

# ZimMarketer



MAR 2022 | MARKETING | PUBLIC RELATIONS | SALES | CUSTOMER SERVICE | DIGITAL MARKETING

Celebrating Women's Month  
#BreakingtheBias

Conversational  
Marketing Solutions

Executive Profile:  
Tatenda Marongwe

Dubai 2020:  
Epitome of Expositions

## PERSONALISATION AND CONVERSATIONAL MARKETING



### THE ALL-NEW NISSAN NAVARA

NOW AVAILABLE IN A **SINGLE CAB RANGE**  
THAT'S BUILT OF MORE AND READY TO WORK.

#### NISSAN CLOVER LEAF MOTORS

Nissan Dealer Of The Year 9 Times

**Hre Tel:** (024) 2485522-6

**Derreck:** 0783 219 307

**Byo Tel:** (09) 265401-5/61333

**Tawanda:** 0772 307 605

**Email:** [sales@cloverleaf.co.zw](mailto:sales@cloverleaf.co.zw)

**+263 733 988 335**

Available Ex-Stock

# Receive your medicine in the comfort of your home

Get all your medical supplies delivered to your doorstep. Just follow these simple steps to order and we will deliver in no time.



Order

1



We Deliver

2



You Receive

3

Cimas Medic Express is a delivery service that supplies chronic medication directly to your doorstep. This facility is meant to ensure convenience to individuals by reducing the necessity for individuals to travel to pharmacies and health facilities.

## Contact Details

60 Baines Avenue, First Floor East Wing, Harare

**Hot line:** 263(024) 2700070  
**Toll Free:** 08080300 (Econet subscribers)  
922 (Econet and Telone Lines)  
**Administration lines:** (0242) 700 085/6  
**WhatsApp:** 0714 612 027  
**Email:** flightmedical@cimas.co.zw

### Personalisation and Conversational marketing - creating dialogue and customer centric marketing

Marketing has shifted dramatically from what a fair amount of us learned in high school. Most businesses continue to lag behind their customers' actual wishes and needs. There is still a heavy reliance on high-frequency, one-way communications. Many firms push the latest sales offers in neatly packaged, primarily text-based campaigns.

After reflecting on traditional marketing practices, it seems presumptuous to suppose that we can force, convince, or influence a customer by speaking at them – using oneway interactions without considering whether they would wish to respond. Consider, for example, the conversion rates of your favourite local life insurance provider's sign up campaign SMS rate was 5 percent, which is fantastic for a population of 14 million people.

Would it not be better to meet the requirements of the 95 percent who don't respond and would increase conversions even more. This is based on the belief that those who would not sign up would have more questions or require more information about the product or service in order to make a more educated purchasing decision.

Marketers must develop to stop detecting to customers and instead ask them to participate in a conversation. What if a product isn't a good fit for the target and they wish to look into a different product or offer?

Conversational marketing is the solution: creating purposeful customer interactions that invite and welcome customers to engage in dialogue. Personalisation marketing is therefore a key ingredient to compliment a well-tuned customer engagement machine.

Companies with genuine competitive ambitions must implement personalisation to enhance customer experience. When done correctly, personalisation allows messaging to stand out in a busy environment as one that we currently find ourselves in. Global



brand leaders such as Google, Apple, and Red Bull set the bar high for customers in terms of customer service, marketing, and what actually engages and stands out from the crowd.

Personalisation is important for brand marketers and public relations because it influences brand recognition, loyalty, and lead generation throughout the consumer journey.

Some of the major highlights in this edition is the Women's month commemorations. The month of March is Women's month this year's theme is #BreaktheBias. To commemorate women's month, we feature the Women in Marketing and related professions who are members of the Marketers Association of Zimbabwe. This edition features , first quarter events among them the Charity donation to Prisons, the Marketers Luncheon and the Marketing Practitioners graduation.

Thank you for your continued support. The ZimMarketer team fervently hopes that you will enjoy the articles prepared for you in this edition.

**For feedback and comments contact**  
**auxilia@mazim.co.zw**

*Auxilia*

## EDITORIAL

### Executive Secretary:

Gillian Rusike

rusikeg@mazim.co.zw

### Editor:

Auxilia Katongomara

auxilia@mazim.co.zw

### Sales Executive:

Nyasha Kunaka

Email: sales2@mazim.co.zw

### Publishers:

**MAZ**  
SYNERGIES FOR THE FUTURE

Marketers  
Association  
Zimbabwe

### Design and Layout:



sales@artmosfeargfx.com

+263 775 811149

### Printing:



### MAZ Contact Details:

📍 No.21 Lezard Avenue, Milton  
Park, Avenue, Harare

☎ +263 242 795 764 / 791 288

📧 @marketerszim

🌐 marketers association zimbabwe

🌐 www.maz.co.zw

🌐 marketers.association.of.zimbabwe

### Article Contributors:

Brian Chikonzo

Constance Makoni Thodhlana

Lenox Lizwi Mhlanga

Mellany Msengezi

Patricia Mutumha

Patrick Paradza

Rujeko Bara

Shamiso Yikoniko

Tabani Moyo

Takudzwa Taderera

Tanaka Tapasowa

Varayidzo Nhandara



# CONTENTS

## 03 Editorial

### THEME ARTICLE

- 06 Conversational Marketing
- 09 Empathy Marketing
- 12 Conversational Marketing Solutions

### INTERNATIONAL WOMEN'S MONTH

- 15 Women need leadership roles not over mentorship
- 20 Women in Marketing
- 25 Women In Marketing: Wellness and Fun Day

### EXECUTIVE PROFILE

- 26 Tatenda Marongwe

### EXPO DUBAI 2020

- 31 Expo Dubai 2020

### TECHNOLOGY

- 33 Why Digital Marketing is important for small businesses
- 36 Competition in the Age of AI

### MAZ NEWS

- 39 Marketers Luncheon

- 43 32 Marketing Practitioners Graduation
- 46 Meet MAZ Staff 2022

### PUBLIC RELATIONS

- 48 Retaining Younger Employees a challenge for 21st century bosses
- 50 Story Telling and Corporate Reputation Management

### MARKETING MATTERS

- 54 Influencer Marketing
- 56 How to achieve success in Marketing

### COMPANY NEWS

- 59 Company News

### CELEBRATING ACHIEVEMENTS

- 62 Celebrating Achievements



# Get instant motor insurance on the Go!



**Free Hospital CashPlan Policy**


From **\$7500**  
 Per day spent in hospital

Free branded Disk holders.
 

  
**ZINARA**  
 Disk Delivery



# CONVERSATIONAL MARKETING

BY VARAYIDZO NHANDARA

Conversational marketing is a customer CENTRIC, DIALOGUE driven method of marketing to customers. In decades passed the statement "the customer is always right" has been the backbone of many customer retention and customer services campaigns, however this statement although great for the customer, did not address the needs of the customer adequately and failed to provide the organizations with real time tangible information they could use to grow, and ensure theirs would be a long lasting business.

Conversational marketing remedies such matters in that it focuses on what the customer wants, who the customer is, and more so what will keep the customer coming back. Conversational Marketing allows customers to decide which mode of communication they use with a certain organization, and these methods are smart in that they can even adjust to the "tone of voice" the customer is most comfortable with. This method of customer relationship marketing encourages dialogue between the organization and customers using online platforms such as chatbots, live chats and messaging apps. The benefits of Conversational marketing using these platforms not only lies in the timing of it and the benefit of dialogue, but if used correctly can extend to database building, as well as using customer analytics extracted through these platforms for product and service enhancements to mention a few.

Conversational Marketing in layman terms can be described as any form of two - way communication between the organization and the customer. In Zimbabwe as well as around the world we have seen a boom in WhatsApp marketing where many of our contacts both business and personal pop up using the WhatsApp for business platform to make transactions, market services and products as well as have an on-hand catalogue of what they offer as part of their contact information. WhatsApp for business has become so popular and this is testament to the possibilities and successes one can realise when engaged in Conversational Marketing and related activities.

Conversational marketing has replaced cold calling customers, a sales technique in which clients were bombarded with information about a product or service they did not seek out or consider using until the sales agent was either in their office or occupying their telephone line. One of the many benefits of conversational marketing is that when the conversation takes place the client is likely to be more engaged and the opportunity to close the sale or gain a customer is somewhat guaranteed. With two- way communication the client can make

recommendations and share concerns, while the customer services agent is able to build rapport and adjust their “tone of voice” to communicate effectively with the client.

As the world population becomes busier, and the world borders begin to sync due to modern technology; communication and access to information needs to be prompt and occur in real time. In the past many consumers needed to send email enquiries and await responses over hours, days and sometimes weeks. With conversational marketing the clients and marketers no longer need to wait to create a win-win outcome.

The modern day marketer needs to embrace the new way of doing business, and simply take a look at the numbers.

>Only 43% of people answer cold calls.

>The average email open rate has fallen to 20%

>The average landing page conversion rate is only 2.35%

With numbers such as these, organizations need to take heed to the call to make business transactions personal, and hence more effective.

Although conversation marketing takes place at a fast pace in real time, Marketers need to remain cognisant of basic business principles such as the importance of an email or letter with resolutions of what was discussed during the conversation process. The need to have information in writing, and on record will always be important in business transactions, now and in the future.

Conversational marketing combined with other strategies of relationship marketing are a failsafe response to the ever-changing environment and will bring organisations closer to achieving their marketing objectives, bottom line and overall longevity in the marketplace.



**Varayidzo Nhandara is the Managing Consultant of a boutique Consultancy called the Consultant established in 2021. She has over 10 years' experience in hotel management and over 8 years' experience in General Management and Marketing Management.**





# Dispose it easily and hygenically



ARTMOSEAR  
GRAPHICS

Get your **sanitary bins** from Hinnposs Investments and enjoy hassle free waste disposal in addition to keeping your environment clean and healthy.

## ORDER YOURS NOW!

**VISIT US AT:** 80A George Silundika  
Corner George Silundika and 6<sup>th</sup> Street, Harare  
**CALL:** 0242 708 338 / 0716 224 034 / 0716 224 036  
**EMAIL:** sales@hinnposs.co.zw



**HINNPOSS INVESTMENTS**  
*cleanliness is good for your health*





# EMPATHY MARKETING: CREATING CONNECTIONS BETWEEN BRANDS AND CONSUMERS

BY PATRICIA MUTUMHA

The events of the past 2 years since the onset of the COVID-19 pandemic have shown us just how important empathetic marketing is for businesses both large and small. The world has changed and businesses need to adapt to the new needs of their customers if they want to grow. The best way to do that is through empathy.

## What is empathy marketing?

Empathy is the ability to see events and situations from another's perspective, in other words to put yourself in their shoes. For brands, empathetic marketing is about seeing the world through the user's point of view. It helps you place the customer at the center of your marketing strategy and work outwards. But it is important to remember that being empathetic also means being genuine. Empathy is believable when it creates authentic connections between brands and users. You have to build trust and organic relationships throughout the customer journey.

## Why is empathy important in marketing?

There are numerous reasons why empathy is important, especially in 2022 and beyond.

Emotion and connection are more necessary now than ever

before. The way we live and work has changed in ways we couldn't have imagined. "Business as usual" is a thing of the past, because a lot of emotion is being generated about the future and these emotions impact how consumers react to marketing campaigns.

The range of human emotion is massive, from positive emotions like joy, interest, and amazement, to the more negative, such as fear, anger, or sadness. Campaigns need to be geared towards evoking and connecting with these real emotions.

While brands still want to sell products and services and bring in revenue, the way they move users through the funnel has to change. And this approach needs to be from the ground up. Adapt your content marketing, re-examine the customer journey, and educate your employees about the benefits of evoking emotion across marketing channels.

## How to use empathy in marketing

When the pandemic hit, brands instantly switched their gear and went from promoting their products to sharing helpful resources and motivational messages. In other words, they became more empathetic than ever before.

Many companies are successfully utilising the power of empathy to push their brands to the next level. Here 3 of the many ways to switch to an empathetic marketing mindset.

## 1 Understand your audience's pain points

I earlier on mentioned the importance of walking in your audience's shoes to get a feel for what they need right now. This is the time to update your buyer personas to reflect the new realities your customers are experiencing.

How can you do this? By understanding that customer empathy works in two ways:

- » What are the customer pain points in the real world?
- » What are the customer pain points regarding your business?

In the real world customers are facing a lot of issues including the effects of the pandemic, although it has eased off a bit. That means your audience is still dealing with uncertainty, health and other social challenges. If your brand can step in to help with these feelings, such as offering virtual classes or providing entertainment, you'll be able to make a powerful connection with your audience. Some local brands have done a good job of understanding customers' current pain points and created videos addressing those issues. For example online fitness classes, comedy skits, financial literacy classes and much more.

When it comes to customers' pain points with regards to your brand, you need to do a bit more digging. Analyze your traffic and conversions each week and note the biggest movers, up and down. This is a great way to find out what aspects of your brand are attracting customers.

## 2 Adapt to audience needs

When you know what your audience needs from the world and from your brand, you need to adapt your business model. With so many individuals and businesses struggling due to the effects of the pandemic, you can consider scaling back your service fees, make some services free, and offer more support to customers.

Take smaller steps, like adapting how front-facing employees handle customers and remind teams how to display empathetic behavior towards customers. It's also worth looking into your current customer service process to ensure your wording and tone are more empathetic.

## 3 Support an Important Cause

Another way to empathise with your audience is







by showing your support for a cause they care about. Researchers found that organisations that care about having a social impact resonate more with buyers than those that don't.

For starters, environmental consciousness is a big thing right now as people start to gain more awareness about the current state of our planet. So its high time brands start making choices and changes that are sustainable and eco-conscious. From your packaging to your production process, look for areas where you can improve with the planet in mind.

## Conclusion

Empathetic marketing is now a top priority for businesses. It isn't enough to talk about your product or the benefits of buying from your brand anymore. Brands now need to connect with customers on a deeper, more empathetic level. Show your audience that you understand their needs and are ready to adapt to them.

Including empathy in marketing campaigns is more of a mindset than a technique. And to instill that way of thinking in marketing teams, you need to follow these steps:

-  Understand your audience's current pain points
-  Adapt to their needs
-  Take an educational approach in your marketing
-  Capture everyday life in campaigns
-  Add interactive elements
-  Utilize user-generated content

Each step is vital because the changes we are seeing now will have long-lasting effects. Taking an empathetic approach can take a bit of time to get used to, but it isn't impossible.



Patricia is a qualified ZimChartered Marketer and a member of the Marketers Association of Zimbabwe. She is the Customer Experience manager for NicosDiamond Insurance and an insurance associate with over 15 years of experience from the insurance industry.



