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# Market Segmentation and Targeting - The key to providing value for money

Hello readers, welcome to our second edition of ZimMarketer 2022. In this edition we explore a variety of issues including artificial intelligence, social media audience segmentation, why reputation matters in the modern dynamic business world and also updates on some of the events we hosted as MAZ.

Technology has changed the way we do business including customer tastes and preferences. As a result, organisations must ensure that they have in place an effective and up to date market segmentation and targeting strategy. This means selecting potential customers, identifying the customers to target and finally ensuring that value is created for that group of customers. This helps companies to better understand their clients and tailor make products/services designed to appeal to each specific group.

Let's take for instance, the MAZ membership platforms which are split into two; Corporate and Individual. The corporate membership is further split into Platinum, Gold and Silver. Each of these packages offers different benefits and value designed to appeal to the targeted members. You also see the same in the banking industry where retail banking is often sub-divided into three classes namely premier, prestige or standard banking. Each class having its own pricing and benefits. The purpose being to ensure that every client enjoys products that meets their financial needs and expectations while giving them a good value for money.

In the social media arena, platforms such as Tiktok and Facebook are helping businesses to effectively target their ideal customers through the use of social media statistics. Tiktok for example most of its users are generally within the 18-24 age group. Whereas on Facebook, most of its users are generally within the 25-35 years age group. Smart businesses use these stats to inform their brand strategy and carry out targeted marketing promotions and advertisements. For example, Tiktok can be ideal to mostly advertise casual wear which appeals to college students whereas Facebook may be



more ideal for formal wear since the majority of users are highly likely to be professionals and career people.

In conclusion, a good segmentation and targeting strategy is key when it comes to business profitability. Money and time is spent on key areas and the end result may be brand loyalty and repeat sales! All of this equals a good return on investment which puts the marketing team in a very good position within the organisation.

As usual this was just a precursor of more content to come within this edition. I am confident the articles inside will keep you hooked until the last page.

Enjoy!

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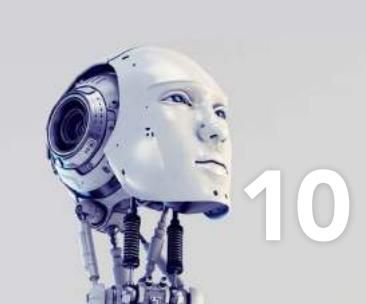
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# CONSOLIDATION OF REPUTATION FOOTPRINT ONLINE

DR. TABANI MOYO

I have written extensively on the issue of corporate reputation and the online space. I received a modicum of emails requesting me to address the practicalities of managing corporate reputation, especially in this age of the bubble tower of social media. The questions ranged from: how do we consolidate reputation in practical terms? What are the key steps one can take towards ensuring that we gain a reputation of engagement with the stakeholders online? How can we be trusted in the clutter of information floodgates, especially when engaging on the fast pace social media? In my response I will tackle these critical questions through four broad responses namely: focus on storytelling; plan ahead; what the hard sell is and the imperative need to repurpose feed content.

In this age of the internet and all fast-paced developments relating to the same such as big data, automation, artificial intelligence, algorithms, and the social media boom, corporate reputation management cannot be left to chance. The first step is to reflect on the role that corporate reputation management plays in the very existence of the company, just like finance, marketing, human resources, and operations, a modern-day organization must develop and execute a responsive corporate reputation management strategy. This is key in defining the goals and

how the strategic goals will be measured and met factoring in both the online and online organizational touchpoints. Many times, given the fact that corporate reputation is an intangible asset, runs the risk of abandonment or emerging as an afterthought. In such a situation, the organization becomes entangled in doing everything in general and imitating competing offerings to be specific. If you don't know it, chances are high that you can't measure it hence reputation management is destined anywhere and everywhere.

The main approach before taking a deep dive into the subject matter of this installment is that when you are set on the deliberate journey of corporate reputation management, you start to build it inside-out. That is why I'm underlining the essence of a strategy that should be owned and shared by the internal stakeholders first before taking the outward targeting approach of the external stakeholders. When you engage with a strong organization that has built its approaches inside-out you can't help but feel that they are engaging you as an external stakeholder from the point of passion and knowledge strength and are eager to ensure that you remain part of the broader organization mission and vision statements. This was the story at the beginning of the Econet brand, which was



born out of the struggles for freedom of expression and galvanizing the stakeholders to be part of the bigger journey of choices and the ability to endless possibilities among others.

### Focus on storytelling

Our reputation stands strongly on the ability to tell a story – because you are talking to a human being, from a society, who grew up learning through stories. Everything we know today is mainly because there is a story that we engaged in one way or the other. It is human nature that we identify with good stories, hence the need for organizations to master the art of good storytelling and being part of the societal conversations rather than issuing boring product information like the traditional approaches of advertising. I personally don't read traditional adverts unless they are packaged in a story format. A good story requires a beginning (intro) that is enticing, a middle (the body that gives a bit of detail), and an end. This is unique to stories, as opposed to feed posts, and requires careful thought on how to keep the audiences hooked and trigger them to share in their circles. Setting the tone and describing what the audience is going to see, whether it's just an image and prose or a whole video outlining what's to follow, is important at the start. Explaining what you're about to show the audience will increase viewer retention by allowing them to swipe away if the content isn't relevant to them. The core creative material is in the middle, with the key message you want to convey to your audience and a call to action at the end. It is key to have a statement of action so that the audience knows what is your key ask. For example, if you agree with our 'green initiative' share it with 20 people in your social media community. That's how you gain trust and responsiveness when people start sharing your content with other people because generally, people don't trust brands or corporate they trust other people.

### Plan ahead

There is the general reflex of leaving everything to the last minute when generating online content due to the nature of the content itself which has a very short lifespan. Most of the social media platforms have a 24-hour presence and push the content away. However that 24hrs can make or break the reputation of the company as either engaging or mediocre content pushing conveyor belt. The feeds will then attract a loyal following which builds a community of interest towards none paid electronic word of mouth and reputation endorsements. In doing so the company will be taking a bold decision towards co-creating its reputation with the end-user of its offerings. Hence planning starts with the broad strategy to set the goals of corporate





Companies like Coca-Cola have built a large following through great storytelling

reputation management and the finer action plans on content generation and timing. This should be understood in the context of telling good stories as highlighted above and building an army of loyal followers. This happens with big companies like Coca-Cola, Nike, Unilever and at times countries such as Qatar, United Arab Emirates, Rwanda etc.

### What is the hard sell?

The perpetual mistake that the corporate is yoked in and henceforth the need to break loose from is the fixation of focusing on the products and services. This is anathema to connecting with the audience who already suspects that companies and their brands are generally gluttonous and are out there to short-change them. The focus should always be on the value that the company unlocks to the stakeholders being communicated in the language and contexts that matter. One of the most fascinating contents that still stands out in the 2010 World Cup was the Coca-Cola content wherein a young boy in the African context playing soccer in dusty make-shift stadium beams "I have waited for a long time to see Kaká ..." that was a stroke of brilliance to show the value of a 'black sugar water' coke being a lead agent in making dreams come true for many. This was produced for the first African world cup in South Africa. When the former president of South Africa was motivating the adoption of the new constitution through his world-acclaimed speech entitled "I'm an African" he was positioning South Africa as a global force in stimulating the pan African outlook towards addressing the broader issues of economic growth, conflict resolution in the continent, re-positioning liberation is liberation movement towards knew challenges of eradicating racial imbalances, tackling poverty and addressing issues of health, women and child rights among others. Yet he communicated the value of an Africa rather than South Africa the country of the constitution itself which was the subject matter. Such a focus outlives mortal interventions and can transcend generations of strong reputations.

Hence corporate will not get very far with polished, corporate material. Stories allow you to connect with your audience in a more genuine way. User-generated content is useful in this situation, especially if you're short on time. Sharing followers' posts does not need the creation of new material, but it does assist brands in maintaining a presence and consistency. This has advantages beyond time savings; it provides essential social proof, encouraging others to emulate their actions.

### Re-purpose feed content

The goal is to get people to engage, and that will appear

different depending on the format. While no one knows the exact formula, if your followers engage with you in stories, they're more likely to see more of your material in their organic feed. This works both ways, which is why it's critical to think of your social media presence as a single content production, which includes regularly repurposing and adapting high-performing content.

Above all ensure that the corporate reputation management strategy has a way of tracking and measuring the impact so that you boost where you see more impact and remedy where you are not performing well.

