voted into power. But then the question arises: why this seemingly "crazy" quest for power?

A myriad of answers then drop in:

- Some believe they could improve existing state of affairs when given the nod and are in control of available resources.
- Others believe that they are naturally gifted with the leadership ability, hence can improve upon the present state of affairs with their skills and abilities.
- A third group approach the issue from a messianic point of view – to them they are the "chosen ones" specially created to deliver all and sundry from long-inflicted woes!

Then a second question drops in:

Do you necessarily have to be in power to provide help or save a situation?

This question tends to unexpectedly knock them off balance, and in a bid to regain their posture, they come out with answers like:

- "When in power, you tend to have the authority to direct the execution of pressing projects and programmes, and you are obeyed forthright".
- "Power draws attention to you. You are recognized as a leader, hence there is the possibility of effectively coordinating procedures, unlike when you are not".
- "Your followers get to know exactly what you have in mind for them faster and easier than when you do something on a personal note".

In a quest to attain power and authority, huge sums of monies go waste in the name of campaign, which tempts one to wonder if it wouldn't have been better if such monies were appropriately channeled into more productive uses.

It's ironic to note that in spite of this waste, they, with confidence, declare that their overriding desire is to help their followers out of their woes.

Followers expect a lot from colleagues who find themselves in leadership, and as such, anything short of this would be misrepresented as an abuse of office, since that has become tag that is placed on anyone who expresses interest in leadership. Such persons are branded as corrupt, simply because the level of trust placed in such people have been abused over the years.

The time to change that perception is NOW! Leaders are expected to put in place measures to create the impression of credibility and accountability; sugar-coated words should be a thing of the past, and a voice for the voiceless should come to the rescue.

Realistic programmes and policies should be put in place to improve the lot of the ordinary person and politicians should spare us the agony of hoping for things to come, yet waiting in vain. The world is ours to protect. It's up to us to rise up and elect leaders with clear-cut visions, not ones with oratory skills and advertising strategies.

MICHAEL'S MISSIVES



On Friday, September 17, 2018, the CFAO Motors office at Airport Bypass Road was the hub of all attention in Accra, as deserving winners of the Ghana Events Awards were officially announced.

It was not just about the colourful setup and hundreds of people from all walks of life gathered to catch a glimpse of the event, but also the announcement of winners in the various categories. Dancehall artiste, Stonebwoy beat his colleague in the industry, Shatta Wale, as well as VVIP and others to grab the ultimate prize as winner of the "Ghana Favourite Event" award, with the "Ashaiman To The World" concert.

Other winners were Ghana CEO Summit for Best Emerging Event, Glitz Style Awards for Best Event Setup, Event Factory winning the Best Event Company award and Swag of Africa grabbing the Best Event Photography award.



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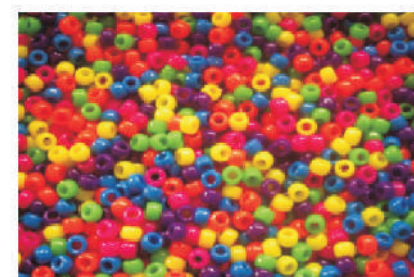


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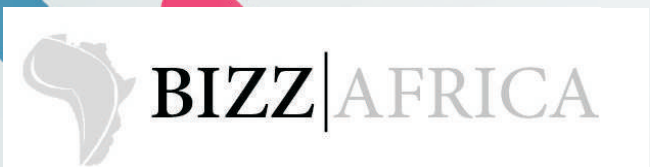
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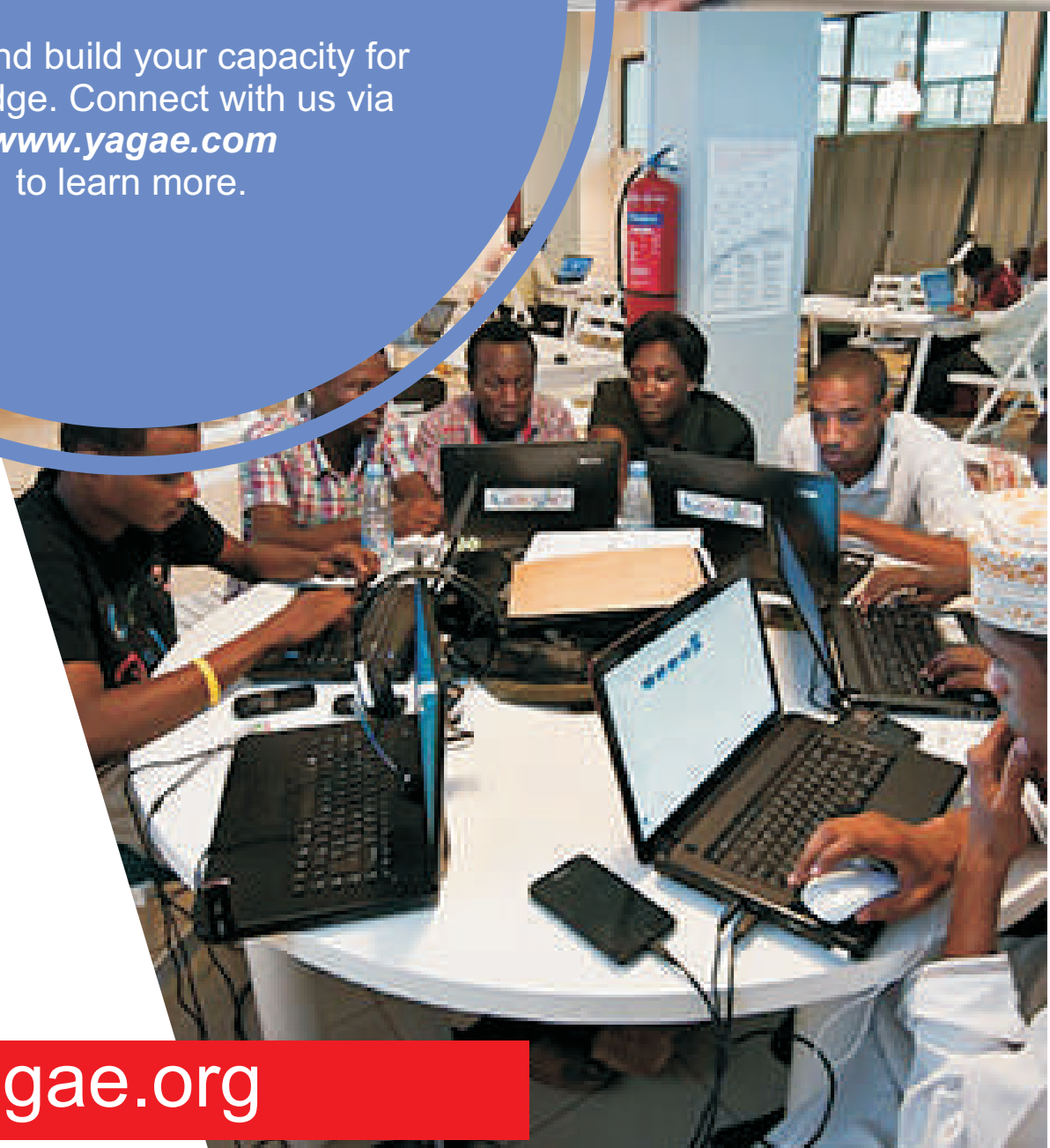


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