**ZITF** APRIL 26-30  
**2022**  
Business days April 26-28

# RETHINK, REIMAGINE, REINVENT

VALUE CHAINS FOR ECONOMIC  
DEVELOPMENT



**JOIN OTHER GAME CHANGERS AT ZITF 2022**  
AS WE OPEN THE DOOR TO REINVENTED WAYS OF DOING BUSINESS

BUSINESS DAYS

26 APRIL

**ZITF INNOVATORS FORUM**  
PITCH COMPETITION

27 APRIL

**ZITF INTERNATIONAL BUSINESS CONFERENCE**  
**ZITF INNOVATORS FORUM**  
HACK-A-THON

28 APRIL

**SCHOLASTICA CONFERENCE**  
**CONNECT AFRICA SYMPOSIUM**  
**ZITF CHARITY GOLF CHALLENGE**  
**ZITF DIPLOMATS FORUM**

PUBLIC DAYS

29 APRIL

**OFFICIAL OPENING**

30 APRIL

**PUBLIC DAY**

**EXHIBITION STANDS STILL AVAILABLE!!!**

# CONVERSATIONAL MARKETING SOLUTIONS FOR SMALL BUSINESS

BY BRIAN CHIKONZO

The COVID 19 pandemic's onslaught and the virus's negative impact on interpersonal communication prompted a slew of innovations. Gone were the days of getting into your car to get to work to sit at a desk and manage calls and emails to and from clients for hours on end.

Working from home and automation became the order of the day and the importance of having sound customer retention was further amplified by the call to get as many sales to avoid financial turmoil for big and small businesses alike. As a result, people began to place a greater emphasis on lead generation and sales.

To improve sales for small businesses it is imperative to understand the link between good customer relationships and acquiring leads. The relationship between a customer and a brand is known as customer engagement. This can be done in person or by other means such as email, phone, and social media. Post-pandemic customer engagement initiatives can be implemented in a variety of ways. Conversational marketing is the most common and it employs automated customer engagement methods like live chats and chatbots.


## What is Conversational Marketing?


Have you ever had a chance to interact with a corporation or organization? You've probably come across conversational marketing. It's a technique of having a tailored, two-way discussion with clients in order to better understand and

service their needs. Businesses utilize conversational marketing as a method to engage in real-time dialogues with their prospects and customers.

Businesses may say "hello" to prospects and have a dialogue with them right in the live chat by deploying automated chat software, commonly known as chatbots. Conversational marketing via social media and on websites provides numerous advantages, including improved lead generation and conversion rate optimization (CRO). Social media conversational marketing is also popular, with apps like Facebook Messenger and WhatsApp leading the way.

## Conversational marketing is carried out in two ways:

 Live chats — Using a chat program, human chat representatives connect with clients in real time.

 Automated chats — Using artificial intelligence, a messaging software dubbed "chatbot" delivers automated, real-time chats with consumers (AI). Customers are provided pre-programmed responses to their questions.

Businesses may use these customer engagement solutions to achieve speedier, automated customer service with minimum cost. Companies who wish to deliver scalable customer support solutions without breaking the bank will find automated chat appealing. Live chats can be more expensive, but the main benefit is that clients can speak with a real person rather than a machine.



Conversational marketing is vital since today's customers expect immediate responses to their questions. They don't have the time or patience to wait on the phone or for an email response any more. Companies may deliver real-time service to their clients via a marketing automation chatbot.

### Conversational marketing also aims to meet clients where they spend the majority of their time.

That's why, using messaging software like Facebook Messenger or Slack, many firms have integrated conversational marketing into their social network platforms. Conversational marketing allows you to provide fast personalized customer service, which improves the customer experience while also supporting your lead generation and conversion rate optimization initiatives. Conversational marketing's goals are to:

- ⊗ Establish customer trust
- ⊗ Enhance customer experience
- ⊗ Eliminate wait times and increase process efficiency
- ⊗ Provide instant responses to customer concerns
- ⊗ Gather customer feedback and act on it
- ⊗ Move prospects through the sales funnel faster
- ⊗ Support conversion rate optimization efforts

Given the numerous advantages of conversational marketing, it's only natural for a small firm to include it in its digital marketing efforts. Customers feel more happy and cared for when they may contact you at any time and at their own pace. It allows you to produce more sales from a business standpoint. Customers are hesitant to press the "Buy" button because they have reservations and implementation of conversational tools as discussed will allow them to ease their fears after getting instant responses to any queries they have about the product or service..

### How small businesses can take advantage of Conversational Marketing in Zimbabwe

With their Whatsapp-integrated bots, prominent banks and financial organizations like BancABC and Steward Bank have been using chatbots and AI to manage consumer concerns. Smaller businesses, on the other hand, should not feel left out, as a small investment can go a long way towards providing your company with the lead-generating, sales-boosting and customer-retaining chatbot it requires to improve productivity.

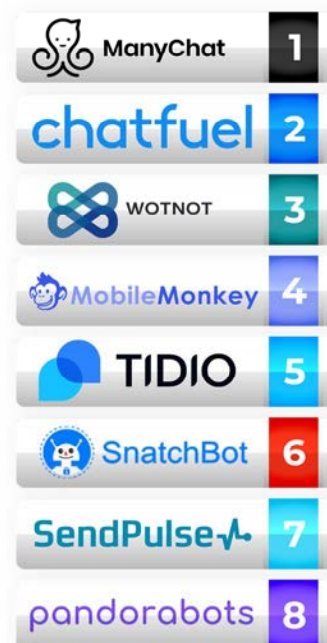
A recommendation for a start-up or small business can be provided based on research of over 30 chatbot builders. The premise behind this list is that unless you're a large

corporation with a lot of cash on hand, it's difficult to justify investing hundreds of thousands each month on a chatbot solution.

There are many chatbot builders on the market that cost less than \$100 per month and come with a slew of useful features right out of the box, such as personalized styling and analytics.

### According to Moser, these are the top eight choices.

1. ManyChat
2. Chatfuel
3. WotNot
4. MobileMonkey
5. Tidio
6. SnatchBot
7. SendPulse
8. Pandorabots



The primary distinctions in which one is best for you will be determined by your budget, level of technical expertise, what you want to achieve with the bot (functionality) and the number of channels you want to integrate. Always check in with your strategic plan to see how far you can utilize conversational marketing to uplift your customer relationship management.



**Brian Chikonzo is a passionate brand analyst and holds qualifications in International Business and Management Studies specialising in Entrepreneurship and Retail Management. He is an SME Brand Design and Developer, Feb94 Enterprise Solutions.**

# The Network for all your Digital Solutions

Stay connected to the digital world  
with our cutting edge innovations and  
platforms.



JERICO 0232264

# WOMEN NEED LEADERSHIP ROLES NOT OVER-MENTORING!

BY SHAMISO YIKONIKO

Women are trailblazing, making names for themselves in organizations all over the world- taking their career goals to the next level and claiming positions they have worked very hard for.

Despite this, many top positions within organizations are still held by men.

In recent decades, there have been calls for greater gender equality while enhancing the need to close the gender wage gap, and although tremendous strides have been made in this aspect, there is still a fundamental lack of women in leadership roles.

Statistically speaking, many women leaders are missing out.

Women outnumber men at almost every educational level and are about half the workforce in most countries, but: less than 20 percent are in senior management roles and progress has been slow and stagnant in the percentages of women reaching senior, top, and director-level positions in all countries in which benchmarking studies have been conducted, Zimbabwe included.

Besides shattering the mold, some women are still struggling to truly thrive- between work-life balance and office politics, there are numerous challenges women can face in the workplace.

Studies have outlined that companies with greater gender diversity, not just within their workforce but directly among senior leaders, are significantly more profitable than those without.

How then do we get more women in influential leadership roles?

Women must advocate for themselves if they want to move up the career ladder, but to succeed, they cannot go it alone.

All successful leaders need a network of champions-mentors and sponsors!

As noted in the book, Kick Some Glass: 10 Ways Women Succeed at Work on Their Own Terms, the people around you have the ability to either support or hinder your growth towards becoming the best leader you can be.

Almost every career woman has a mentor and in some instances one may have more than two mentors depending on the skills they are honing. But what is the essence of being over mentored without garnering influential leadership roles?

By the time they reach mid-career, most leaders can name a handful of advisers — bosses, coaches, colleagues, and friends — who helped them build confidence and develop

	MENTOR	SPONSOR
<b>Role</b>	Experienced person at any level	Senior leader in the organization
<b>Goal</b>	Provide guidance for career choices and decisions	Use influence to help employee obtain high-visibility assignments
<b>Who drives the relationship?</b>	Both mentee and mentor; requires mentor to be responsive to the needs of the "mentee"	The sponsor, who chooses to advocate for "sponsee," including behind closed doors with other leaders
<b>Actions</b>	Helps mentee determine paths to meet specific career goals	Advocates for sponsee's advancement; champions her potential





needed skills. These advisers may be mentors and/or sponsors.

Both mentors and sponsors are critical to helping aspiring women leaders gain the perspective and connections they need to take on larger roles and advance their careers.

While both mentors and sponsors guide professional development, the Centre for Creative Leadership outlines the difference between a mentor and a sponsor and their relevance to advancing women's careers.

Mentors provide guidance and support, whether around a specific need or for ongoing development. They listen to their mentees' experiences and give constructive, direct, and honest feedback. CCL research established that people who are mentored: are better prepared for promotions and have higher success rates; Stay with their organizations longer; Feel more satisfied with their jobs and careers; and Rate higher on performance measures.

Mentees have greater impact in their organizations, are perceived as being more innovative and creative, show higher resilience to setbacks, and have stronger networks.

A mentor may also be a sponsor — but not necessarily. A sponsor is a specific type of mentor who goes above and beyond giving advice.

Sponsors are advocates who actively work to advance the career of their "sponsee," touting their accomplishments and potential, connecting them to others in their network, and recommending them for bigger roles. A sponsor pushes their "sponsee" to take on challenging assignments and actively advances their career progression — including in

off-the-record or closed-door meetings with other leaders. Since the people who can advocate and create opportunities for others have some level of authority in an organization, they are likely upper-level leaders — people in power. And as the statistics above noted, in most organizations, that pool of influencers is still primarily male.

So while sponsors are important for men, they are critical for women. Yet men are more likely than women to have sponsors.

Mentoring at all career stages is important, but without sponsors who take that next step to advocate on their behalf, women — are at a disadvantage.

Borrowing from the CCL eagle's eye view of the imbalance between men and women in terms of sponsorship, there are several reasons why women are under-promoted.

#### **Like attracts like.**

Since people naturally tend to gravitate to other people who are like them, male leaders may unconsciously be inclined to mentor and champion other men.

Similarly, women may not feel comfortable asking somebody several levels up — especially someone who doesn't look like them — for advice or sponsorship. So even with no other factors at play, more men than women are sponsored, and leadership power structures remain largely unchanged.

#### **Unconscious bias also plays a role.**

Historically, images and ideals of leadership have been





Introducing  
**The Sahwira Connect Card!**

The fastest, easiest and most  
convenient way to receive funeral  
grocery allowance!



#SahwiraMukuru  
#UmnganeOmkhulu

[www.nyaradzo.co.zw](http://www.nyaradzo.co.zw)

**Service • Strength • Solutions**

associated with stereotypically masculine qualities, and so women are less likely to be perceived as “leadership material,” as compared to men.

Research shows that women face a double-bind of being seen as either competent or likable-but not both.

Research has also found that women receive fewer stretch assignments and more vague, personal, and unhelpful feedback than men-preventing them from clear information about their performance that would push them to learn, grow, and improve.

### Assumptions are problematic.

Often, women have the right qualifications and personal readiness but still aren’t considered for a promotion or critical assignments. More senior leaders simply make assumptions about women’s capabilities and interests, and then make decisions for them:

- ⚠️ She’s too nice; she wouldn’t want this job...
- ⚠️ She has young children; the travel schedule will be too demanding...
- ⚠️ She won’t want this promotion; she’d have to relocate her family...
- ⚠️ She hasn’t done this before; she won’t feel up for the challenge...

These assumptions may not be conscious or spoken, but they cause women to be overlooked for roles they would be great at.

### “Queen Bee Syndrome” contributes, too.

The few women who have broken through the glass ceiling often still find themselves feeling stuck because of gender bias. While many women do sponsor, promote, or support the career advancement of other women, those who do not are sometimes called “queen bees” and are considered unsupportive of other women.

The research by CCL found that when women executives advocate for diversity and to promote other women, they receive lower competency and performance ratings. Men who sponsor or promote women are not similarly penalized — and may even be rewarded for supporting diversity.

To mitigate power and bias, both men and women in positions of power should mentor and sponsor talent — regardless of gender. With awareness of the reality of power and bias in everyday actions, leaders should check their thinking, adjust as needed, and call out bias whenever



they see it.

Whether deliberate or unconscious, bias makes it difficult for women to move ahead. Knowing that bias exists is not enough, action is needed to level the playing field.

Yes! Gender equity in the workplace should not be pegged as merely a “women’s issue” and be left to women to address. Men in leadership roles are ideally positioned to strengthen the leadership pipeline in their organizations by helping to retain and advance talented women.

Some men think they wouldn’t be good at mentoring someone who’s different from them. Others have said they’re wary of perceptions or misinterpretation of their work relationships with women.

Together, we can help create a network of champions for talented women...because when more women lead, individuals thrive — and organizations are better able to embrace the challenges of the future.



**Shamiso Yikoniko is a Strategic Communications Specialist currently working for the Zimbabwe Association of Church Related Hospitals as the Technical Advocacy and Communications.**



# BECOME A MAZ MEMBER AND ENJOY THE FOLLOWING MEMBERSHIP BENEFITS:



## BENEFITS INCLUDE:

- Enhanced networking and interaction with various organisations and professionals.
- Professional affiliation and opportunities for professional development.
- Discount at MAZ events which include conferences, seminars and workshops.
- A copy of the ZimMarketer magazine per publication.
- Free recruitment services for marketing professionals.

AND MANY MORE BENEFITS FOR BOTH CORPORATE AND INDIVIDUAL MEMBERS

## STRATEGIC PARTNERS



Our membership online registration/payment system is now up and running!  
Visit [www.maz.co.zw](http://www.maz.co.zw) to sign up and pay for your membership today.