As I conclude I quote extensively the Apple's most consequential advert that was aimed at shifting the stakeholders' mindset towards its new values upon the return of its now late founder Steve Jobs entitled "Think Different":

Here's to the crazy ones, the misfits, the rebels, the troublemakers, the round pegs in the square holes... the ones who see things differently — they're not fond of rules... You can quote them, disagree with them, glorify or vilify them, but the only thing you can't do is ignore them because they change things... they push the human race forward, and while some may see them as the crazy ones, we see genius, because the ones who are crazy enough to think that they can change the world, are the ones who do. (Steve Jobs – 1997)

The commercial does not in any way focus on the computers and communications gadgets that Apple sells but communicates the value it provides to the people who are inspired to change the world.

Till then, think total corporate reputation management!



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# ARTIFICIAL INTELLIGENCE: A BUSINESS PANACEA

BY RUJEKO BARA

Did you know that Artificial Intelligence is a red-hot topic for businesses right now? In this fast-paced digital era, where only the crème de la crème of disruptive innovators thrive and grow, Artificial Intelligence solutions are indeed a business panacea. As technologies advance, novel ways to innovate and expand, have to be found. To put it simply, the company has to innovate or die. According to a 2021 Grand View Research report, the global Artificial Intelligence market size was estimated at USD \$93.5 billion in 2021 and is expected to reach USD \$136.6 billion in 2022.

Why is it that 91.5% of leading businesses invest in Artificial Intelligence (AI) on a continuous basis? Forbes reports that 50% of businesses planned to spend more on AI and machine learning in 2021 and 20% reported significant increases to their budgets. Why? AI proficiencies are increasing the possibilities for how companies safeguard continuity through the disruptive Covid-19 pandemic, approach real-time customer engagements, manage their processes and reduce their overall operational cost. Crucial factors that are driving the AI market growth include an increase in the adoption of big data analytics and the increasing possibilities of research and development in emerging AI systems and technological innovations across the globe.

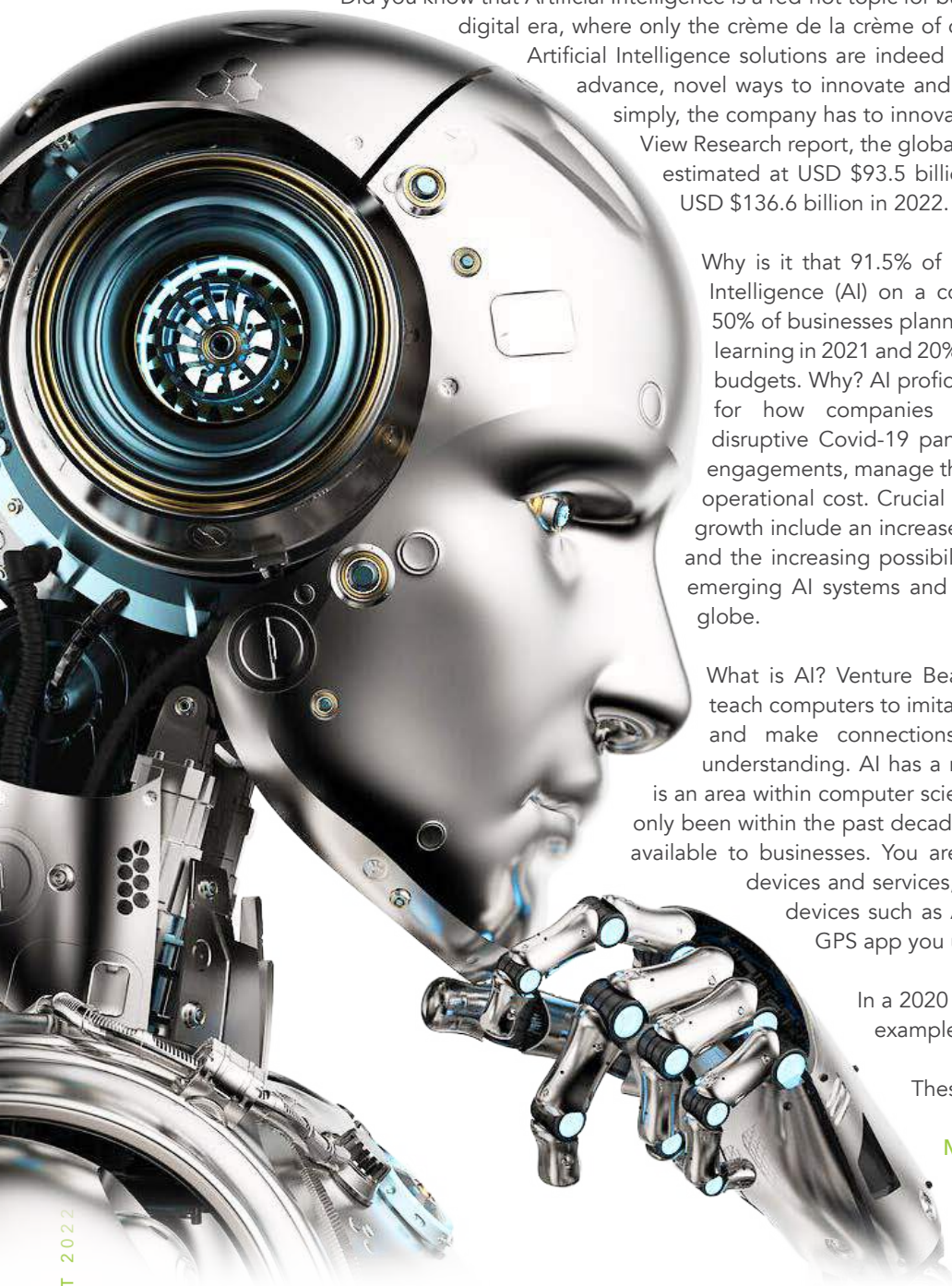
What is AI? Venture Beat posits that AI describes efforts to teach computers to imitate a human's ability to solve problems and make connections based on insight, intuition and understanding. AI has a myriad of applications in business. AI is an area within computer science that dates back to the 1950's, it's only been within the past decade that many types of AI have become available to businesses. You are probably already using AI-enabled devices and services, for example, smart assistant apps or devices such as Amazon's Alexa or Apple's Siri or the GPS app you use while driving.

In a 2020 article, M Hasan put forward business examples in which AI is used.

These include:

## Market Research

AI connects consumer behaviour with marketing, evaluating data more precisely than the traditional market research



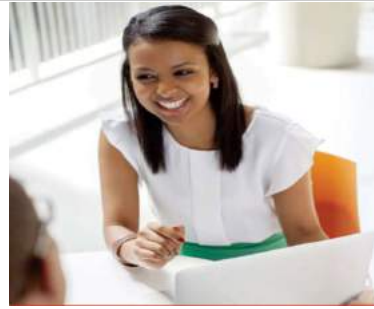




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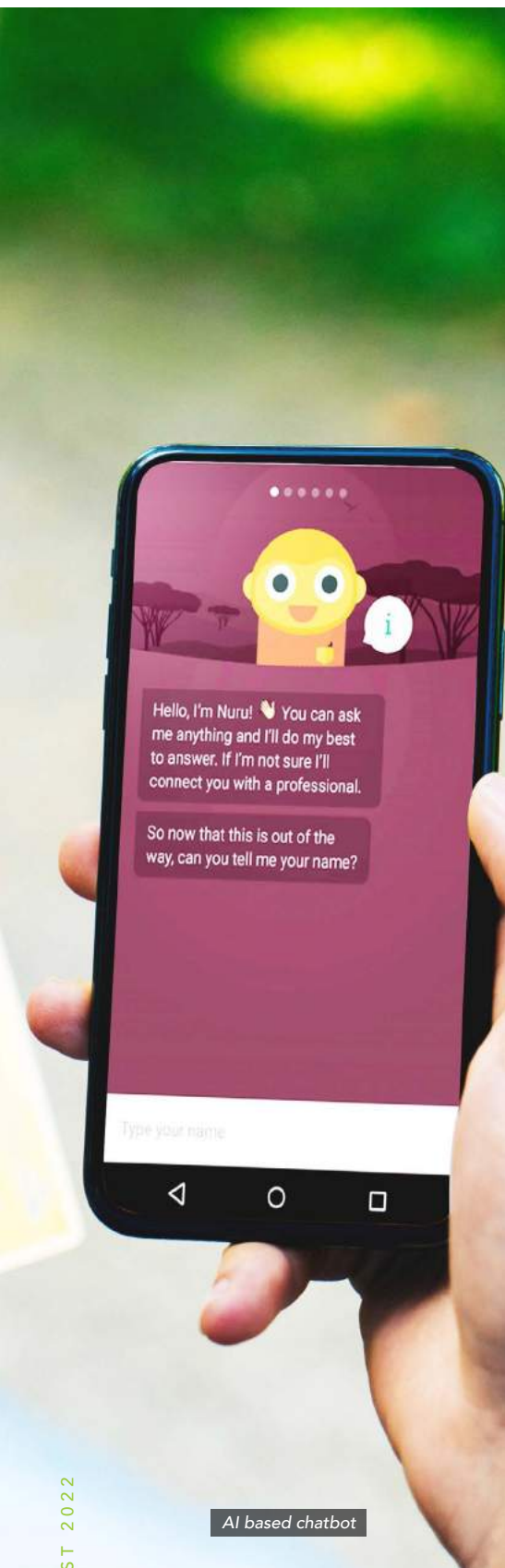
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processes. Moreover, AI Photoshop replacement is coming. So, it will create a new dimension in branding a product and campaigning.