FOR ANY ENQUIRIES CONTACT:

Takunda Mbinda (Business Development Executive | Membership)

Phone: +263 777 558 758

Email: [mazmembership@mazim.co.zw](mailto:mazmembership@mazim.co.zw)



## Be Informed! Be Connected! Be Recognised!

### PLATINUM MEMBERS

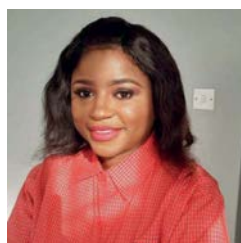




# CELEBRATING WOMEN IN MARKETING #BREAKTHEBIAS



**DEBRA MARAIRE**  
Client Relationship Manager  
CABS



**TAFADZWA L. GOTORA**  
Head of Digital  
BARKER MCCORMAC  
OGILVY



**NYASHA NYAHUNZWI**  
Account Executive  
BERGAST HOUSE



**EDINAH R. GEMU**  
PR & Marketing Manager  
INSTITUTE OF CHARTERED  
ACCOUNTANTS OF ZIMBABWE  
ICAZ.



**CAROLINE MBOFANA  
DYIRAKUMUNDA**  
Business Dvlpt & Marketing  
GENERATION HEALTH



**ENIA ZIMUNYA**  
Head Marketing & Operations  
MARKETERS ASSOCIATION  
OF ZIMBABWE (MAZ)



**NOMSA CHITSAKA**  
Business Dvlpt Director  
PETROTRADE PVT  
LTD



**SHUVAI RUNGWANDI**  
H.O.M & Operations  
NATIONAL TESTED  
SEEDS



**ODILINE KAVA**  
Managing Consultant  
VAKOMA BUSINESS  
WORLD



**SIZOLWENKOSI  
MAZOLO**  
Operations Manager  
LEC BIOTECH





**MISS NOMA**  
Founder  
**OUTSPOKEN**  
CONSULTANTS



**JULIANA MAISVOREVA**  
FIISA  
General Manager  
**HAMMER AND TONGUES**  
REAL ESTATE



**MONICA NYAWERA**  
Business Development  
Executive  
**MAZ**



**MAZVITA S.R**  
**NDUDZO**  
Marketing Manager  
**ZIBUKO CAPITAL**



**MAKIE MBANJE**  
Managing Director  
**SHOWCASE IT**



**TATENDA**  
**MARONGWE**  
Group Marketing Executive  
**ZIMNAT**



**PHILLIPA GOMO**  
Marketing Advertising and  
Marketing Manager  
**ZIMPAPERS**



**NONTOKOZO NDLOVU**  
Sales Assistance  
**EXCLUSIVE VIRGIN**  
HAIR S.A



**SHAMISO M.**  
**PFUMAYARAMBA**  
Marketing Brand Custodian  
Responsible Retailing  
Coordinator



**TRACY MAONEKE**  
Head of Centre/ Exec. Chef  
**FINE DINING CHEFS**  
ACADEMY



**AMANDA NYASHA**  
**NYIRONGO**  
Commercial Projects Officer  
**SCHWEPES HOLDINGS**  
AFRICA LIMITED



**FAITH MANDISHAIKE**  
Group Business Admin  
**NYARADZO GROUP**



**DR. TSITSI PAMELA T.**  
**KANONGE**  
Assistant to the Vice Chancellor  
**CHINHOI UNIVERSITY OF**  
TECHNOLOGY.



**PATIENCE MAPOLISA**  
Managing Director (Founder)  
**BRAND MOTIV360°**



**THANDEKILE**  
**CHIBANDA**  
Area Mgr Bulawayo South &  
Matobo  
**ECONET WIRELESS, ZW**



**JABULILE DZIKITI**  
Customer experience officer  
**NICOZ DIAMOND**  
INSURANCE



**MILDRED CHAPUNGU**  
Client Servicing Clerk  
**NYARADZO GROUP**



**ESTHER MAFARA**  
Marketing and  
Communications Officer  
**TOTAL ENERGIES**



**JEANA CHIRUME**  
Marketing officer  
**SHIPPING AND FORWARDING**  
AGENTS' ASSOCIATION OF  
ZIMBABWE.



**DESREE SEKESO**  
Brand Manager  
**NATIONAL FOODS**  
LIMITED



**RUVARASHE C.**  
**SIMBANEGAVI**  
Marketing Coordinator  
**MISFORT TAX**  
CONSULTANCY



**ANGE SAFARI**  
Founder  
**ZANINKA**  
ENTERPRISES



**ROSELYN CHISVETO**  
MAZ Board Member  
**NETONE HEAD OF**  
MARKETING & PR



**ROSELINE ZINJIVA**  
Marketing Officer Training  
**MAZ**



**PRISCILLA**  
**DHLWAYO**  
Regional Coordinator  
**MAZ, BYO**



**EMMILLIAH MABIKA**  
Head Group Marketing &  
Corporate Comms,  
ZB BANK



**TINOTENDA JIRRI**  
Sales & Marketing Director  
DWELLMART  
PROPERTIES



**VIMBIKAI B. CHIMEDZA**  
Marketing Officer  
ZINARA



**VIVEANNE PAKARIMWA CHIDAVAENZI**  
Sales Manager  
E FOODS - MR SAUCE



**ANECY KUIMBA**  
Administrator  
AFRICA MARKETING  
CONFEDERATION



**SHINGAIDZO CHISAMBARA**  
Sales Agent, Sales & Marketing  
LIQUID INTELLIGENCE  
TECHNOLOGIES



**PATIENCE P. CHEMWAYI**  
Vehicle Sales & Marketing  
Executive  
AUTOMOTIVE DISTRIBUTOR  
INCORPORATED (HYUNDAI ZW)



**FUNGAI TANHARA**  
Co- Founder  
GERONIMO  
CONSULTANCY



**JOYLINE R. ZINDAGA**  
Development Manager  
NASH PAINTS



**MALYAM MATSINDE**  
Marketing Director  
MATSCLOSET



**TANATSWANASHE MAKIPA**  
Sales and Marketing Trainee  
FIRST MUTUAL HEALTH



**TARISAI MILNER MAKUMBIROFA**  
Marketing & Comms.  
Manager  
NASH FURNISHERS



**SIPHIWE MANDINA**  
Marketing Manager  
MIDLANDS STATE  
UNIVERSITY ENTERPRISES  
LECTURER MSU



**FADZAI CHARIGA**  
Customer Retention  
OK ZIMBABWE (LTD)



**FADZAI NYAMAYARO**  
Logistics Cluster Marketing  
Officer  
TSL LIMITED



**PATIENCE CHIGAYO**  
Marketing Officer  
NEWAVAKASH  
INTERNATIONAL



**LORRAINE R. CHAKUCHICHI NYAHWA**  
Head of Sales  
DANDEMUTANDE INVESTMENTS



**PAMELA GWANZURA**  
CHIEF EXECUTIVE OFFICER  
ZARF



**BELINDA K. MWAGARA**  
Marketing Officer  
LAFARGE CEMENT, ZW



**GLADYS MUBAIWA**  
CM Brand Manager  
ZB FINANCIAL  
HOLDINGS



**FADZISO KADENHE**  
Operations & Marketing Mng'r  
ROUXGOLD  
HOLDINGS



**ROSEMARY MALUNGA**  
Sales & Marketing Executive  
PROCUREMART TRADING  
(PVT) LTD



**FAITH MABALEKA**  
Marketing Director  
FRAZER  
PROMOTIONS



**JULIA T. MUCHUWA**  
Sales Consultant  
SUZUKI ZIMBABWE



**YVONNE-MICHELLE TINA CHIANGWA**  
Managing Director Marketing  
REPUBLIK





**FARAI CHIDAVAZENGA**  
Commercial Officer  
ZETDC



**PAIDA MOYO DEWU**  
Chief Sales Officer  
**ELAINE SOLAR**  
AFRICA



**LINDA MANYAU**  
Marketing Manager Executive  
**IMPALA CAR RENTAL**



**PATRICIA MAKWARIMBA**  
Marketing executive  
**COCO MELON KIDZ**



**SHAMISO YIKONIKO**  
Communications Specialist  
**ZIMBABWE ASSOCIATION  
OF CHURCH - RELATED  
HOSPITALS**



**NYASHA MUKOMBE  
NJUNGA**  
Road Freight, Export  
Business Dvlp.  
**SAKILE LOGISTICS**



**MELLANY MSENGEZI**  
Global Head Marketing  
**WASOKO**



**MARJORIE MUNYONGA**  
Corporate Communications &  
Marketing Manager  
**ZINWA**



**LOREEN A. CHARI**  
Sales Executive  
**JC DECAUX, ZW**



**ANGELA MACHONESA**  
Regional head of Influencing &  
Strategic Comm. for Plan  
International, Middle East,  
Eastern & Southern Africa.



**RUJEKE A. BARA**  
Manager  
**UNICORN TRADING**



**RUTH MTANGADURA**  
Public Relations Officer  
**NATIONAL COMPETITIVENESS  
COMMISSION**



**AUXILIA KATONGOMARA**  
Corporate Comms. Manager  
**MARKETERS ASSOCIATION  
OF ZIMBABWE (MAZ)**



**MAZVITA MUSONZA**  
Lead Product Sales, Usage &  
Acceptance  
**ZIMSWITCH**



**STELLA NKOMO**  
Deputy Chief Executive Officer  
**ZIMBABWE INTERNATIONAL  
TRADE FAIR COMPANY**



**WADZANAI MABIKA**  
Key Account Representative  
**NETONE**



**SHARON TANGANYIKA**  
Marketing Assistant  
**LAPTOP WORLD**



**MOLLY TARUVINGA**  
Sales & Marketing Officer  
(Matebeleland North & South Region)  
**CMED PVT LTD**



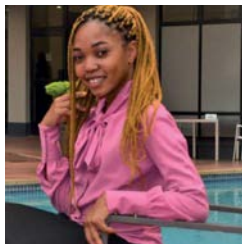
**YEUKAI MUGABE**  
Senior Manager Commercial  
Sales & Marketing  
**POPULATION SERVICES, ZW**



**RUTH NCUBE**  
Chairman  
**AGRICULTURAL FINANCE  
CORPORATION INSURANCE  
COMPANY (LIMITED), ZW**



**EVE GADZIKWA**  
Director General & Board  
Company Secretary  
**STANDARDS ASSOCIATION  
OF ZIMBABWE**



**TANAKA GANYA**  
Business Development Officer  
**ENTREPRENEURS NETWORK  
OF ZIMBABWE**



**TANAKA L. TAPASOWA**  
Corporate Comms. intern  
**MAZ**



**TINASHE MUCHENA**  
Membership Graduate  
Trainee  
**MAZ**



**KATHRINE MANGIRAZI**  
Receptionist  
**MAZ**



DANGER: SMOKING IS HARMFUL TO HEALTH

15mgs Tar 1.1mgs Nicotine. As per Government Agreed Method

LUCKY STRIKE  
IS HERE,  
SAME TRUSTED  
EVEREST TASTE



NOT FOR SALE TO PERSONS UNDER THE AGE OF 18

# WOMEN IN MARKETING: WELLNESS AND FUN DAY

In commemoration of Women's Month, Women in Marketing (WIM), the ladies desk of the Marketers Association of Zimbabwe hosted **The Wellness and Fun Day** at the Old Hararians Sports Club.

The event was held under the theme BREAK THE BIAS, continuing with The Donate a Pad Campaign, an initiative started by the WIM CSR pillar in 2021.

The fun filled day was characterised by wellness activities which included tug of war, balloon race, relays, dance challenge to mention but a few. To encourage a spirit of competition, participants were grouped into different teams according to their colour tags.

In the course of the event each group was challenged to fill a plastic bin with as many pads as they could buy thus leading to the event raising 1 200 in a period of 3 hours.

The Fun Day was well attended with over 100 ladies and girls as well as corporates that were exhibiting their products. These included MedOrange, Misfort Tax, Gunhill Mediacal Village, Inuka, Cancer care and Population Services Zimbabwe to mention but a few.

The Population Services Zimbabwe team gave a presentation on the discomforts of menstruation cycle and how they affect a lot of women in different ways.



They also emphasized on the importance of parents teaching their girl child on menstrual health.

The Women in Marketing CSR Committee Chair, Caroline Dyirakumunda gave a short speech thanking everyone for participating and taking time to be part of such events.

"I'm really grateful to all the ladies who made it here today despite their weekend hustles and all, thank you very much. As the CSR Committee we launched this initiative last year when we donated pads to Chingwere Primary school in Mhondoro.

This year we decided why we don't do it again but slightly different let's include everyone and I want to thank all of you for supporting this. There are girls in the rural areas who are using leaves, random clothes and some are just walking with nothing to hold the blood so we have made this initiative to help them in the smallest ways we can," said Dyirakumunda.

She went on to announce that the total pads donated on that day was 1200 pads which is a great achievement to the Women In Marketing who are still to decide where they will be going this year.

The WIM team is grateful for the sponsors who made this event a success. These included Proton who sponsored the giveaways that had cake mix and cookies, T-shirts sponsored by Image Magic Corporate and caps and gym bags from Tram Graphics.

The winning teams were, Team Orange/White, who won the Overall challenge, whilst Team Purple won the Pad fill up Campaign. Everyone went away with gifts and those who won got their prizes for the challenges sponsored by Proton.



# TATENDA MARONGWE - MARKETER OF THE YEAR



**Tatenda Marongwe was adjudged to be Marketer of the Year at the 2021 Exceptional Marketing Awards held in Kariba last year.**

She is the Group Marketing Executive for Insurance firm ZIMNAT.

She chronicles her journey to the top with us:

**MAY YOU BRIEFLY TELL US ABOUT YOURSELF? WHO IS TATENDA MARONGWE? SHARE WITH US YOUR BACKGROUND FROM SCHOOLS ATTENDED TO PRESENT.**

Tatenda, a firstborn in a family of four is married to Kudzai Marongwe and we are currently blessed with two lovely flowers; Watidaishe and Watipaishe.

Career wise, Tatenda is a proficient marketer with over 12 years extensive experience spanning across various sectors which include Telecommunications, Fast Moving Consumer Goods (FMCG) and Insurance. Insurance is her "happy place" having occupied various Marketing positions within the insurance industry from a Marketing Specialist at First Mutual Holdings Limited, to a Marketing Executive at Old Mutual Life Assurance Company and

now the Group Marketing Executive for Zimnat Group, a diversified, innovative and game changing insurance giant in Zimbabwe.

She is an advocate of creativity, innovation and delivery of results through leading diverse teams. She has developed a proficiency in providing innovative strategic insights not only in marketing but also in positioning businesses for growth.

Tatenda holds a Master of Business Administration degree, B. Com Honours Degree in Business (MSU) and a certificate in Digital Marketing through the University of Stellenbosch South Africa amongst other certificates in Project Management and Events Planning and Management.

Outside work, Tatenda loves baking, event management, adventure and creating a positive impact to people and communities surrounding her.

**BRIEFLY SHARE YOUR PROFESSIONAL CAREER BACKGROUND.**

I started off my career as an intern at a telecoms company, Powertel Communications many years back (chuckle). I then moved into advertising as an Account Executive briefly



before I was taken on a management Trainee program at Econet Wireless Zimbabwe, where I underwent rigorous training which I give much of the credit to for turning me into the professional that I am today. The program was thorough. I then transitioned into insurance starting off as a Marketing Officer at First Mutual Holdings Limited. I then had a short stint in the FMCG industry employed by National Foods as a Senior Brand manager but in no time I bounced back into the insurance sector as a Marketing Executive at Old Mutual. Today I am making life better for our customers with the Zimnat team as the Group Marketing Executive.

### WHY DID YOU CHOOSE TO STUDY MARKETING?

Marketing chose me. I must confess, growing up, I had never dreamt of being in the marketing space....being this soft soul that I am. There were also so many stereotypes about who could become a marketer and definitely, I didn't fit the space, but like Chimamanda Ngozi Adichie put it across, "The problem with stereotypes is not that they aren't true, but they are incomplete" and I am a testimony to it.

My passion had been in business management, running a profitable business. I followed my heart to a greater stage, but I then learnt that the heart of business is in marketing as it is the bridge between business and the consumer. I then specialised in Marketing and guess what, here we are today.

### WHAT IS YOUR CAREER HIGHLIGHT?

Doing the unthinkable. Breaking the internet. Causing chaos in the city (hiding my face and laughing emojis) and out brand trending on Twitter. I am referring to Zimnat's



Security plan and Assessment centre launch executions which caused havoc on the respective days of campaign executions. We placed a mysterious object, heavily guarded and covered in a white cloth at Joina City for security plan launch. As you would have experienced, there were unimaginable conspiracy theories around it so much that some high offices had to pay a visit to the activation site. Luckily, we had done our homework (winking emoji).

The car in the tree accident simulation was also another one that broke the internet. A car that had seemingly been involved in an accident and ended up in a tree. It left tongues wagging on what had transpired, it was hilarious but in the process taking our Zimnat brand to the people.

### WHAT DOES THIS AWARD MEAN TO YOU?





It means a lot to me. It means life and affirmation that the world is full of endless possibilities. This award made me realise that we live in a world of endless possibilities- only if one believes, is focused, determined and fearless or shall I say courageous. With increased access to information in this global village, there is no sky to limit anymore. It also means a lot to the Zimnat team. It shows that all our sweat, teamwork and hard work has been recognised. More so, our brand is becoming a household name.

#### **WHAT DID YOU DO DIFFERENTLY THAT MADE YOU WIN THIS PRESTIGIOUS AWARD?**

Simple. Away from the box thinking which we like to call Box 3 thinking. Which is about creating material fit for the future. In the period under review, we were deliberate about doing things differently as a team. Before rolling out any campaign, we would ask ourselves if anyone else could replicate it. If the answer was yes then we would immediately drop the idea. We would brainstorm until we got to an idea that we felt could not be replicated THEN YES WE KNEW THAT WOULD BE US. Our desire is to make life better and make Zimnat a household name. The world has become so competitive that extraordinary stuff is not good enough. Remarkable is the new normal as one of my mentors would say.

#### **WHAT MOTIVATES YOU TO DO GREAT THINGS IN LIFE?**

The desire to make a mental mark and learn. After all we never stop learning. I have had the privilege of meeting, working and interacting with many people from different backgrounds and levels of exposure. In all of them, I have found something worth carrying with me. From the village boy in the rural place to some industry captains I have had the privilege of sitting on a table with. People are amazing. I have therefore made a deliberate decision to learn from any interaction, emulate the good things and better still make a mental mark. Ultimately I am motivated by the desire to make the world a better place. Day by day, little by little, step by step.

The Zimnat adverts always get people talking. In 2021 we had the mysterious parcel at Joina City , and the 'accident' along King George Road.

#### **WHAT MOTIVATES YOUR ORGANISATION TO BE CREATIVE AND NOT PREDICTABLE?**

Customer obsession. Putting the customer at the centre and front of everything that we do. Our purpose is to make life better and there is no better motivation for us



than seeing people, our customers and stakeholders at large in better places. At Zimnat we also like memorable experiences right from how we introduce a service or product right to using or enjoying the product. Remember at Zimnat we seek to make life better.

**WHAT CAN WE EXPECT FROM YOU AND ZIMNAT IN THE SHORT TO MEDIUM TERM?**

Just watch the space. It is in our DNA to bring new and exciting products to the market. Obviously we will do it in a remarkable way. By the way have you heard about our latest offering?

**YOUR WORDS TO YOUNG MARKETERS?**

Dare to dream, to be different. "The illiterate of the 21st

century are not people who can't read or write but people who can't unlearn, learn and relearn.

**HOW HAVE YOU MANAGED TO BREAK-THROUGH IN THE INSURANCE INDUSTRY DURING THESE HARSH ECONOMIC TIMES?**

It has not been easy with the pandemic. Like many industries we faced our fair share of difficulties. We had to quickly adjust and get used to dancing in the storm. As an individual I had to leave the comfort zone together with my team to bring out the best ideas that could take the business forward in such an environment.

**DO YOU HAVE ONE THING THAT PEOPLE DON'T KNOW ABOUT TATENDA?**

I love speed, racing, fast cars and the adrenaline that comes with it. I went to the extent of visiting Ferrari World for the thrill but mmm the Ferrari Rossa in Abu Dhabi is the only thing that almost brought me to a breaking point .....Man, that roller coaster is fast (chuckle). The experience is too exhilarating.

**THE SECRET TO SUCCESS?**

Team work, perseverance and hard work. In life nothing comes easy. At Zimnat we work as a team. I owe it to my team and the support from our executive management level at the various SBUs of the business- Zimnat Life, Zimnat General Insurance, Zimnat Asset Management and Zimnat Financial Services.

**YOU RECEIVED A STANDING OVATION WHEN YOU WERE ANNOUNCED WINNER AT THE EXCEPTIONAL MARKETING AWARDS. HOW DID YOU FEEL AND WHAT WAS GOING ON IN YOUR MIND?**

I felt blank, I didn't know what to do. It was only after a few seconds that I processed. I then read it as sign of affirmation from my industry colleagues. I felt proud of our brand, my team and myself.

**ANY ADDITIONAL INFORMATION WOULD BE GREATLY APPRECIATED.**

Success at organisational level is not defined by efforts of a single person but by collective efforts of solid support structures. To succeed one needs to build a functional team. Exciting results will follow. As they say if you want to go fast go alone. But to go further go together. Nothing can be further from the truth than this statement when it comes to corporate success.





# Zimnat

Your partner  
through the journey of life



Trust us to  
make your life better



## Life Products

LifeCare Plan

Security Plan

Gadziriro/Lungiselelo  
Funeral Plan

Kwedu/Ngekhaya Diaspora  
Funeral Plan



## Short Term Products

Travel Insurance

Home Insurance

Personal Motor  
Insurance



## Investment Products

Unit Trusts

Wealth Management



## Financial Services

SME Loans

Personal Loans

 @Zimnat

 @ZimnatOfficial

 [www.zimnat.co.zw](http://www.zimnat.co.zw)

 @Zimnat

 Zimnat Official

 Zimnat Official

 [customercare@zimnat.co.zw](mailto:customercare@zimnat.co.zw)

 +263 772 175 991

 321

Making Life Better

**Zimnat**  
associated with Sanlam group

# THE EPITOME OF EXPOSITIONS ...DUBAI 2020 EXPO

BY CONSTANCE MAKONI-THODHLANA

A year after flights were grounded with businesses recording huge losses owing to a pandemic that rattled the world, Dubai 2020 Expo emerged as a melting pot of cultures, a platform to create sustainable synergies for countries, an arena where architecture and technology intimately blend in splendor and extravagance. Most importantly, the mega event is a catalyst for economic growth. Among the millions that patronized the world class expo was yours truly and here goes my experience!

Everything that represented Dubai was adorned with the Expo 2020 logo inspired by an ancient artefact which is currently on display at a museum in the Middle East country. It signifies that civilisation has deep roots. Simply put it means **"We were and will always be a pot that gathers civilisations and a centre for innovation."** The logo captured my eye as the Emirates airbus proudly taxied into the airport apron. While searching for content to entertain myself with during the 8- hour flight, I bumped into several documentaries and infomercials about the expo, I was compelled to tune in. By the time we landed what only remained was to match the descriptions in the content with the actual infrastructure and activities on the ground.

The airport was its usual hive of activity, hundreds going in different directions, some connecting while others were arriving, the expo organizers capitalized on the activity to market through high quality ultra thin LED screens that were mounted on walls, pillars, desks and other areas that would leave one wondering. The level and quality of adverts was simply breathtaking, I found myself taking lots of pictures and videos for use back home. Yes, our economies are at different levels of development but the screens are something we could borrow for use at our own events.

The transport system was also very impressive, throughout my stay, I used the train without an ounce of fear of being lost or mugged. The routes were crystal clear and the convenience was unmatched as we were dropped off right at the entrance/exit of the expo venue. World class is an understatement to describe the design, ambience and quality of finishing. One would be forgiven for thinking it's an airport.

The expo venue covers 45 000, its massive! One can never exhaust the place in a day. Right at the centre there is a dome that doubles up as the world's largest 360-degree theatre. It also connects the exhibitions three thematic districts namely Sustainability, Mobility and Opportunity where Zimbabwe and most African countries are stationed. During the day the dome provides good shade considering the sweltering temperatures in Dubai but as





dusk approaches it comes to life and becomes a total show stopper. An amazing laser projection birds resting and flying all over the dome simply blows one's mind not to mention the dome changing colors. The dome is creativity on steroids!!

It's also a headache of which pavilion to visit first, while most developing countries are housed in pavilions that have uniform exterior designs and customized interiors, it is the stand alone architectural designs that were out of this world. The Dubai stand, I joined the winding queue but sadly lost patience along the way. I will however describe the exterior of the stand which is inspired the falcon's eye. Who would have thought a bird's eye would inspire the design of a building? The falcon is the national bird of the UAE, it symbolizes the rich history and cultural heritage. The pavilion's wing like roof elements seem to defy gravity.

China, Japan, UK, Italy, Finland, Saudi Arabia, Switzerland, Australia, Qatar, Russia to mention but a few were among the countries with spectacular designs. My conclusion on the architecture is that it was a clash of the giants, an expression if not a show off of architectural giants. Super powers were out to play!

6 months isn't child's play and the number of events running concurrently with the expo are a huge fit that requires the highest level of order. As a communicator, there were many learnings with regards to planning, budgeting and most importantly creativity. Back home I thought about some of our exhibitions which are good but could be revamped to infuse activities that bring excitement and value. Exhibitions do not happen in isolation, there is need for supporting infrastructure such as accommodation, transport, technology and so much more. It's an intricate industry that needs experts to really go granular and attack each and every aspect until everything is worn together. Our level of creativity needs to go a gear up!

Yes, one may raise the issue of funds, understandable,



planning an expo of such a magnitude requires serious financial stamina. I would rather focus on the benefits and I can bet Dubai is racking in from many fronts because of the expo. I respect the leadership of the Middle East country particularly the remarkable Reem Ebrahim Al-Hashimi, the woman or rather the force behind the planning of the Dubai Expo 2020. She is beyond amazing and inspires me in so many ways. The Vice President and Prime Minister of the United Arab Emirate Sheik Mohammed Bin al Markhtoum in his book titled My Vision: Challenges in the race of excellence where he states that Dubai will never settle for anything less than first place. Dubai Expo 2020 and so many other remarkable developments happening in his country are a true expression of his vision of excellence. Respect!

The curtain came down on the Dubai Expo 2020 on 31st March 2021.



**Constance Makoni-Thodhlana is a Marketing and Communications Professional. She can be contacted on [conney.rudo@gmail.com](mailto:conney.rudo@gmail.com)**



# WHY DIGITAL MARKETING IS IMPORTANT FOR SMALL BUSINESSES

BY MELLANY MSENGEZI



One of my parting statements these days is, 'find me online' or 'I will find you online'. It is a parting shot I use when I have to dash off from an event and I have not time to wait and exchange business cards or say out my phone number. It never fails, we just connect on LinkedIn or Facebook and create a long lasting relationship. The digital touchpoints that are available to businesses and individuals have expanded so much. Who ever thought we would see businesses advertise on Facebook? Whoever thought we would have an App for everything? Or stream on demand content on YouTube made by the kid next door, or a business across the globe giving you 'free' tips. It seems businesses that have mastered the art of Digital marketing can scale up and suddenly be serving a million customers. Gone are the days when a small start-up needed 20 to 30 years to be a well-established business. A word

of caution, it does not mean start up failure rate is none existent. The U.S. Bureau of Labour Statistics states that "about 20% of small businesses fail within the first year. By the end of their fifth year, roughly 50% have faltered. After 10 years, only about 65% of these small businesses will still be surviving, while 25% make it to 15 years or more." It is interesting to note that these small business failure rates are fairly consistent in all claims and circumstances.

However, there are various reasons why small businesses fail despite the enthusiasm with which they are started. It could be due to a lack of demand for their products or services, or an insufficient investigation of the markets. It could also be because their owners did not do enough investigation into the existing competition in their line of business, bad physical location and internet presence, overspending, or inadequate marketing.

I believe that Digital Marketing is an enabler for small businesses to scale up faster than before. It opens doors to personalization and ability to track performance of every dollar than traditional marketing. Here is a quick rundown of the importance of Digital Marketing for a small business.

**1** It is more affordable for small businesses: Every business seeks to minimise costs and maximize profits, more so small businesses running on a budget. Hence, they cannot afford to use traditional marketing and advertising tools (such as television and radio broadcasts, or billboard and print media advertisement) but can afford digital marketing tools and techniques to reach their ideal audience and engage them. All that these businesses need is internet access and a smartphone or computer. Whatever they spend on digital marketing is nothing compared to the possible revenue they could accrue and the reach they can gain, as the online space is a vast marketplace.

**2** It helps small businesses better target their ideal customers: Small businesses—just like every other business—must be able to attract and capture the attention of potential clients and convert them to paying customers. To achieve this, they must discover what their target clients need to properly position themselves. It has been recorded that about 59.5% of the world's population is online. Therefore, the best way to learn about the preferences of potential customers is to track their online habits. Instead of making assumptions, small business owners can use digital tools to carry out surveys and understand what their target customers search for and require. Armed with this information, they can take the next course of action to adequately meet the needs of their ideal customers.

**3** It helps small businesses outperform their competitors and build concrete and enduring relationships with customers: With steep competition and various alternatives for potential clients to explore, small businesses run the risk of easily losing their customers. Hence, they can leverage digital marketing to continue engaging their active customers. Some digital marketing strategies that can work include digital reviews, testimonials, follow-up emails, and retargeting. With these tools, small businesses







can outdo their competitors and make their products top-of-mind for customers. By so doing, they convert potential customers to repeat customers.