### Customer Segmentation

Clustering and classification systems are used in customer segmentation based on certain criteria, for example, browsing history. This approach is more effective than traditional approaches.

### Real-time Interactions with the Customer

Most people are now addicted to the virtual world rather than real life. Online shopping, rather than going to a shopping mall, is now the preference for most. The use of artificial intelligence in business is making the customer experience better and comfortable. AI based agents such as chatbots effectively assist the online shoppers any time of the day. They help shoppers find appropriate items extracting information from the website or web page. Recent research work by CompTIA indicates that customer satisfaction will grow by 25% by 2023 in organizations that use AI.

### Image classification

This is a way of categorizing a set of images into predefined categories as is done in social media, e.g., Facebook photo tagging.

### Help Desk

When we visit a website, sometimes a chatbox opens automatically. We can ask the chatbot queries about the website content. Now, artificial intelligence (AI) is working on the voice-activated front on helplines.

### Cybersecurity

Artificial intelligence plays a very significant role in managing cyber-

attacks. When using AI techniques, it is easy to remove data breaches and malicious activities. AI delivers real-time threat detection, identifies anomalies and responds to the threats accordingly.

### Effective Data Management

With the fast growth of the use of Internet of Things (IoT) in business, redundant data is collected by use of sensors. By employing artificial intelligence techniques, data can be analysed meaningfully. Artificial intelligence gives us a great application in business because a better insight into data is obtained.

### Customer Life Time Value Modelling

Customer lifetime value modelling is essential for e-commerce business success. It is one of the most prominent applications of AI and machine learning in business. Customer lifetime value models are used to allocate the company's resources effectively and to identify and retain customers. This is a huge plus considering that it is cheaper to retain a customer than to acquire a new customer. Companies are not only using these models to supervise the marketing activities but the overall progress of the business.

### AI Improves Business Workplace and Automates Workload

Artificial intelligence improves the business workplace and the communication processes. Smart AI programs help businesses to use their resources effectively and efficiently.

Unquestionably, there are many unimaginable applications of AI in business. Professor Stuart Russell, one of the world's most respected experts on AI, says 'AI is a technology, it isn't intrinsically good or evil. That decision is up to us where we can use it well or we can misuse it.' The use of AI will bring with it advantages as

Professor  
Stuart >  
Russell



well as disadvantages depending on how, where, when and why it is used. What are the advantages of investing in AI? Benefits of using AI include processes automation, reduced human error, increased output, reduced operational time for humans, enhanced customer service and personalization and deep data analyses. Overall, AI will give a business a competitive advantage.

Could artificial intelligence have any drawbacks? Businesses are realising that AI could expose them to fast-changing problems, risks and ethical pitfalls. Drawbacks of AI include high costs in relation to initial capital outlay as well as system maintenance. In our current economic climate, it is difficult for businesses, especially small to medium enterprises, to adopt AI solutions. However, it's always better to start small and then up-scale as the business grows, so no Zimbabwean business entity should get left behind. AI cannot think outside the box, it can lead to unemployment as some people will be replaced by machines and AI applications automate the majority of tedious and repetitive tasks so people can become lazy. Ethics and morality are important human features that can be difficult to incorporate into AI meaning this is a huge grey area.

Evading AI or turning a blind eye to it as a way of avoiding the pitfalls regarding its use, is not an option in today's increasingly digitised business environment. AI deployment is core to an organization's success but successful organizations will only be those that aggressively identify and manage the associated risks. Risks associated with the use of AI include deployment and infrastructure, model selection and training, data, legal and regulatory, contracts and insurance and organisation and culture risks. Training programs, smart resource allocation and cross-functional

teams play key roles in mitigating the different risks.

How can a business in Zimbabwe implement an AI project? Put together a plan stating goals, milestones scheduling, estimated hard and soft costs and the resources required such as people skills, software and hardware. Identify who and what will be impacted, for example, existing resources, suppliers and customers. Be aware of who the beneficiaries are along with the possible negative impact during and after implementation. Set goals for the project's benefits as well as determining how to measure results, and, if possible, comparisons of potential AI-enabled approach and prior methodologies. Talk to the stakeholders and get as much information as you can pertaining to their thoughts on the project, preferences and suggestions, along with plans for training documents and sessions as the trials and operational versions become ready. Select one small task, one which is not business critical or customer facing, for trying artificial intelligence for your business. Search for and compare vendors to partner with. Finding a suitable partner will in turn depend on factors like budget, size and depth of IT staff, use of owned hardware, cloud resources or both. Vendors that have added AI capabilities to their offerings include Amazon, IBM, Apple and Google. Some firms in Zimbabwe are already a part of the AI revolution, for example, some firms, especially banks are already making use of chatbots for customer service whilst others are making use of big data analytics. As the old adage goes, if you can't beat them, join them! Key industry players can take several strategic initiatives such as mergers and acquisitions and partnerships with companies that are already championing AI and Machine Learning

The application of AI and Machine Learning in business makes businesses efficient, effortless, and competitive. AI should therefore be on the company's list of technologies that should not just be watched, but enthusiastically taken advantage of. It joins leading emerging technologies like Machine Learning, Cloud Computing and Big Data.



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# CLASSIFYING AND TAKING ADVANTAGE OF SOCIAL MEDIA AUDIENCE SEGMENTATION

BY BRIAN CHIKONZO



In sales and marketing literature, it's always said that audiences or customers need to be classified into different groups. But what are the benefits of doing this for small businesses? Is it really worth investing resources?

Classification and the science of classification is known as taxonomy. The desire to classify seems to be an innate need to be incorporated into all living organisms by natural selection. Our ancestors had to classify things. That way, if a fast, sharp-toothed animal chases you up a tree, you can

dodge all the fast, sharp-toothed animals. The advantage for them was their improved ability to climb trees and live longer. In the same way, small businesses need to classify their audience and therefore improve their ability to know which customers are worth investing in and which ones will impact their life spans more negatively than others.

In the modern business world, it is vital to incorporate digital channels in your sales and marketing processes. Just as vital is the need to classify the vast users of social

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media and partake in what is referred to as social media segmentation. Social media segmentation is a consumer segmentation approach based on social media consumer data. This is the process of dividing key characteristics of a social media audience, such as common interests, online behavior, affinity, and conversation, into smaller segments. They are based on social media data (posts, interactions, followers, profile information, connections). The social media consumer segment is looking at a wider market than just the existing customer base.


Social media is a treasure trove of information about current and potential customers. But you may be asking yourself: Do I really need this data? The answer is an equivocal “yes”. Where traditional consumer segmentation classifies customers by demographic information such as gender, age group, and household income level, it overlooks the important aspects of exactly who the consumer is and what type of content the consumer responds best to. You need broader contextual information. For example, a sugar-free snack may prove to sell well among women between the ages of 30 and 34, but how the group’s identity is expressed and how it affects the market is not clarified. Are they concerned about wanting to lose weight? Do these mothers want healthier options for their children? Is anyone interested in the ketogenic diet and its health benefits?



Ultimately, social media audience segmentation is about providing consumers with a unique and exclusive experience at every stage of their journey. And it works: when Nespresso aimed to increase its sustainability message, it utilized a sub-audience within an eco-friendly community to target a customized message which in turn increased social media engagement by 68%. Another global brand, Danone, switched to tribal segmentation, grouping people with passion and increasing advertising recalls by 40%. Not only does this strategy help to refocus your marketing efforts towards audiences that are more likely to be loyal to your product or service, it allows you to effectively make use of the vast amount of data you have access to in delivering your product to market.


Social media has so much data that it can be overwhelming at first. Fortunately, segmenting your social media audience doesn’t have to be complex and time consuming.

**How to segment your social media audience:**


 Go to where your customers are.

Learn and utilize demographics for each platform. For example, Pinterest is typically used highly by female users, TikTok has a young viewership, and LinkedIn is positioned

for professional and career-related social content. The trick, therefore, is to use the appropriate channel for each segment - tailoring your marketing message for women audiences if you plan to market through Pinterest and having work-appropriate content for LinkedIn viewing.

 Use audience filtering to narrow down your target audience.

Some social media platforms have geography based advertising and posting. Facebook allows you to post to specific people based on location. If you choose paid ads, you have much more advanced audience filtering options.

 Use social media groups.

Building a community around your page fosters personal connections with your followers and creates space for your followers to share their opinions and concerns. LinkedIn and Facebook are particularly good places to use social groups, which can be closed and opened.

 Select the appropriate audience analysis tool.

To complete the above steps, start with accurate segmentation. This is where audience analysis tools come into play. Raw audience data is fragmented. It is collated from multiple channels, followers have different subtypes, and are informative but unorganized. The right audience analysis tool filters social media information to provide targeted marketing personas.

By generating this fictional character that represents a target audience, not a real customer, you will learn about your audience's demographics, interests, influencers they follow, affinity and more. This helps drive everything from the voice of the brand to the social channels you use. Audience intelligence software bridges the gap between raw data and actionable insights. This helps you make marketing decisions to engage with your current and potential customers in a more efficient and meaningful way.

**Best social media segmentation tools for small businesses.**

The advantages of segmentation are not exclusive to big brands. Depending on your budget you should look to set up software that will ultimately take away the hassle of independently updating and arranging audience data. You want to consider the following factors for the segmentation tool;

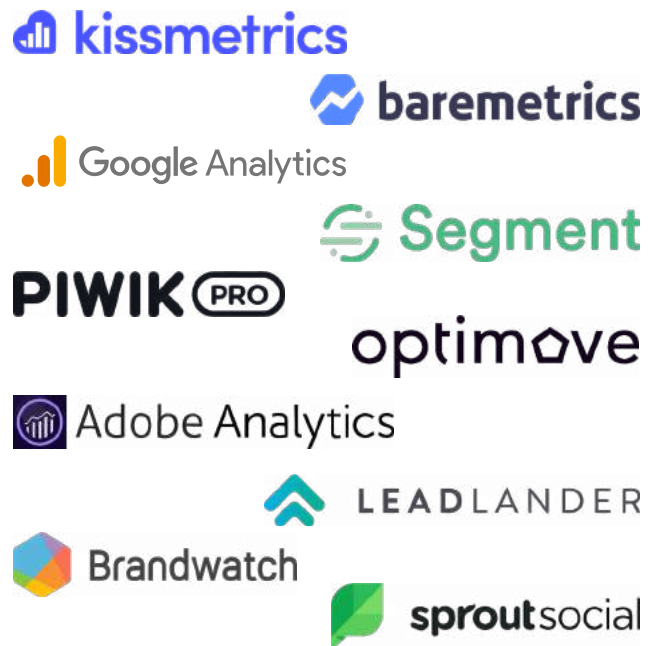
1 Organization - how much data it can store and process.

2 Customizability - how deep you can analyze the audience data.

3 Visibility - how the data is presented graphically.

4 Scalability - whether the tool is usable for small businesses and as your business grows.

The following is a list of software to consider investing in to help you segment and analyze your different audiences.



Social media audience segmentation is a revolution for brands that want to go beyond basic demographics and create propositions that focus on deeper consumer needs. You can use social media data to gather information, segment it, and then turn it into marketing insights that propel market growth for your business.



**Brian Chikonzo is a member of the Marketers Association of Zimbabwe. He 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.**



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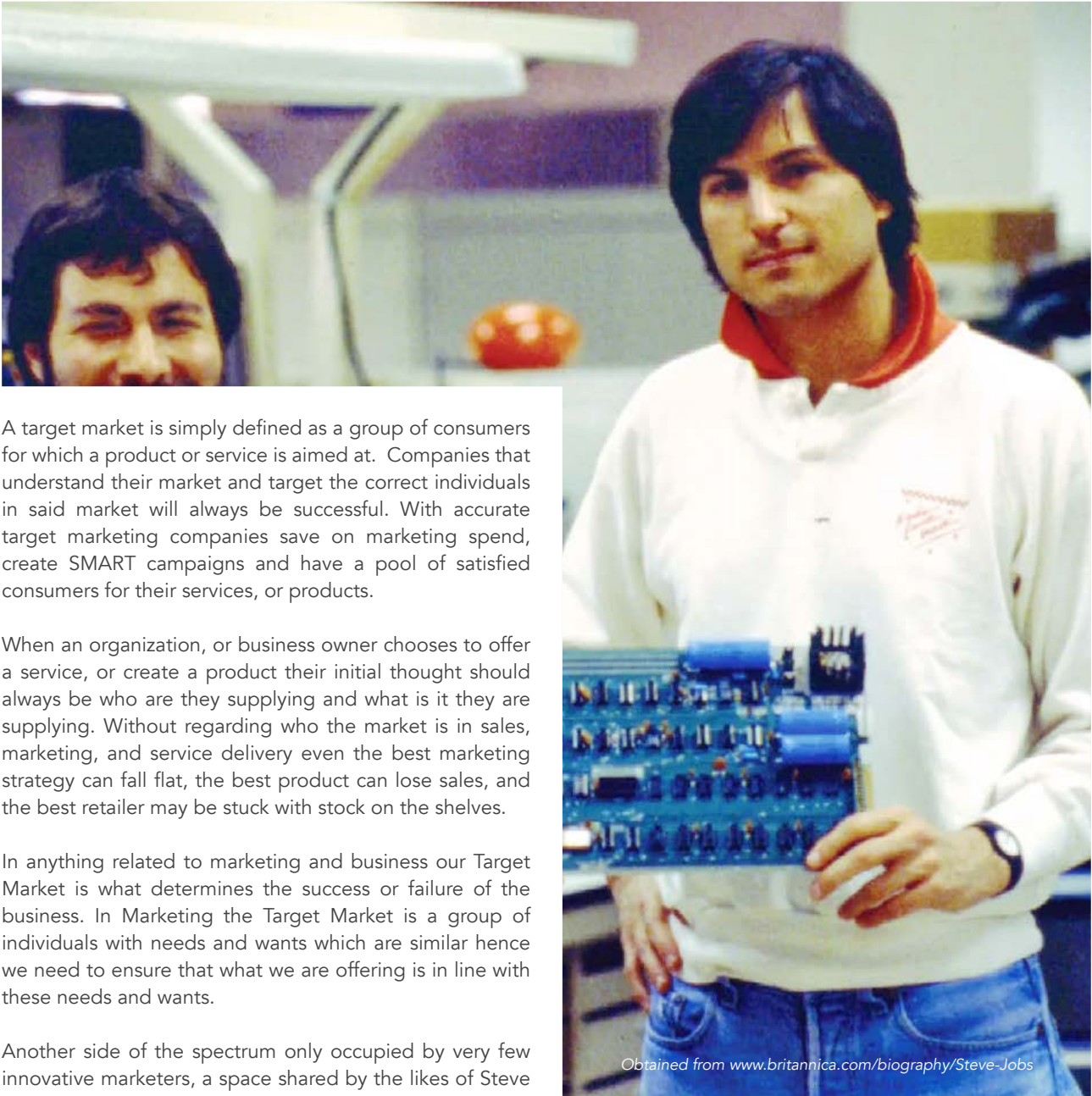
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**PPC**

# TARGET MARKET/MARKET SEGMENTATION

BY VARAYIDZO NHANDARA



Obtained from [www.britannica.com/biography/Steve-Jobs](http://www.britannica.com/biography/Steve-Jobs)

Steve Jobs (right) holding an Apple I circuit board, c. 1976.