**4** It gives small businesses a level playing field with other large businesses: Since small businesses run on less capital and likely make fewer sales, they may be easily strangled by bigger brands. This is because brand exposure and advertising cost a lot of money which may not be at the disposal of small businesses. Nevertheless, digital marketing can be a leveller because when small businesses utilise it, they can get noticed by potential clients, make sales, and grow without breaking the bank. They can also communicate with customers, organise follow-ups, and reach larger audiences faster using digital marketing tools. All that they need is some creativity and innovation.

**5** It enables small businesses measure results of marketing efforts immediately: Small businesses can use digital marketing to ascertain what marketing strategy is working and what is not. Consequently, they can leverage digital marketing to test a particular strategy, observe results, and decide whether or not to use it. They can also decide what category of their audience to use it on, which strategy to implement and to what extent. This means that further action may or may not be taken based on the analysis and findings of the results of an already-tested digital marketing technique.

The fact that a small business exists in a localized geographical space does not mean that it is incapable of reaching the world with its products or services. With the interconnection of the world brought about by the internet, the world has become a global village. This means that local businesses can now operate on a global scale, and small businesses can leverage digital marketing to achieve this.



**Mellany Msengezi is Wasoko's Global Head of Marketing, a Business to Business e-Commerce pan African organization. She is excited about all things Marketing, Personal Development and Women Empowerment. Connect with her on LinkedIn or on [melmudiwa@gmail.com](mailto:melmudiwa@gmail.com).**



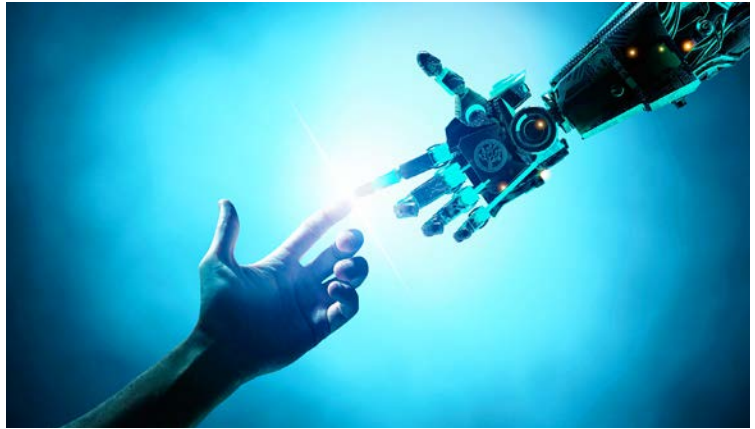
# COMPETITION IN THE AGE OF AI

BY TAKUDZWA TADERERA

***Being “all things to all people” is a recipe for strategic mediocrity and below-average performance because it often means that a firm has no competitive advantage at all.***

Today, competition must be conceived broadly to encompass the information that businesses acquire, create and use, as well as a wide spectrum of increasingly convergent and linked systems and technologies that process the information which then may result in the final physical good/service for business (e-commerce), which will be a product of co-creation activities of an organisation and its targeted consumers. For example the bullet and gun relationship in which a carefully and methodically planned marketing strategy (gun), should be complimented by the ability of staff in a structure to use innovative hardware and software technology (bullets) to reach organisational goals.

Since anyone has access to communication devices and the internet, by using a computer, laptop, tablet or mobile phone, I.T infrastructure and connectivity are no-longer sources of competitive advantage, however, through a methodical digital marketing plan an organisation can use the internet to conduct business more effectively, like Facebook and LinkedIn who have evolved into advertising platforms for individuals and corporates due to their audience reach and continue to explore more avenues in the virtual realm. One can say the power of communication infrastructure (innovative hardware and software) is determined by the competence of a firm's staff to manipulate and use the full potential of the internet and its information for the variety of tasks within the organisation, which is now the new form of competitive advantage in industries. As such the adoption of e-commerce in an organisation should be carefully planned such that there is an alignment or link with the overall information management system. For example, information gathered from websites, emails and blogs should provide the consumer feedback that is necessary to differentiate and improve upon a firm's product or service offering thus allowing for customer segmentation or tailor made marketing campaigns (personalization). Strengthening organisational competencies and links to the marketplace is essential in solidifying one's position in any marketplace, as it enlarges the barriers of entry.



Knowledge of the terrain is half the job done in the accomplishment of the strategy. To be profitable today means to be the first in acquiring and using information every day. For example, in Bulgaria DAEWOO's car models' quality is not so high as MERCEDES models', but DAEWOO's profit can be even bigger than MERCEDES' in Bulgaria. Why, is it so? Because a Daewoo marketing specialist looks over car adverts every day. He makes the proper research of his competitors, quality, advantages and prices of cars and then decides what discounts should be made so that Daewoo can sell sustainably, and it really sells. In this case, information is of great significance for the company with regard to its profit and market competitiveness.

Through the collection, analysing, interpreting and use of data from finance, sales, industry trends and consumer traits, for example, marketing managers may be able to determine the relationship between business units and identify which business units to harvest or expand depending on the collected and analysed data. It is these communication activities that should influence and determine, the nature of innovative technology that is to be implemented within any organization considering the competence of the staff (the new competitive advantage). As such there is a need for policies that advocate for a culture of sharing and consensus along the chain of command at the various levels of the business, to ensure that the proper hardware and software innovations are purchased and used properly in the company.

Marketing management systems are only successful if they are actually used by staff, and it is not sufficient to

# PERCENTAGE OF RESPONDENTS CITING EACH REASON AS THE PRIMARY GOAL OF THEIR AR DEVELOPMENT PROGRAM

Higher manufacturing quality  
Greater sales revenue  
Shortened development cycle  
Enhanced end-user experience  
Improved training methods  
Product differentiation  
Better servicing  
Enhanced monitoring capabilities

22%  
15%  
15%  
13%  
13%  
8%  
8%  
6%

**SOURCE** PTC SURVEY OF THINGWORX STUDIO PILOT PROGRAM PARTICIPANTS **FROM** 'AUGMENTED REALITY IN THE REAL WORLD' BY HARVARD BUSINESS REVIEW STAFF, NOVEMBER-DECEMBER 2017

simply focus on installing innovative hardware and software without trained users and planned procedures to decode and communicate information to relevant departments to ensure profitability.

Reality now has it that, information management technology needs the active participation of all persons throughout the organisation if any benefits are to be derived from the system. Thus, there is need for methodical planning to ensure not only the correct use and interpretation of data, but also to safeguard who has access to the information, and whether the relevant marketing information is made available to the right people at the right time.

Augmented reality (AR) is a relatively new way of communication that became trendy in 2017. It enhances human sensory stimuli in communication, through sound, touché and visual elements of an environment. Augmented reality (AR) results in not only new machinery and products but also in new processes, methods and even approaches to management. Such innovative technology creates opportunities and threats in business, for example the television was a threat to film and newspapers but it presented an opportunity for satellite communication providers and the advertising industry. The above graph portrays some of the various communication purposes of AR. As such there is therefore a need to align innovative

hardware and knowledge management through careful planning in an attempt to connect acquired knowledge and personal know-how in the business to archive the desired business results.

To sum up, a company considering a new investment in communications technology should assess whether it will obtain any sustainable competitive advantage or if a more likely outcome is an extension of the current competitive situation at an increased level of cost. Considerations should be made on the purpose, skills and the positive impacts of a new investment. Information is an extremely important resource if decoded and applied well.



**Takudzwa Taderera, Marketing and Communications Manager, Master of Commerce in Strategic Management, BSC Media and Society Studies, IMM Diploma in Marketing Management, MAZ Certificate in Digital Marketing.**



# DO YOU WANT TO BE A THOUGHT LEADER?



ARTEMIS

**We are looking for contributors for our Publications, Newspaper Column and our Website blog.**

**TOPICS ON: Sales | Marketing | Public Relations | Digital Marketing |  
Technology | Economics | Etiquette | Lifestyle**



**REGISTER NOW! CONTACT AUXILIA**

**CALL: 0733 493 377 or EMAIL: [auxilia@mazim.co.zw](mailto:auxilia@mazim.co.zw)**

**Be Connected! Be Informed! Be Recognized!**

# MARKETERS LUNCHEON 2022: ECONOMIC OUTLOOK, TRENDS IN MARKET PLACES

BY TANAKA TAPASOWA



**M**arketers Association of Zimbabwe in conjunction with 3Ktv hosted the Marketers Luncheon with major highlights on projections of economic growth in 2022.

The event saw a presentation from renowned economist and also CEO of Bullion Group, Persistence Gwanyanya on the 2022 economic outlook predicting growth of the economy as of 2021 up to 2023 through the agricultural and mining sectors.

“Growth is expected to continue in 2022 at 5, 5 percent, driven by; agriculture and mining sector as well as the manufacturing sector” he said

He highlighted that the key drivers to economic growth include firming metal prices in the mining sector growth,

strengthening of the auction system and the new monetary policy and exchange rate measures.

Mr Gwanyanya also highlighted that despite the growth there are factors that will always weigh down the economy which include high levels of informalisation and unemployment as the economy continues to be driven by a handful of exports, individuals & corporates.

“Unemployment is one of the major factors that will always weigh down the economy, with many people unemployed there is also high crime rate therefore there is need to increase recovery progress & deal with mounting pressure on the ground.

However, we expect a bumper harvest despite the excessive rains and also New Monetary Policy & exchange





rate measures to support viability of exporters," he added.

Gwanyanya pointed out that there are also key risks that could hamper economic growth among them the 2023 General elections which will result in more focus on politics than economics, waning confidence in foreign currency system, widening gap between the interbank and parallel market rate as well as the Covid 19 pandemic among others.



On the positive interventions by Government, Gwanyanya highlighted the recent 50 percent of duties and royalties in the Zimbabwe dollar, 50 percent duties on designated vehicles payable in ZWL and the dual interest rate policy.

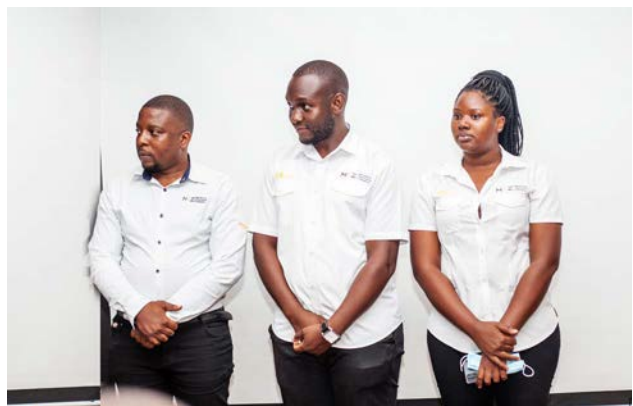
"On the outlook, almost everyone is seeing better prospects for Zimbabwe. The IMF and World Bank have recently projected recovery of the Zimbabwean economy.

There is also notable progress on currency stability as well as infrastructure development," said Gwanyanya.



The event hosted at The Venue on the 18th of February 2022 was well attended giving marketers an opportunity to meet and interact as last year it was not held.

At the same function, guest speaker, Dr Dennis Magaya, the Director of Rubiem Group, presented on how to leverage on the market trends



and emphasised the importance of Digital technologies in today's business.

He also spoke of disruption due to digital marketing.

"Uber the biggest transportation company doesn't own a single car but it has workers , the biggest social media platform-Facebook owns no journalist but it has multiple people writing articles , selling and doing different stuff on for free there things have changed in the business environment," he said.

Dr Magaya said that business should have a flow and should be designed around customer journey, content as well focusing on the customer value.

"It is the customer who defines a brand. A brand is the gut feeling you get when a brand is mentioned. A brand is not mentioned by an organisation.

You don't own the customer, the customer is on a journey. Our organisations and marketing functions were designed in owning the customer but you don't own the customer. The best you can do is to understand the customer journey," he said.

3Ktv, the official partners for the 2022 Marketers Luncheon also gave insights and shared highlights from their television station which has since been launched.

The television station's General Manager, Emmanuel Nyamayedenga shared 3Ktv's objectives among them brand acceptance, recruiting viewers and promoting

headline shows as well as brand positioning.

He said the station is good for Zimbabwe as it creates opportunities for young Zimbabwean creative talents, offers training and support in productions and tells the intriguing Zimbabwean stories by Zimbabweans.

3Ktv is now broadcasting on DSTV channel 293.



**Tanaka is a student studying Media and Society studies with the Midlands State University and a Communications intern with the Marketers Association of Zimbabwe.**



## KEEP UP! WITH MAZ ACTIVITIES SAVE THE 2022 CALENDAR OF EVENTS

Be Informed! Be Connected! Be Recognized!



### 2nd QUARTER EVENTS

MAJOR EVENTS	Dates
- Marketers Bootcamp	5 - 7 May
- Superbrand Business Breakfast Meeting	13 May
- Winter School	22 - 25 June
- Senior Managers Professional Development Program	28 April
- MAZ Social	26 May
- Pachoto	3 June
SOUTHERN REGION	
- ZITF	26 - 30 April
- Marketers Social (Southern Region)	13 May
- Southern Region Marketers Bootcamp	1 - 4 June
TRAINING	
- Social Media Management: Masterclass (1 day)	7 April
- Professional Certificate in Digital Marketing (May intake)	4 & 5 May
- Digital Advertising (Paid Ads): Masterclass (1 day)	5 May
- Customer Experience Management (1 day)	19 May
- Key Account Management (1 day)	20 May
- Digital Marketing Analytics: Masterclass (1 day)	9 June

- ✓ Membership
- ✓ Marketing Professional Development
- ✓ Industry Events
- ✓ Industry Publications
- ✓ Research
- ✓ Career Development

### 3rd QUARTER EVENTS

MAJOR EVENTS	Dates
- Senior Executive Breakfast meeting	11 July
- Women In Marketing: High Tea	15 July
- MAZ Charity Golf	29 July
- Membership Expo	19 August
- Manicaland Awards	19 August
- MAZ Social	25 August
- Marketing Week and Walkathon	5 - 10 Sept
- Pachoto	16 Sept
SOUTHERN REGION	
- Pachoto	8 July
- Midlands MAXSPO and Awards	12 August
- Bulawayo Awards	26 August
TRAINING	
- Executive Certificate in Digital Marketing	4 July
- Professional Certificate in Digital Marketing (July intake - 6 months)	5 & 9 July
- Marketing Analytics (4 days)	12 - 15 July
- Professional Diploma in PR and Corporate Reputation Management (August intake - 2 years)	13 August
- Finance for Marketers (1 day)	15 Sept
- Essential Selling Skills (1 day)	16 Sept

### ▶▶ GET IN TOUCH, CONTACT ◀◀

**Events**  
Monica on 0784 625812 | Email: events@mazim.co.zw  
**Training**  
Givemore on 0715 840192 | Email: givemore@mazim.co.zw

### STRATEGIC PARTNERS



### PLATINUM MEMBERS







## 32 MARKETING AND SALES PRACTITIONERS GRADUATE

**T**WENTY-FOUR marketers were conferred with the MAZ Marketing Practitioner Status and eight conferred with the Sales Practitioner Status at a graduation ceremony held at the Marketing Hub on in February.

The 32 practitioners attended the 2021 Annual Continuous Professional Development (ACDP) Master Class from the 9th to the 11th of September 2021.

The Marketing Practitioner Status, (MPS) is a prestigious status, recognized by industry to authenticate one's skills in marketing. One has to be a holder of a Marketing Degree/ or Higher Diploma from a recognized institute, with a minimum of 2 years' experience in a marketing position.

The curriculum expands each year to suit the current marketing and industry trends, but still maintain the aim of putting marketers in a strategic competitive advantage.

The 2021 class had a successful turnout and covered some

of the following topics:

- 1 Advanced Marketing Strategy in the Digital Era
- 2 View from a CEO: Expectations from the Marketing Function.
- 3 Measurement Metrics for Marketing Efforts
- 4 Preparation of Digitally Integrated Marketing Plan
- 5 High Impact Sales Strategy in a Digital World
- 6 Modernizing the Sales Process for today's Selling Environment
- 7 Go to Marketing Strategies in the Digital Age
- 8 From Elevator pitches to compelling B to B Value Propositions
- 9 Preparation of High an Impact Sales Strategic Plan

The marketing practitioner program which is offered in conjunction with IMM is aimed at continuously developing the marketing career.



Guest speaker at the graduation ceremony, Marketers Association of Zimbabwe Executive Secretary, Gillian Rusike highlighted that attaining such a status is key because one is distinguishing themselves from among the rest.

“Attaining a status is also key because you are actually distinguishing yourself from among the rest. I am so excited that we are witnessing one such activity or programme today’.

“Colleagues, we are operating in extremely dynamic environment such that if you sleep or slumber you can wake up one morning without a job because the demands of a marketer or shareholder are also becoming dynamic,” said Rusike.

Rusike said the current environment required agile professionals who are abreast with current trends and demands of the consumer.

“We are now in an era where tactics are much more important than strategy. What’s important is the day to day demands. The customer and the consumer is the one that has got more power than us marketers because of the social media platforms that are now available.

If you are not agile and active, one day you wake up and your organisation is red flagged on social media, consumers are speaking all sorts of things about your brand and by the time you want to respond it’s already too late,” said Rusike.

After his speech, Gillian Rusike, conferred and handed over certificates to the Marketing and Sales Practitioners.

The Marketers did not only walk away with a lapel, tie or scarf written “Marketing Practitioner or Sales Practitioner”, but instead they have been equipped with a wealth of powerful and unparalleled decision making skills which will turn around their organisations’ fortunes.

Some often ask what comes next after achieving the MPS and SP, they can then opt to attend the Continuous Professional Development Master Class which is targeted at current Marketing Practitioners, Marketing team members, Public Relations, Sales Teams and Customer Service Teams.



# MARKETING WEEK 2022

**25-29  
JULY**



## PROVINCIAL ACTIVITIES

HARARE | BULAWAYO | GWERU | MASVINGO | MUTARE | MARONDERA

### ACTIVITIES INCLUDE

Provincial meetups | Brand Fun Run | Webinars | Luncheons | Roadshows  
Public Lectures | Cocktails | Marketers Charity Golf

**For more information email: [auxilia@mazim.co.zw](mailto:auxilia@mazim.co.zw)**

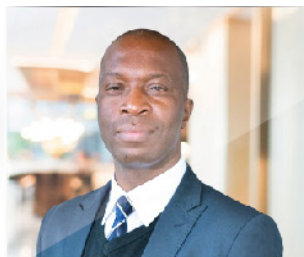




**GILLIAN RUSIKE**  
Executive Secretary  
of MAZ



**ENIA ZIMUNYA**  
Head Marketing  
and Operations



**KILLIAN CHIPENDO**  
Finance and  
Administration  
Manager



**GIVEMORE ZINDONDA**  
Training Manager

## MEET THE MAZ STAFF 2022



**AUXILIA KATONGOMARA**  
Corporate  
Communications  
Manager



**WESLEY KASAMBIRA**  
Business Dvlpt Exec.  
Superbrand &  
Research



**KUDAKWASHE DHLWAYO**  
Regional Coordinator  
Southern Region



**TAKUNDA MBINDA**  
Business Dvlpt Exec.  
Membership &  
New Projects



**MONICA NYAWERA**  
Business Dvlpt Exec.  
Events &  
Sponsorship



**TAWANDA RUSIKE**  
Membership  
Coordinator



**ROSELINE ZINJIVA**  
Training programs  
Coordinator



**TAPIWA MANDIZERA**  
Assistant Finance  
& Administration  
Officer



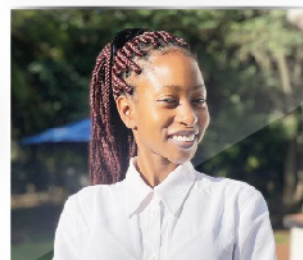
**NYASHA KUNAKA**  
Sales Executive



**KATHRINE MANGIRAZI**  
Receptionist



**TINASHE MACHENA**  
Membership  
Graduate Trainee



**TANAKA TAPASOWA**  
Corporate  
Communications Intern



# PROUDLY PROTON®



**Superbrand**  
Brand Of The Year



# RETAINING YOUNGER EMPLOYEES: A CHALLENGE FOR 21<sup>ST</sup> CENTURY BOSSES

BY LENOX LIZWI MHLANGA



Organisations flourish because of communication. A recent study shows that companies with effective communication practices generate a higher return on investment compared to those with poor communication. They also have a greater retention rate in terms of their employees. Without good communication, achieving set goals becomes difficult and workplace disharmony is common place.

In an era where there is rapid technological change, organisations seek ways of grappling with the unique communication challenges that go with it. From problems related to managing change to the number of younger employees entering employment, company executives find themselves at sea how they deal with unique problems presented by this development.

As the customer demographic continues to plummet in

terms of age, companies feel attracting younger employees will give them a competitive advantage. The Generation Z (Gen Z), those born around 1995 and later, have inevitably become part of the workforce in their numbers.

"They are comfortable using social media and other communication technologies. They bring into the workforce behaviours, norms and values that often appear at odds with expectations and practices in traditional organisations," Dr Kateryna Bondar, operations partner at IAG Consulting, observes.

However, many companies are not prepared to handle this segment and new job classifications which did not exist as recently as a few of years ago. Managing the Gen Z will always present problems because of the glaring generation gap between them and their bosses or supervisors.

Dr Bondar describes today's incoming workforce as harbouring a desire for job flexibility, challenging tasks and participation in key objectives. Their communications needs are, therefore, different, and it takes expert approaches when crafting and implementing strategies that will make the workplace environment more responsive to these.

The highly linked and open organisational culture that the younger generation thrive in presents elements of risk and vulnerability that are a major concern for company executives. Where traditional approaches to communication put emphasis on controlling the flow of information, the new information age sees a noticeable shift towards open and more personal networks that the status quo struggles to accept.

"The key seems to be an organisational agility to embrace openness and the opportunities for learning through the individual networks that are more collaborative," Dr Bondar says. This translates to having fewer silos or 'departmentalization' and a more 'democratic' and transparent work environment.

In terms of communication, we should encourage two-way

channels and less those that are top down. Here, managers know what their employees are doing while employees know what their bosses are up to or expect of them, writes Alexander Maasik in *The Entrepreneur*.

This is where companies should find currency in incorporating social platforms into their communication ecosystem. Is your organisation a technology Jurassic Park where you frown upon innovation in communications? This should be a no brainer in a society where everyone is now on social media, and we should surely not leave your company behind.

Having a social strategy supported by a strong policy in that area is therefore vital. The strategy helps to find out which are the best platforms for internal communication, while a social media policy takes care of reducing risk and of potential abuse.

Replacing the unimaginative newsletter with a WhatsApp group or Messenger chat will get more eyeballs and interaction that was previously absent. It all boils down to being inventive when replacing traditional methods of communication with ones that are fashionable.

Like many systems that are revolutionary, the resistance from the top is inevitable. Conservative CEOs and top executives will balk at changes that could significantly tinker with an internal protocol that controls the flow of information.

No matter the opposition to move with the times to communicate with an increasingly younger workforce, the possibility of a company losing key personnel to competition that is more open is a reality they cannot ignore.

Alexander Maasik says that listening to and understanding your younger employees' needs is key.

"Listening is fastest way to figure out what you need to offer (younger employees), and sharing your point of view is the best way to put a clear internal communication flow in place," he adds.

While companies may not be as open and disruptive in terms of company culture as Google or Facebook, now Meta, adopting some of their more positive workplace principles and open internal communication practices, is sure to contribute to keeping restive talent.

The COVID-19 pandemic put several organisations under severe test in implementing strategies of managing younger



employees off-site. Some suffered excessive haemorrhage, as younger employees simply gave up the ghost or moved to other more interesting pursuits. However, the challenge remained in how to keep those that remain inside the organisation.

Innovative strategies are required to bolster the organisation's ability to remain relevant and attractive to Gen Z, who are in touch with the customer demographic they are so keen to reach. Having been on record encouraging improved external communications, several organisations regrettably pay lip service to that.

The planning and implementation of organisational internal communications, guided by the overall strategy, should be part of the communication strategy. In that way, tapping from younger employees on what interests or motivates them will go a long way in ensuring that they don't leave at the drop of a hat.



**Lenox Mhlanga is a communications specialist and you can contact him at: [lenoxmhlanga@gmail.com](mailto:lenoxmhlanga@gmail.com) or 0772 400 656**





Sun Jam TV advert

# STORYTELLING AND CORPORATE REPUTATION MANAGEMENT

BY TABANI MOYO

The best way of permeating through the human span of attention is through telling a story. That's how our society evolved as a people of the global south wherein knowledge was passed from one generation to the other through mythology and folklore – storytelling. As reputation managers, this is a skill that is required to competitively manage corporate reputation, especially in the age of social media and online communication which has result in an information overload. Those corporates with the ability to simplify their stories and relate with the stakeholders will carry the day.

Early brands in the Zimbabwean society were in a way very much good at this practice. They managed to root their existence in the culture and norms of their target market. The essence of a competitive brand is located in its ability to tap into the society's behavioral patterns and speak the

society's language. That is to say, when society engages the brand, it relates with its own practices.

This reminds us of the early products such as the Sun Jam; Perfection soap; Geisha; Lifebuoy among others that created a lasting attachment in the peoples of Zimbabwe's lives through promotional mix on television. These products depicted the daily lives of the people of Zimbabwe and sold a promise of a better future from the societal realities.

These brands managed to permeate our hearts and soul, thereby gaining trust as ones that are part of our societal journey towards a better life. This should be understood from the vintage point of view that generally people have limited trust on brands but trust other people in the society hence the need to communicate from the perspective of the society by telling compelling stories.

This intertwines the collective journey of the society and that of the corporate brands through tying them towards a single journey of sustainable existence on the part of the brand.

Since storytelling is praxis, it should be managed cohesively to articulate a story that keeps the audience engaged. When done properly, it therefore anchors the process of trust building between the corporate and the customers. This is where my argument lies. By taking the risk of telling the story of a given people, there is a need to fully understand its wholistic architecture, cultural ethos, practices and norms. When fully integrated with the societal practices then mainstream it into the brand so that the audience are at home. This requires the companies to invest heavily in understanding their customers and target markets. It can't be a once off event, but full-scale integration into the day-to-day lives of the customers.

A quick example is how brand Barack Obama was built towards winning the American race of becoming the first ever black president. For two years, until he is finally elected he spoke of the America Dream through stories that were repeated from one space to another. That America is a land of fair chances and equal opportunity – which opportunity

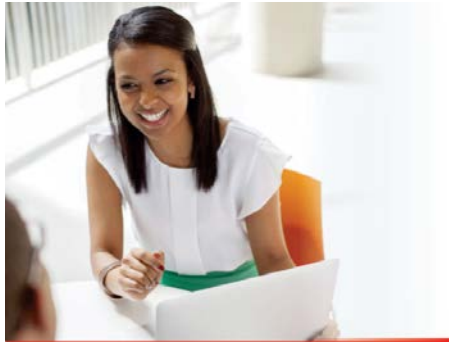
included himself being an inaugural black president. This won him an election, but the story was first told to his own internal structures and they bought it until every one of his majority of voters believed in it – trust was earned through storytelling in the form of a promise and pledge to deliver on the same. But this did not end with getting into office – his two terms became a continuation of telling the change story, with anecdotes from the experiences he encountered as a leader. The story telling became a platform upon which the change promise was to be delivered.