A target market is simply defined as a group of consumers for which a product or service is aimed at. Companies that understand their market and target the correct individuals in said market will always be successful. With accurate target marketing companies save on marketing spend, create SMART campaigns and have a pool of satisfied consumers for their services, or products.

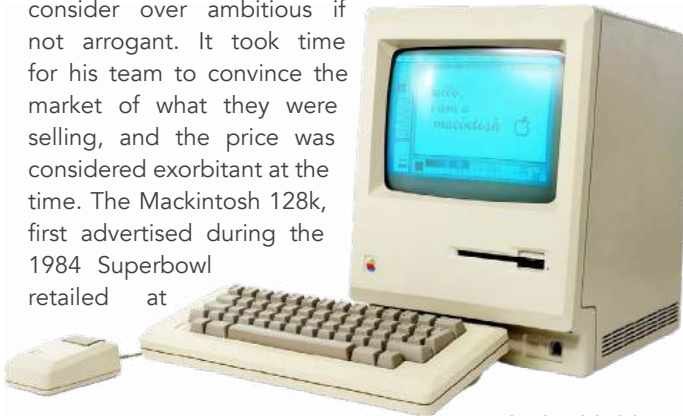
When an organization, or business owner chooses to offer a service, or create a product their initial thought should always be who are they supplying and what is it they are supplying. Without regarding who the market is in sales, marketing, and service delivery even the best marketing strategy can fall flat, the best product can lose sales, and the best retailer may be stuck with stock on the shelves.

In anything related to marketing and business our Target Market is what determines the success or failure of the business. In Marketing the Target Market is a group of individuals with needs and wants which are similar hence we need to ensure that what we are offering is in line with these needs and wants.

Another side of the spectrum only occupied by very few innovative marketers, a space shared by the likes of Steve Jobs and other "luxury" brands is that of creating products and services for an undefined market, a strategy which has garnered much success for these brands. We will zero in on Apple products created by Steve Jobs. When Steve Jobs and his colleagues created the very first Mackintosh



128k, launched in 1984, Steve Jobs did not have a specific target market; he merely created something he felt the market needed, without seeking the market's opinion. This was a bold strategy; one many would consider over ambitious if not arrogant. It took time for his team to convince the market of what they were selling, and the price was considered exorbitant at the time. The Mackintosh 128k, first advertised during the 1984 Superbowl



retailed at USD2,500.00.

Many years later Apple Inc is one of the most successful technical companies in the world with a single share priced today at USD131.56. This is an astounding share price considering the current 2022 performance of the world economies. The Apple Inc customers and market is prepared to pay a premium price for their products, and anything sold lower than at a premium price is considered to be an unoriginal product, of low quality and a very low spec.

Apple Inc. started without a defined target market, and now the company has a ready market of savvy, high income, technology embracing loyal customers. Apple has created a market so loyal to their products that one will endeavour to have an Apple phone, Apple computer, subscribe to paid applications only offered to on the iStore and much more. Due to this loyalty to the brand all Apple Inc clients will own, subscribe to, or use at least two Apple services and products at any given time. The product cycle of Apple Inc extends to specified, licensed dealers who are authorized to sell, repair, and trade in Apple products. Steve Jobs may have been eccentric and possibly misunderstood, however he was a remarkable marketing pioneer worth celebrating. To determine the wants and needs of a target market, companies can establish these through conducting market research i.e. carrying out focus groups, and handing out questionnaires to members of the public to mention a few. What this does is it enables organizations and businesses to understand what the market requires; information which can be used in product development, and or marketing campaigns.

Market segmentation in my understanding is best described using the analogy of an orange. When we look at an orange, an orange has segments, which are pieces

that make up one whole orange. Using this analogy in marketing, market segmentation is splitting the market into specific parts and focusing your attention and strategy formation in-line with the needs and wants of each part of the market.

Many Fast Moving Consumer Good (FMCG) companies do this by offering variations of the same product to their targeted market. A local example of a company that has done this successfully is National Foods with their Mahatma rice range. Mahatma has rice variations available for different segments of the market. Those who simply enjoy white rice can buy the elegant white rice offered by Mahatma, while those who are health conscious and require a low GI, high fibre rice can enjoy the brown rice offered by National Foods, Mahatma. For those who enjoy Indian cuisine or want a long grain rice they can enjoy the Mahatma Basmati rice option, while those who enjoy the benefits of a "fragrant" white rice purchase the Mahatma Jasmine rice.

Back to our analogy of the orange using Mahatma Rice. The whole market is that of those who consume rice, the segments are then derived from the different rice options available i.e. elegant white, brown, basmati and Jasmine. It is all rice; however, the rice varieties satisfy different parts of the whole rice consumer market in Zimbabwe.

As Marketers we then are reminded that to be successful in business, we need to be deliberate in what we do, and we need to ask ourselves important questions around who in the greater population are we are looking to as our customers, and in so doing, offer these customers services, products and experiences which best satisfy what they want. If we cannot be bold enough to create a product or service the market does not know they need, then we should at least provide what we already know they need and want.



**Varayidzo Nhandara is a member of the Marketers Association of Zimbabwe. She 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**

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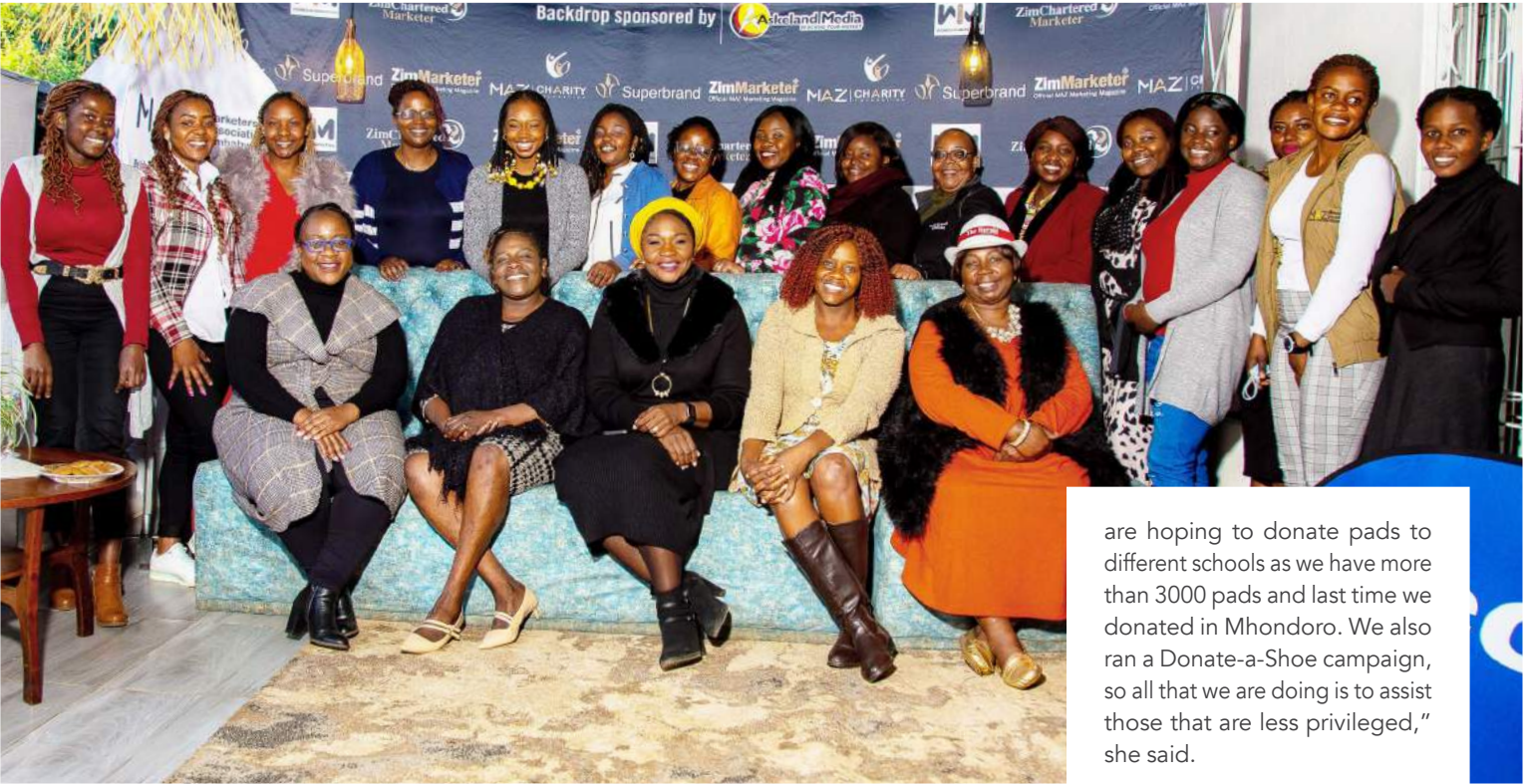
## Be Informed! Be Connected! Be Recognised!