A good story helps the customer at the critical moment of decision making – hence it should be well designed and executed. Having noted the above there are broadly three main reasons why storytelling is critical in corporate reputation management which are noted below:

**Storytelling builds positive reputation:** This is due to the fact that through stories attached to the brand, which are from the society, it allows them to gain trust and unlock meaning. This entails the brand reputation serve as mental shortcuts and trust enabler, and we witness this human desire for trust, as well as consistency and reliability, throughout periods of pandemics as the one we are in. We need stability in uncertain times, so we'll gravitate to what







**TRUST ACADEMY**

*Training for...Excellence!!*

**JUNE 2022 INTAKE**



**Tuition is available through E-learning & Face to Face**

## ACCOUNTING

Foundations in Professionalism (ACCA)  
Applied Knowledge (ACCA)  
Applied Skills (ACCA)  
Strategic Professional (ACCA)  
Chartered Governance and Accountancy Institute (CGI Zimbabwe)  
Higher Diploma in Business Studies (IBAS)  
Higher Diploma on Accounting (SAAA)  
Higher Diploma in Financial Accounting (IAC)  
Advanced Diploma in Public Accounting (ICPAZ)

## MARKETING & PUBLIC RELATIONS

Higher Diploma in Marketing (IAC)  
Higher Diploma in Public Relations (IAC)  
Certificate in Professional Marketing (CIM)  
Certificate in Professional Digital Marketing (CIM)  
Postgraduate Diploma in Professional Marketing (CIM)

## PROJECT MANAGEMENT & PLANNING

Certificate in Project Management (PMZ)  
Diploma in Project Management (PMZ)  
Certificate in Project Monitoring & Evaluation (PMZ)

## PURCHASING, TRANSPORT & LOGISTICS

Higher Diploma in Purchasing & Materials Management (IAC)  
Professional Diploma in Procurement (CIPS)  
International Certificate in Transport & Logistics (CILT)  
International Diploma in Logistics & Transport (CILT)  
International Advanced Diploma in Logistics & Transport (CILT)  
Diploma in Customs Legislation & Procedures (SFAAZ)

## TRAVEL, TOURISM & HOSPITALITY

Diploma in Tourism Management (CTH)

## BUSINESS COURSES IN ASSOCIATION WITH MIDLANDS STATE UNIVERSITY

Diploma in Applied Accounting  
Diploma in Applied Marketing  
Diploma in Applied Business Administration  
Diploma in Applied Entrepreneurship  
Post Graduate Diploma in Corporate Governance and Strategic Leadership

## ICT COURSES IN COLLABORATION WITH MIDLANDS STATE UNIVERSITY

Bachelor of Commerce in Information Systems (Bcom IS)  
Diploma in Management Information Systems (DMIS)  
Diploma in Networking & PC Engineering (DNEP)  
Diploma in Telecommunications (DTEL)

## INFORMATION & COMMUNICATION TECHNOLOGY (British Computer Society)

Certificate in IT (BCS)  
Diploma in IT (BCS)  
Professional Graduate Diploma in IT (BCS)

## COURSES IN ASSOCIATION WITH GREAT ZIMBABWE UNIVERSITY

Diploma in Topflight Executive Office Administration  
Diploma in Community Development

## SECRETARIAL & OFFICE ADMIN

Diploma in Office Administration (IAC)

**Visit our website for online applications**

### HARARE CAMPUS

40 Livingstone Ave, Jubilee 2000  
(Opposite Mkwati building)  
Cell: 0772 134 152/3, 0712 212 176  
Land: 0242 790984/88, 791718, 790996  
trust@trustacademy.co.zw

### BULAWAYO CAMPUS

No 52. Fort Street  
Between 3rd & 4th Avenue  
Cell: 0773 616 665, 0718 180 835  
Land: 0292 883690/883674  
infobyo@trustacademy.co.zw

**Payment options available**

CKandeya

[www.trustacademy.ac.zw](http://www.trustacademy.ac.zw)



[www.facebook.com/trustacademy](https://www.facebook.com/trustacademy)



0775 690 007



0718 180 835

### Our Partners



we know: companies who have been with us, assisted, and supported us during the pandemic will profit when we emerge from our shells.

But that as it might be, storytelling should be predicated on a brand purpose for it to make sense. When a brand is built on something relevant in a targeted community, it thrives and creates and maintains a bond in a community of interest. Therefore, it is key to understand the purpose and develop a high impact story to better communicate it with the aim of articulating that strong reputation of being a brand for good.

**Storytelling is at the heart of competitive brands:**

Building a brand around a story is one of the most effective methods to develop attachment. This has inherent importance since a tale is intended to elicit universal human emotions (beyond the power of mere facts) and, at its finest, should be engrossing, fascinating, and encompassing. This is the best assurance of developing a meaningful brand built on a story, whether it's the history of the brand or company or discovering the deep personality and character of your brand. This contributes to the reinforcement of a competitive corporate reputation.

**Storytelling penetrates through noise:** Storytelling is our universal software for simplifying knowledge and enhancing emotion, sharing socially important information with others, and instilling empathy. There is yet to be uncovered a civilization, religion, or tribe that prefers spreadsheets to storytelling, as valuable as spreadsheets can be at times. Finally, we all rely on stories: what is your sense of self, your identity, if not the sum of all the stories you tell about yourself? Which isn't a horrible definition of a brand in and of itself. Build meaning and embody that meaning in a story if you want a strong personal or business brand that can withstand social and economic upheaval and exhibit resilience.

Suffice to say that the company's corporate reputation depends on the brand's capacity to tell a story that is relevant to the target market and that the brand gains trust in people's daily lives. When this happens an umbilical code would have been developed between the corporate and targeted markets.



*Obama's brand was created with the goal of becoming the first African-American president of the United States of America.*



**Tabani Moyo is a Chartered Marketer, Fellow CIM, DBA Candidate at UKZN, Communications and Reputation Management expert based in Harare. He can be contacted at [moyojz@gmail.com](mailto:moyojz@gmail.com) @TabaniMoyo (Twitter)**





# INFLUENCER MARKETING: THE NUMBER ONE GLOBAL MARKETING INVESTMENT FOR 2022

BY RUJEKO BARA

**D**id you know that influencer marketing is likely to become a \$15 billion industry by 2022? The customer acquisition rate and Return on Investment (ROI) from influencer marketing is very impressive too.

The Influencer Marketing Hub states that businesses are making, on average, a US\$5.78 ROI for every \$1 spent on influencer marketing. In a 2021 HubSpot survey, over 1000 global marketing professionals were asked which trends they planned to invest in for 2022, influencer marketing topped the list with 34%.

Influencer marketing is not a new concept, it's just that influencer marketing is disrupting the ways in which brands are reaching new audiences during this Covid-19 global pandemic era in which social media platforms have emerged to be the preferred method of communicating. What then is influencer marketing? Influencer marketing has been defined as marketing that uses social media influencers who are experts of their niches as well as internet leaders. Their experience, reviews and knowledge influence the buying behaviour of their followers. Who can be deemed an influencer? An influencer can be a house wife in Kuwadzana, a podcaster on Sasai, a teacher in Masvingo, a radio presenter on Star FM or a marketing strategist on LinkedIn.

Most people think that only people with a large social

media following can be influencers. This is a misconception which confuses influence with popularity. An influencer is someone who has the authority or power to influence the perception of others or gets them to do things they originally did not intend to do. How is influencer marketing different from celebrity endorsements? Celebrity endorsements thrive on the fame of celebrities to promote a brand which they might not even use or be familiar with whereas influencer marketing is more about showing consumers one's expertise, thought-leadership and integrity within one's industry. Influencers generate and share the content, of their daily lives, that revolves around their niche. Their viewpoints are held in high esteem by their followers because of their knowledge. People trust influencers more than they trust celebrities, who most of the time, just get paid to endorse the brand. What can businesses in Zimbabwe do to increase their ROI from influencer marketing? According to a 2017 Forbes Communications Council post, businesses must seek influencers that have a combination of three key factors: reach, salesmanship, which is defined as a power to persuade people, and contextual credibility. A doctor at Parirenyatwa Hospital will have high credibility in recommending surgery but low credibility in politics, for example.

The higher these three factors score, i.e., reach, contextual credibility and salesmanship, the higher the influence capability of that individual. G. Dada, the Vice President

for Product Marketing & Strategy at SolarWinds states the following:

> Advocacy should be the main aim of Influencer marketing. Business should seek influencers that speak honestly about products because they have used them and not because they are being paid to do so. They speak authentically because they find the company or brand interesting and the information, very useful to their readers. In other words, the best influencer marketing does not involve monetary recompense.

> Influencer marketing takes time, effort and commitment so that it is transparent and honest. A good influencer will speak about the pros and the cons of the brand in a credible, useful and yet palatable way. Zimbabwean firms in small industries and or those with limited financial resources, can work with micro influencers i.e. influencers with thousands to tens of thousands of followers, because they are relatively more affordable as they tend to charge less compared to their more famous counterparts who have more followers but, unsurprisingly, low levels of engagement. The Influencer Marketing Hub posits that when a social media influencer reaches a high number of followers i.e., greater than 1 million, audience engagement will decrease drastically. According to a recent study by Digiday, micro influencers get an average of 2-5 times more organic engagement per Instagram post, compared to those with more than 100,000 followers. Micro-influencers are still regarded as ordinary people so their audiences are actually more likely to trust their opinions and recommendations. Firms with more financial muscle, can make use of top influencer marketing platforms and agencies such as BuzzGuru and NoxInfluencer which are AI-driven influencer marketing platforms that connect global brands and influencers as well as gathering influencer marketing intelligence and performing analyses. A global trend in 2022 is that more brands are opting to run influencer campaigns in-house. It would be prudent for businesses in Zimbabwe to follow suit so as to better protect their reputation and ensure campaign effectiveness. Fake influencers are eluded since the experts within the business get anchored as the influencers. If influencer campaigns are not done in-house, businesses should be aware of the ethical aspects of working with influencers.

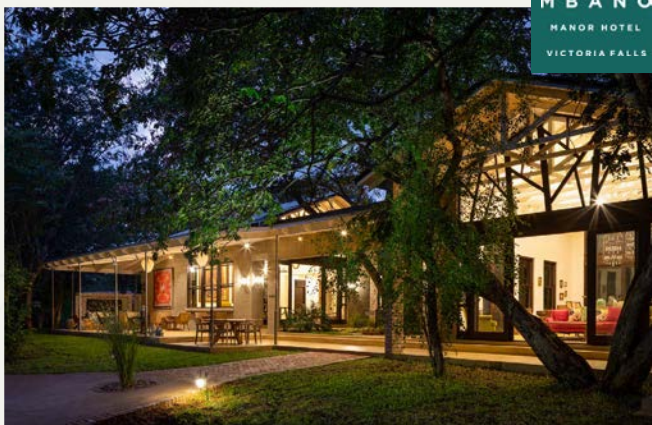
This will help in forming genuine partnerships and trustworthy campaigns. The business as well as the influencer should not employ unethical tactics

such as buying fake followers and unclear disclosures. On a global scale, firms such as Amazon, Louis Vuitton and Gucci make use of influencer marketing and are reaping huge returns on their investments. Instagram is the most preferred social media channel for brands that engage in influencer marketing with more than 1.3 billion active users but the contagious and addictive TikTok is expected to gain an even bigger share of the market.

When done right, influencer marketing has a multiplier effect with regard to building brand awareness, attracting new target markets and increasing user acquisition whilst leveraging the credibility, reach and salesmanship of influencers.

**Rujeko Adlyne Bara is a Business Strategist and an Author who contributes regularly to the Financial Gazette Newspaper and the ZimMarketer Magazine. She is a Category Manager for Unicorn Trading managing the International Brands Russell Hobbs, Midea, Salton, Pineware, among others. She holds a Masters in Business Administration from the University of Zimbabwe. Contact: [rujekoadlynebara@gmail.com](mailto:rujekoadlynebara@gmail.com)**

## Experience exquisite opulence at Victoria Falls



### Mbano Manor Hotel Victoria Falls

#### Ideal for your next small conference, workshop or event

- A bespoke luxury boutique hotel at the Victoria Falls.
- 18 luxury mini-villa suites defined by abundant spaces and generous verandas across several acres of African teak forest.
- The opulent Mutota Forest Villa set in a secluded corner of the estate.
- Restore your mind, body and soul in effortless comfort and elegance.

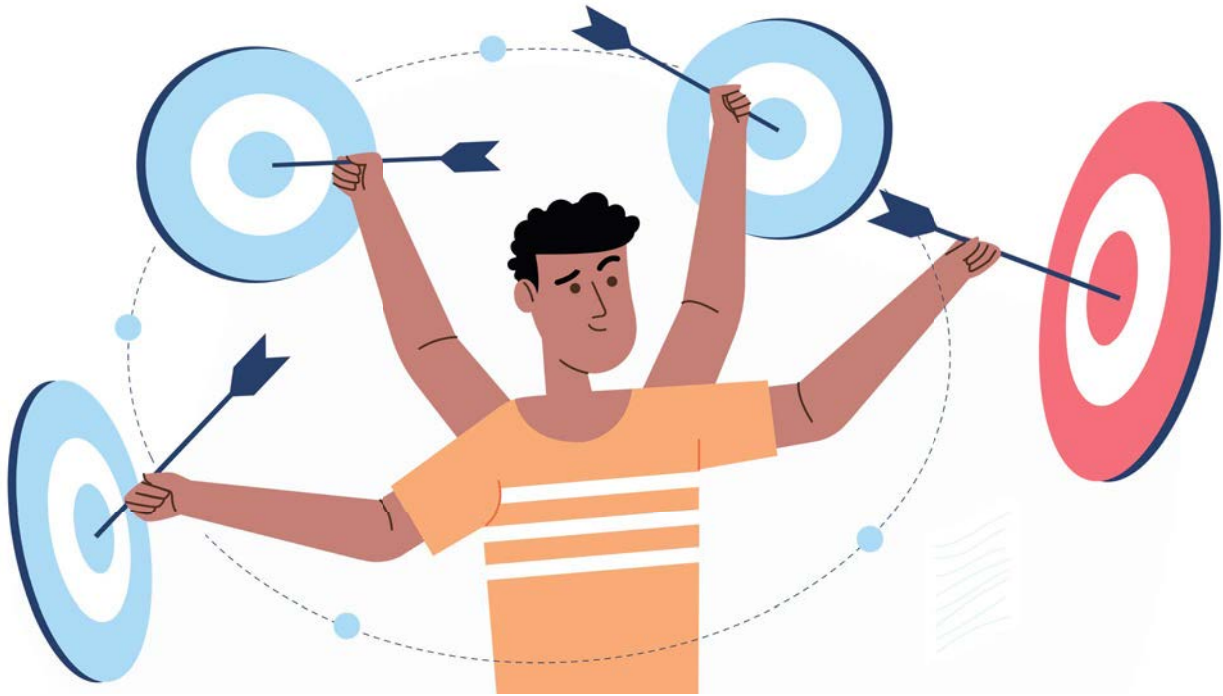
**Reservations: [res@mbanomanorhotel.com](mailto:res@mbanomanorhotel.com) or + 263 78 892 8776**

[www.mbanomanorhotel.com](http://www.mbanomanorhotel.com)  
**Mbano Manor Hotel**



# HOW TO ACHIEVE SUCCESS IN MARKETING

BY PATRICK PARADZA



**M**arketing is a process with a single desired final outcome, that is, the target consumer should make a favourable purchase decision. It is natural, but unrealistic for the marketer to expect results as soon as the consumer receives the message. The marketer should realize that the consumer receives hundreds if not thousands of marketing messages during any particular period. There are certain messages which will not make any impact on the consumer and are likely to be brushed aside. Other messages will be given some consideration but not followed up immediately in terms of an actual purchase. Still other messages will land with a bang on the consumer's doorstep in a way which cannot be ignored. Such messages are associated by the consumer with his or her immediate needs or important wants. Such messages will trigger a purchase decision process with a meaningful chance of a purchase.

The creation of impact is critical for the success of any marketing effort. This impact depends not only on the nature of the product or service, or even the content of the marketing message, but also on the way in which this message is presented. For the message to stand a fair chance of success, it must be well thought out and

original. Run-of-the mill messages will be discarded, while those which are considered relevant to the consumer's current circumstances may be kept for some time, even if no purchase will eventually result. The marketer should therefore ensure that the message outcompetes similar messages and occupies the consumer's attention long enough to result in a sale. Colour messages on TV or in print usually start off with a big advantage over black and white messages because the former have a greater and more lasting visual impact.