### PLATINUM MEMBERS





# WOMEN IN MARKETING: BUSINESS SOIREE



are hoping to donate pads to different schools as we have more than 3000 pads and last time we donated in Mhondoro. We also ran a Donate-a-Shoe campaign, so all that we are doing is to assist those that are less privileged," she said.

The Women in Marketing, an arm of the Marketers Association of Zimbabwe held a Business Soiree at Yanaya with the theme: **Level up** on the 8th of July 2022. The main idea was to educate and update women on how they can be independent.

The chairperson of Women in Marketing welcomed the guests giving an insight on what the Women in Marketing CSR group has been focusing on.

"Welcome ladies, thank you for coming, as the CSR we have managed to do a lot of social responsibility activities and we currently have an ongoing campaign 'Donate A Pad Campaign'. We



She further spoke about the programs they have come up with that assist women on how to start up businesses and be financially stable.

"We looked at women in leadership to see how best we can build







skills that can enable us to get those positions that we have always admired and be able to run them," she said.

The event had presentations from two powerful business women: Edinah Mukurazhizha and Primrose Makotore on: How to be a Better Woman in the 21st Century.

Mrs Mukurazhizha explained how she had a week packed with personal activities but because she is very passionate about helping women to excel, she had to drop everything and attend this event. Her banking background has given her a strong passion about women empowerment. She likes to encourage women not to depend on a single income stream as it opens doors to poverty. Entrepreneurship helps women to achieve that financial independence.

She went on to talk about the books that she has written for the purpose of encouraging other women to empower themselves.

"I wrote this book - You are what it takes for a woman to excel, because I know women are very powerful and we have a seed of greatness that is in us but because the enemy knows the capacity we have as women, he attacks our emotions. Women are emotional beings, sometimes it's losing a job, a child or getting a chronic disease and that might drag us down and with that we should not be waiting on one thing to get us somewhere because it will just end," she added.

She advised women to have at least seven sources of income so that they should not depend on their full time jobs only.. She also mentioned that women constitute 51% of the population but as of December last year RBZ statistics show less than 20% of loans had been disbursed to women.

She encouraged women to strike a balance between their financial and social lives. They must think of financial independence and building a legacy for themselves and generations to come. Women must not be myopic but think of what they will leave for future generations. They must also think outside the box even in this economy where most people tend to relax.

Primrose Makotore who was the second speaker presented on her business success story on how she managed to become a big brand and business woman during the Covid 19 era. She managed to start and grow a business in an era where there was a pandemic and everyone feared for their lives. Instead of focusing on fear, she chose to put her energy on celebrating the little milestones in her business. She explained how she was able to maintain her business and saw it growing through her time management skills, paying attention to detail. There was a time she delayed to deliver an order and the client could not accept it. It affected her reputation and that made her realise how important time management it to the success of any business.

Primrose says that she diversified from making snacks to cakes and she has made sure that she has created a niche' for her products. According to her, she has managed to be the best and outstanding service provider at all times.

The event was endorsed by different companies that supported the ladies event and these include Econet, Dairibord, Mama's and Hyundai.

The ladies later on enjoyed music from Cerrayah of the Renaissance Crew and the event ended with everyone enjoying the 360 booth as well as the dance challenges that were lined up for everyone.





approach which included a mentorship exercise," he said.

The graduation had also 70 students of the Professional Certificate in Digital Marketing from the October class who were very happy to be Certified Digital Marketers.

"Thank you Marketers Association of Zimbabwe for this wonderful experience, thanks to my family and friends for your support. May this certificate open up new opportunities for me, professionally and personally," said Alahandra Raymond

"This class started 6 months ago with 74 students and 60, some of whom are here with us graduating today. The course this time attracted 2 students from Malawi, which symbolises a regional acceptance of MAZ training programmes within the marketing fraternity. The PCDM course curricula was revised in 2020 to match prevailing global trends. This course is designed for individuals ready to expand their skills set in today's internet driven market. It explores the several aspects of the new digital marketing environment and integrate it with current business operations, in line with global trends of marketing transformation. I am excited to announce that since our first intake of 2016, we have trained and channelled over 2000 Digital Marketing graduates into the Zimbabwean industry and beyond," said Mr Gillian Rusike.

After the speech Mr Gillian Rusike and Mr Felix Mambondiani, the Training Manager conferred and handed over the certificates.

The association has since had several enrolments of the Professional Certificate in Digital Marketing and many students have enrolled for this year.



MAZ Executive Secretary Gillian Rusike speaking at the ceremony



Tatenda Choto poses with her PCDM certificate



Maria Chirombe is awarded her MLDP certificate



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**CONTACT THE MAZ TRAINING DEPARTMENT FOR MORE INFORMATION:**

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Rose, 0715 275 628, training@mazim.co.zw

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# ZIMCHARTERED TESTIMONIAL - STEVEN MHIZHA



Over the years I have always been advised to be flexible and be able to adapt to the change that is constantly happening in our day to day business. All this never really made any sense to me until I registered for the ZimChartered Marketer Program that is offered by the Marketers Association of Zimbabwe.

*One of the greatest highlights of the program is the SME mentorship period...*

I am currently working as a Marketing and Client Care manager for Softrite (Pvt) Ltd, a payroll software service provider. The program was an eye opener as it touches on almost all the aspects of Marketing, Leadership, Data analytics all this to add value to the organisations that we currently are working for and to some their own businesses. I have always been fighting with the “money people” finance departments about their lack of financial support to our marketing activities but now I can safely discuss with them in their own language “Figures” and convince them to fund

our activities as we all push for the growth of our business.

One of our brilliant facilitators, Dr Mugwati would always mention this statement “if you can’t measure it, you can’t manage it”, this is now my mantra as I work. We should be able to measure all our activities so that we are able to justify any course of action as well as the cost that comes with using all the various matrices that we did in Data Analytics.

The most interesting part of the ZimChartered Marketer program is the SME mentorship period. After learning the theories in class, MAZ allocates you with a local SME that you will handle for a period of about six months. You will now be converting the taught material into practical use, this allowed me as an individual to check if I had benefited from the program and indeed I felt as such. As I worked with an SME, I did not only benefit academically but I got to meet great people that are now part of my network.

My words to those that may be deliberating on whether they should enrol for the program are **“Just try it you will surely realise the benefits”**

# MARKETERS JOIN THE NATION IN FIGHTING AGAINST DRUG ABUSE



**M**arketers Association of Zimbabwe has joined the national fight against drug and substance abuse by youths in the country through its Annual Charity Golf.

Drug and substance abuse is a national scourge that is destroying the youths and future leaders of Zimbabwe. Any nation is founded on hope of a bright future and that bright future is premised on today's youth, who are entrusted with the responsibility of carrying the country economically, politically, socially, and culturally.

According to a research carried out by the Health Professionals Empowerment Trust in Zimbabwe, 50 percent of admissions to mental institutions have been attributed to substance-induced disorders. The research went on to single out youths as the most affected group of individuals in the country.

The MAZ Charity Foundation, an arm of Marketers Association of Zimbabwe embarked on a fundraising whose objective is to facilitate income generating projects under the theme 'Rescue-A-Teen from Substance Abuse', targeted at teens in the areas of drug and substance abuse in partnership with Teen Rescue Mission Trust.

MAZ Executive Secretary Mr Gillian Rusike said this year, the MAZ Charity Foundation which spearheads the MAZ corporate social responsibility initiatives decided to partner the Teen Rescue Mission Trust in the fight against drug abuse in the country. Substance abuse is a real scourge that requires a collective effort from all citizens and corporates at large. It has become a national concern.

He said MAZ this year partnered The Teen Rescue Mission Trust, a non-profit community based organisation which focuses on teens and youths in areas of drug and substance abuse, premature sex and teen crime both in urban and rural areas, with help of different organisations and sponsors.

To raise funds for this cause, MAZ hosted a Charity Golf Tournament on the 29<sup>th</sup> of July at the ZRP Golf Club and the target was to raise USD10 000 for the construction and facilitation of income generating projects on a piece of land the Trust acquired in the Seke area.

He said the Association believes in corporate social responsibility programs thus they have made it a mandate to keep on helping those in need. He applauded corporates and golf



players that were part of the Charity Golf Tournament. He also expressed his gratitude towards individuals and corporates that sponsored the tournament as a way of supporting this initiative of fighting against drug abuse.

Teen Rescue Mission Director, Mr Abraham Matuka highlighted that his organization was grateful for the partnership with MAZ as a way of curbing the rise against the drug abuse pandemic and encouraging youths to be empowered.

He also said the funds generated will be used for construction of fowl runs as a way of income generation. This will have a ripple effect because besides keeping the youths busy, as idleness and unemployment is the major reason that drives the youths to such things as drug and sexual abuse. This will result in employment creation and better living standards in the surrounding communities.

MAZ has over the years been involved in different corporate social responsibility initiatives through this MAZ Charity Golf Tournament. Other initiatives include the 'Donate A Shoe Campaign' where the Association has handed over school shoes to Chokera Primary School in Masvingo in 2018 and donated school shoes to Mathew Rusike in Epworth in 2019 as well.

In 2020, proceeds from the Charity Golf Tournament were used to buy sunscreen lotions which were donated to the Zimbabwe Albino Association.

In the same year, the MAZ Charity Foundation responded to the Covid 19 pandemic by donating food baskets and other basic commodities at the Methodist church in Epworth.

The Charity Foundation also donated stationery to Dambudzo Primary School in the Midlands province. The school had its roof blown away by heavy rains and a lot of infrastructure and learning material was destroyed.

This year, the Charity Foundation handed over food, basic commodities and toiletries to the Zimbabwe Prisons and Correctional Services (ZPCS) in Chinhoyi. The donation was made possible through proceedings from the 2021 Charity Golf Tournament held under the theme 'Prison Campaign' as well as groceries donated by National Foods.

MAZ will continue to initiate and partner in corporate social responsibility activities that have to do with fighting against drug and substance abuse, fighting against sexual abuse, youth empowerment, women empowerment, and poverty eradication among other campaigns.





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# MARKETERS ASSOCIATION OF ZIMBABWE HOSTED THE ANNUAL CHARITY GOLF TOURNAMENT



**M**arketers Association of Zimbabwe hosted the Annual Charity Golf tournament under the theme **‘Rescue Teen from drug and substance abuse’**.

The charity golf day was organized by the MAZ Charity Foundation, an arm of Marketers Association of Zimbabwe.

The tournament was held at the ZRP Golf Club on the 29th of July and capped this year’s Marketing Week activities.

The Charity Golf day attracted golf players from various corporates and also individual golf players who came through to support the cause.

Various corporates who sponsored the Charity event mounted their banners and gazebos at the Club.

MAZ Executive Secretary Gillian Rusike in his speech thanked all sponsors that came through to support the

Charity golf tournament.

Mr Rusike also extended sincere gratitude to the MAZ corporate members Lafarge and PPC for sponsoring bags of cement that are going to be used to build the fowl - run for the teenagers.

“Lastly, allow me to appreciate Teen rescue mission for coming through with this initiative and I hope that this partnership will last longer.”

“As an Association we have decided to join the national fight against drug and substance abuse. This is a real scourge that requires a collective effort from all citizens and corporates at large,” said Mr Rusike.

He said MAZ this year partnered The Teen Rescue Mission Trust, a non- profit community based organisation which focuses on teens and youths in areas of drug and



substance abuse, premature sex and teen crime both in urban and rural areas, with help of different organisations and sponsors.

“ We have hosted this event so that we raise funds for this cause. The target is to raise USD10 000 which will go towards the construction and facilitation of income generating projects on a piece land the Trust acquired in the Seke area,” said Mr. Rusike.

He said the Association believes in corporate social responsibility programs thus they have made it a mandate to keep on helping those in need.

Teen Rescue Mission Director, Mr. Abraham Matuka highlighted that his organization was grateful for the partnership with MAZ.

“We are working towards constructing structures for income generating projects at our stand in Seke and we would also want to start a chicken project which will be run by the youths thereby keeping them busy as well as giving them a source of income. It is mostly unemployment and idleness which drives them to drugs,” said Mr. Matuka.

“As an organization which is fighting against the rise of the drug abuse pandemic, we are happy to have MAZ coming on board to empower these youths through projects to be set on the organization stand.

He said the projects will go a long way in

empowering the youths and community as well.

The MAZ Grand Prize, the Agrippa Mugwagwa Floating Trophy was taken by Mrs. Washaya as the overall winner.

Other winners were Y Mubaiwa, S Bhechani, L Muroyiwa, T Majo, and Blessing Gandawa. N Sibanda and G Tembo.

For the ladies T Murare won the prize for the nearest to the pin along with Y Mubaiwa, for the men F Muwani won the nearest to pin together with K Nyoni.

N Makuyana won the long drive hole 06 altogether with S. Bhechani hole 18 for the men. For the ladies longest drive prize was won by Y Mubaiwa whole 04 and hole 13.

Teen rescue mission had a small presentation that they presented as the teenagers showcased their dancing skills to the marketers and golfers who came through.

MAZ has over the years been involved in different corporate social responsibility initiatives through the MAZ Charity Golf Tournament that include the ‘donate a shoe campaign’ which saw the Association handing over school shoes to Chokera Primary School in Masvingo in 2018 and donated school shoes to Mathew Rusike in Epworth in 2019 as well.

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The Charity Foundation also donated stationery to



Teen Rescue Mission kids entertain guests



Dambudzo Primary School in the Midlands province. The school had its roof blown away by heavy rains and a lot of infrastructure and learning material was destroyed.

This year, the Charity Foundation handed over food, basic commodities and toiletries to the Zimbabwe Prisons and Correctional Services (ZPCS) in Chinhoyi.

The donation was made possible through proceedings from the 2021 Charity Golf Tournament held under the theme 'Prison Campaign' as well as groceries donated by National Foods.

MAZ corporate and individual members participated in the annual tournament but it was a Charity tournament open to everyone who is interested in playing golf.







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# MARKETING WEEK HELD FROM THE 25<sup>th</sup> TO THE 29<sup>th</sup> OF JULY 2022 THEME: MARKETING - THE ENGINE IN BUSINESS TRANSFORMATION



Marketers Association of Zimbabwe celebrated the Marketing profession and related professions from Monday 25 July to Friday 29 during the Marketing Week.

The Association whose membership includes marketers, customer service, sales, advertising, public relations, merchandising, branding executives, and digital marketers had lined up activities around the country with the aim of recognising and celebrating these professions as well as to cater for its nationwide base.

MAZ Head Marketing and Operations, Mrs Enia Zimunya said that the marketing and related professions are the engine for the success and survival of any business.

She also highlighted how the theme speaks on the importance of marketing as it is the engine that drives business transformation for any organisation or brand. She added that the chances of survival or growth in the 21st century are next to nothing without marketing.

The organised activities that brought together Marketers during that week included webinars, socials and Marketing Meets. MAZ held social events in Mutare, Gweru and Masvingo. In

Bulawayo, a Women in Marketing High Tea was held as well as the Pachoto launch.

The Marketing Week kick-started with an official opening through a Webinar which was hosted by marketing gurus Memory Mandeya and Chipo Mashingaidze. Other Webinars included the Customer Experience as well Public Relations.

The first Business Academia Summer School launch was held and the aim is to bridge the gap between academia and industry.

The Summer School was launched under the banner Education 5.0-Industry-Academia Symposium at the University of Zimbabwe. This was held in conjunction with the University of Zimbabwe.

This idea came after MAZ, over its years of existence noticed a gap between the academic sector and the industry, particularly in the marketing sphere. On one hand, the academics look for platforms to impart their research knowledge to the industry. On the other hand, industry will also be looking for ways to merge practical experiences to the academic fraternity and research, thereby obtaining information and insights that





are relevant to both sectors.

The same gap was noted by the University of Zimbabwe which has embarked on a transformative process where one of its five objectives is to develop strategic partnerships to leverage knowledge-sharing, resource mobilization and investments for advancement of innovative research, outreach, teaching and business development.