Success in marketing requires a dynamic ability to influence and change the way in which other people think and act. A marketer is not an ordinary vendor who waits for customers to come and buy his or her goods and services. A good marketer is a proactive individual who is driven by the quest for excellence and the passion to create and bring value to both existing and prospective customers. A good marketer is able to make customers see additional value in items which could be considered to be of day-to-day usage. The initial contact between the marketer and the customer can mean a lot for the success or failure of a sale. This is because, regardless of the inherent value of the product or service, there is always something which must



happen in the marketer/customer interaction, failure of which the intended transaction will suffer a still-birth. There are certain characteristics of the marketer which may make the customer want to deal with him or her, or which may put the customer off completely. While each and every sale is important to the marketer, the customer may not see the importance or urgency of a proposed transaction due to the proliferation of marketers who supply similar goods or services. So the marketer must stand out as somebody whose goods and services will make a difference in the lives of customers, to a greater extent than other marketers who are seeking the attention of these customers. The importance of this observation can be seen in the fact that two marketers selling a cosmetic range from the same manufacturer may produce vastly different results. So the power of marketing is in your approach as an individual, as well as the appeal that you add to the product or service.

In order to achieve success or to enhance your success as a marketer, it is important to undertake a SWOT analysis which will help you to identify your strengths, weaknesses, opportunities and threats as a marketer. However, it is even more important to act on these critical aspects, because mere identification may be just an academic exercise. If you manage to pinpoint what is holding you back as a marketer, but fail to address it adequately, this disadvantage will continue to hold you back. You should also note that if you

misdirect your efforts in any marketing activity that you are undertaking you are likely to underperform, or not to perform as well. Similar analysis can also be done through a personal reality check or introspection, which will help you to establish whether you have what it takes to succeed as a marketer. If you do this analysis properly, you will find yourself asking some questions, answers to which are vital for your success. For example, if you have failed to achieve your marketing goal(s) to date, what could be causing this? Do you have the capacity to address any gaps in knowledge and/or skills which are hampering your progress as a marketer, or do you need external assistance. How do you assess your ability to turn marketing ideas into action, and to what extent are you able to meet and overcome marketing challenges? In addition, this analysis will help you to ascertain the extent of cumulative successes and failures to date, and establish whether the overall balance is positive or negative.

It is important to note that in marketing, there is no single formula or approach which will always produce the intended results. Each marketing encounter is a unique combination of circumstances which will only result in the intended outcome if the balance of the positive and negative elements is positive. Key aspects which will contribute to the outcome include the nature of the product or service, the predisposition of the customer to engage in a transaction on the particular day and the ability of the marketer 'to make things happen.' There is a certain aura required in a marketer which will cause the customer to want to listen to him or her, and eventually accept the value proposition which is being offered. The large element of risk and uncertainty faced by the marketer, particularly for certain types of products or services and even customer types, is what makes marketing a very rewarding field if the efforts are successful. On the other hand, a good marketer will know that failure may only be temporary and he/she will continue to adapt and refine his/her methods until the marketing jigsaw puzzle begins to fall into place.



**Patrick M. Paradza is the Creative Director of MRZ Marketing Communications, based in Harare.**  
**Website: [www.mrzconsult.co.zw](http://www.mrzconsult.co.zw)**  
**Email: [patrick.paradza@mrzconsult.co.zw](mailto:patrick.paradza@mrzconsult.co.zw)**





# Live the **difference**



I keep up with trends,  
I am always connected.  
**#IAmDigital**

Inspired to change *your* world

**ECONET**  
Wireless

# COMPANY NEWS



## NATIONAL FOODS LAUNCHES SMART CARBS

**SMART FOOD IS HERE!**

**PEARLENTA**  
Smart Carbs

Three boxes of Pearlenta Smart Carbs are shown: Sugar Free Whole Grain Sorghum, Sugar Free Whole Grain Millet, and Sugar Free Baobab. Each box is 500g.

**EAT SMART, LIVE HEALTHY!**

Inspired by your desire to eat smart and live healthy comes the Pearlenta Smart Carbs All Day Instant Cereals.

They are easy to prepare, contain all the vital nutrients and give you the energy you need everyday.

Here are all the attributes of Smart Carbs which accrue with numerous benefits to enable you To Eat Smart and Live Healthy!

- LOW GI
- CONTAINS INDIGESTIBLE POLYGLUCANS, GLUCAN, PROTEIN, B VITAMINS AND FIBROUS
- HIGH IN FIBRE
- RICH IN ANTIOXIDANTS
- GLUTEN FREE
- DIABETES, FREE

The above listed attributes are product specific.



Pearlenta® Initiatives



Another quality guaranteed product from:  
**NATIONAL FOODS LTD**

**F**OOD manufacturing giant National Foods launched new innovative products that have increased health benefits for the Zimbabwean populace and abroad.

The Pearlenta Smart Carbs meals and all-day instant cereals were introduced into the market at the launch on March 18, 2022.

National Foods group marketing executive Lawrence Kutinyu said the new products were targeted at all age groups and enhance the quality of life through the reduced starch intake.

"Today we launched an extension of the Pearlenta portfolio with the introduction of our Pearlenta Smart Carbs range in both meals and all-day instant cereal variants," Kutinyu said.

"The Smart Carb meals are made from traditional grains and come in sorghum, finger millet and pearl millet variants in their pure grain form and our all day instant cereals are sugar free and come with the added goodness of baobab and brown rice in addition to the millet bases.

Kutinyu said in addition to that they had also developed a plant based protein product called Organica, which is a soya-based product that they were encouraging our consumers to try out as it is a good alternative to meat but tastes as good as mince meat and so helps reduce the risks that come with too much red meat consumption.

"Organica infuses the soya base with dried vegetables, gravy and flavour and its quick cooking as well."

*We felt that as National Foods, we needed to raise the nutritional quality of the food we serve to our customers*

He said as National Foods they have always been in touch with the Zimbabwean consumers buoyed by their 100-years' experience in industry.

"The feedback has been that our consumers are becoming more and more health conscious and they want more control of their health and part of their health comes through good diet as well exercising and following their doctor's instructions," he said.

"In terms of the need for a good diet, what we thought as National Foods is we need to improve on the nutritional quality of the food that our consumers eat and we have embarked on an exercise of expanding our portfolio with products that are better for you and address the market's demands."





## ECONET LAUNCHES 5G NETWORK



**M**obile giant Econet Wireless Zimbabwe launched the high-speed fifth Generation (5G) mobile broadband technology, becoming the first telecoms company offer the service.

The firm launched 5G on February 24, 2022 in partnership with global technology infrastructure suppliers Ericson and ZTE as part of a strategy to boost connectivity and ease communication.

Users will be able to get instant internet access at a speed 20 times faster than 4G. Avondale where the launch ceremony took place is the first 5G location and Newlands is set to follow. Econet said they will have 20 more base stations by June 2022.

*Thanks to the technology,  
multiple devices may be linked  
at the same time*

Econet chief executive Dr Douglas Mboweni said the 5G rollout was an important milestone for the company, and was a critical enabler for Zimbabwe's drive towards a fully digital economy.

"The 5G technology will transform the way we all live and work, offering customers significantly greater network

capacity, ultra-low latency and super-fast broadband speeds that open vast possibilities for our individual, business and enterprise customers," he said

The technology allows several devices to be connected at the same time, allowing for new automation possibilities, seamless communication and interconnectivity between multiple smart devices, commonly known as the internet of things.



**FBC Health Insurance**  
You Matter Most

## FBC HEALTH PROVIDES TOP-NOTCH PACKAGES WITH LOCAL, REGIONAL AND INTERNATIONAL BENEFITS

**F**BC Health has introduced a unique medical aid product that enables a large cross section of the market, incorporating low, middle and upper income earners to access affordable packages with local, regional and international benefits.

FBC Health offers exceptional medical aid packages for non-profit making organisations, mines, corporates, SMEs and individual members, including beneficiaries and dependents of those in the Diaspora at competitive rates. Corporates have the opportunity to have customised cover in the form of self-managed funds. Under this arrangement, corporates are free to set up their own desired benefit plans and premiums with FBC Health Insurance coming in to offer administration services. This process involves the important input from the highly skilled FBC Health in-house actuarial team that assesses the adequacy of cover in relation to the premiums contributed, after taking into account the disease burden of the fund.

## *Our flexible service makes budgeting and planning easier...*

"We believe our major strength lies in being part of a large financial services group where we can leverage synergies within the group to provide value to our clients and a seamless service experience to our members. Our health insurance experience, which spans over a decade, has given us valuable insights into looking after a broad spectrum of member groups by providing ample cover especially for chronic conditions, high cost major diseases like cancer and dialysis, everyday outpatient medical events and hospitalisation. All our plans are USD denominated to preserve the value of the policy.

Clients have the choice in terms of which currency to use (USD or ZWL). This also makes budgeting and planning easier due to the stability of the USD. By the same token, all our plans have an extra layer of complimentary funeral cash plan cover at no additional cost," said Matipedza Lole (Head of FBC Health).

Mr Lole added that FBC Health Insurance offers access to top and reputable providers nationally, regionally and internationally. "In our decade long experience, we have managed to forge excellent relationships and partnerships with local, regional and international Medical Service Providers across all disciplines ranging from General Practitioners, pharmacies and major hospitals. This, coupled with a wide FBC Health Card acceptance, ensures that our members have a seamless experience," he said.



## **DELTA BEVERAGES LAUNCHES SABLE LAGER**

**Z**imbabwe's biggest brewer, Delta Corporation, on March 18 2022, launched a new lager beer, the Sable lager.

Speaking at the event, Delta marketing director Irimayi Muzorewa said they were confident that consumers will enjoy the new lager brand because of its unique qualities.



"We introduce Sable Lager, a new lager beer to the portfolio of our well-loved brands. Sable Lager is a culmination of many months of hard work by the Delta Lagers team, our research and brand agency part "Sable Lager is an easy drinking beer brand which offers a smooth non-bitter liquid, very different to our well-known classic mainstream beers like Castle Lager, Lion Lager and Carling Black Label."

## *Sable Lager's debut represents a watershed moment in the company's history*

He said they remain committed to enhance customer service which include plans to improve supply of their brands.

"We have already commenced work on investing in additional capacity to help us deliver on this commitment," Muzorewa revealed.

Speaking at the same event, Delta Lagers general manager Tichaona Rinomhota described the launch of Sable Lager as a special milestone for the beverage manufacturer, traders, supply chain partners and consumers.

"Over the past years our focus has been on the development and growth of our existing brands, additional regional and global brands to our portfolio, and the expansion of our existing pack offerings to traders and consumers," he said.



# CELEBRATING ACHIEVEMENTS



### WELLINGTON MURUVI

Wellington Muruvi recently joined EcoCash Holdings as the Trade Marketing Manager. Wellington has 12 years' experience in the marketing field having worked in the FMCG for 10 years: Sales Manager for Straitia Beverages, Habbah Beverages and Hygienic Services (Cleaning Solutions Company). He rose within ranks at Pacific Cigarettes Company where he started off as a Trade Marketing Representative then promoted to Trade Marketing Supervisor for Zimbabwe then promoted again to Trade Marketing & Distribution Manager responsible for the whole of SADC. He is a Holder of Bachelor of Commerce Honours Degree in Marketing Management from Midlands State University.



### LINDA NATSAI MANYAU

Linda Manyau joined Impala Car Rental as the Marketing Manager where she spearheads various marketing and customer relationship campaigns to expand the company's reach locally and internationally.



Linda is a seasoned marketer in her own right, a highly skilled and result oriented individual with extensive experience in Customer Relationship Management and Marketing. Linda graduated with a Bachelor of Science Honours Degree in International Marketing. She is also a holder of a Diploma in Customs Legislation and Procedures, has a Certificate in Digital Marketing with and a Certificate in Customer Service Excellence. Linda is well known for customer service expertise and is member of the Marketers Association of Zimbabwe and currently studying towards her

Executive MBA. Suffice to say, her leadership style is all embracing, encompassing and celebratory and it bodes well with the Impala Car Rental's marketing vision.

### GEORGE MANYAYA

Dr George Manyaya was appointed the General Manager: Stakeholder Relations, Communications and Welfare for Zesa Holdings and also the Board chairperson for ZINARA. Before joining Zesa Holdings, he was the Head of Consumer Affairs and Publicity at Potraz. He is also the Vice board chairman of the Airports Company of Zimbabwe. Dr George is a self-driven and dynamic young business executive with a resolute vision of adding value to the nation in its key strategic sectors. He has vast experience at both executive and board levels in Information communication technology, media, mining, aviation, tourism and international forums.

He is renowned for his effective reputational management which has seen him changing the face of several companies. Dr George, a member of the Marketers Association of Zimbabwe, holds a Master of Science Degree in International Relations, another Masters of Commerce Degree in Strategic Management and Corporate Governance, Bachelor of Commerce Honours Degree Business Management, a Diploma in Mass Communication and Journalism Studies, Certificate in Diplomacy, Protocol and Etiquette and a Certificate in Telecommunications Policy Regulation Management among other qualifications. He graduated with a Doctorate in Business Management in 2021.



*Trust earned.*

# We grow together



[www.irvine'schicken.co.zw](http://www.irvine'schicken.co.zw)



Irvine's Zimbabwe



@irvineszim





## Cover your loved ones in USD & get guaranteed funeral services

**Dial \*900#**  
or visit an  
**Econet shop**  
or call **311** to  
register!

With the EcoSure USD Policy, you can cover your children, spouse and parents so that you can give them a decent send-off.

Package	Lite USD 0.50	Basic USD 1.00	Standard USD 2.00	Premium USD 5.00
Type of casket/coffin	Flat lid coffin	2 tier Casket	Dome Casket	Dome Casket
Removal from place of death	100km radius	100km radius	100km radius	100km radius
Hearse	100km radius	250km radius	500km radius	Country wide
Administration	✓	✓	✓	✓
Documentation	✓	✓	✓	✓
Undertakers' services	✓	✓	✓	✓
Washing and dressing	✓	✓	✓	✓
Embalming	✓	✓	✓	✓
Overnight service	✓	✓	✓	✓
Graveside tent and lowering machine	✓	✓	✓	✓
Mourners tent and chairs	X	X	✓	✓
Lace	X	✓	✓	✓
Flower	✓	✓	✓	✓
Bus for mourners	X	X	X	Country wide
Mobile toilets	X	X	X	Country wide
Funeral groceries	X	X	X	✓
Monthly provider groceries (6 months)	X	X	X	✓
Cash in lieu	US\$500	US\$1,000	US\$2,000	US\$5,000