Thus against such a background, the MAZ and the University of Zimbabwe decided to engage and work on a Memorandum of Association to host the historic Summer School. MAZ provided industry experts like Mr Mandizvidza; former Dairibord CEO, Mr Godfrey Dube; former MAZ President as well as representatives from MAZ, IPMZ and ICAZ.

The MAZ Charity Golf which was held at the ZRP Golf Club capped the Marketing Week.

The theme of the Charity golf was 'Rescue-A-Teen from Substance Abuse'. The target was to raise USD10 000.

MAZ was working with the Teen Rescue Mission Trust, a non- profit community based organisation which focuses on teens and youths in areas of drug and substance abuse, premature sex and teen crime both in urban and rural areas, with help from different organisations and sponsors.

A cocktail after the Golf Tournament sealed the Week's activities.

Marketers came to support all these activities and there was a hive of activities in all the provinces. Members greatly benefited from the Marketing Week, which brought the Marketing profession to the spotlight. The Association will endeavour to continue with its mandate to uplift the marketing profession through its broad spectrum of activities.

The Association also hosts the audited business awards, the Superbrand Awards, awarded to the top brands in the country.

MAZ also recognises marketing excellence by hosting the Exceptional Marketing Awards and has further expanded them to Regional Awards.




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**M**arketers Association of Zimbabwe hosted its first social event of the year, the Marketers Meet: Cheese and Wine Affair on the 17th of June 2022 at the Marketing Hub. The event was held as a way of bringing marketers together, network and learn how to become better marketing professionals.

The event was endorsed by two seasoned speakers and marketers, Dr Charles Mugaviri and Mr Albert Chandavengerwa who presented on the topic: Positioning Yourself for Your Next Career Move, along with Mr Workmore Chimweta who was launching his book *Mind your business* as well as presenting on business issues.

The first speaker Mr Albert Chandavengerwa presented on the challenges that people face when they are considering a career to take - paying attention to career mapping, professional growth, professional networking and the use of social media with particular emphasis on LinkedIn.

"So I chose a quote to set the tone and it says 'it does not matter if you are a diamond or a lump of coal if you remain underground,' by Anthony Marot. What this is saying is that if you are a marketer you need to be visible, you need to

create what is called your personal value proposition," he said. He went on to talk about avoiding career-hopping but focus on career mapping.

"I have put a statement which goes on like this, do not be peripatetic, there are CVs that are so worrisome, where somebody has been with MAZ for three months then they are with IPMZ, the next three months at Lafarge, then you ask yourself is it about the organisation or the person and unfortunately a CV they are just like the exam. You not able to defend yourself so sometimes it's not about changing the job but carefully considering your career," he said.

The attendees saw a presentation from Mr Workmore Chimweta who spoke about his book and business issues.

"When minding your business, the starting point is understanding that it's the mind's business issues, if you don't start with looking at where ever you were and where you want to be, that is your business. The book breaks down what you need as marketer to run a business in a language which people who have no technical knowledge in finance can understand", he said.



He further spoke about minding the gap between where you came from, where you are and where you want to be. Therefore, it is one's duty to look for strategies on how to close the gap between where they are and where they want to go.



Dr Mugaviri presented on the five simple questions that people tend to ask themselves and come up with different answers that lead them to career roads.



"The first question is who am I, if you are going to advance your career you just need to deal with these five simple questions and I remember back then I wrote a book her 'know yourself' that was inspired by my experience the Joshua Nkomo scholarship fund when I was asked to be a career coach for the joshualites, so I was meeting with 50 of them with a high IQ and one of the interesting thing we did was what kind of a career do you choose," says Dr Mugaviri.



Where you want to go is another question that he spoke about. He stated that things don't work on their own for you to be someone in life you need to something. Our lives follow our thinking because our mind leads us then the body will follow us everywhere. Where I am, where I want do I want to go, and where will I be are other questions that were addressed.



The event progressed with people enjoying cheese that was sponsored by Kefalos and wine sponsored by Cairns as well as other snacks, dancing along to the trending Amapiano hits.







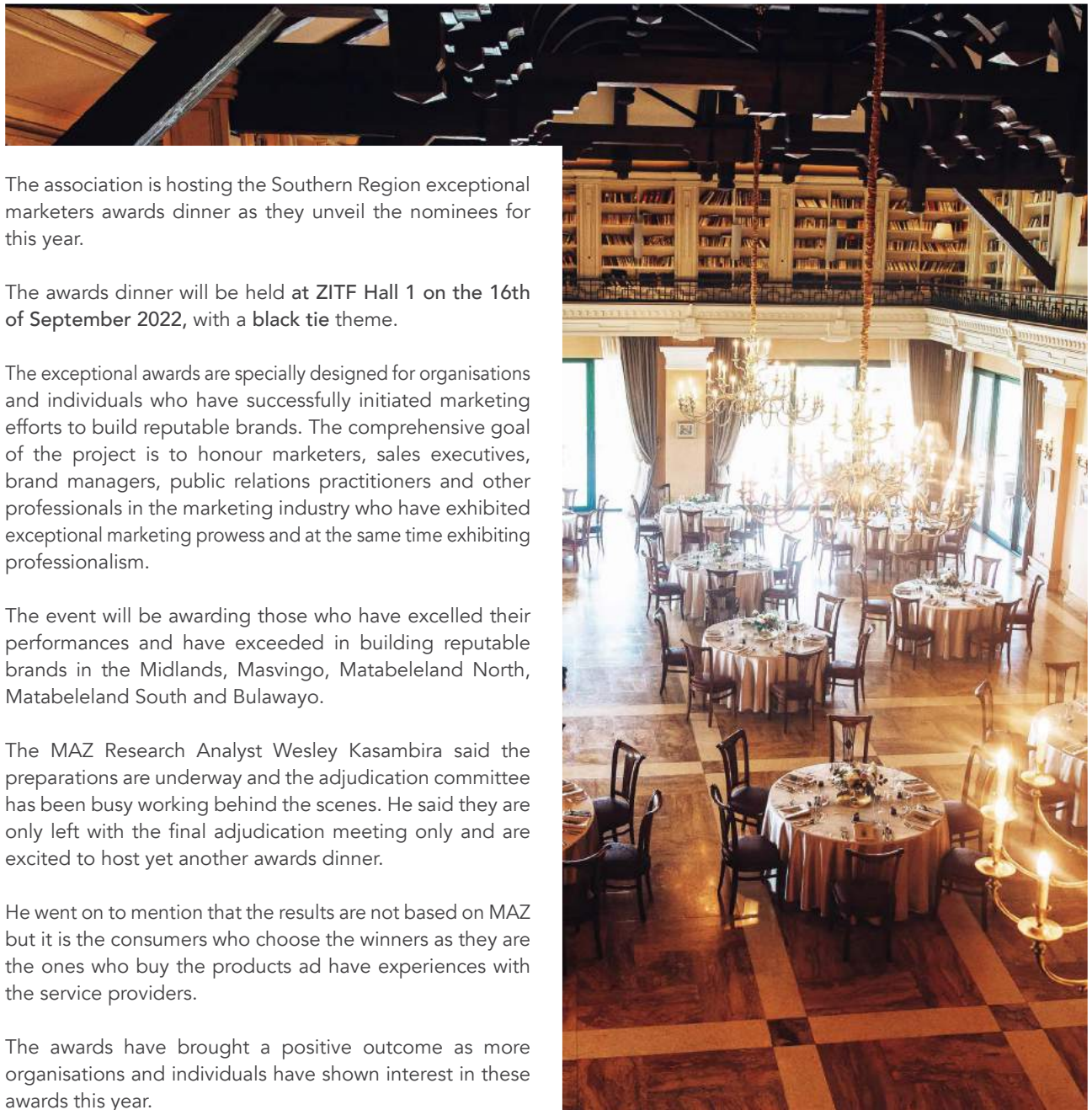
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# MARKETERS ASSOCIATION OF ZIMBABWE WILL BE HOSTING THE SOUTHERN REGION EXCEPTIONAL MARKETING AWARDS DINNER



The association is hosting the Southern Region exceptional marketers awards dinner as they unveil the nominees for this year.

The awards dinner will be held at ZITF Hall 1 on the 16th of September 2022, with a black tie theme.

The exceptional awards are specially designed for organisations and individuals who have successfully initiated marketing efforts to build reputable brands. The comprehensive goal of the project is to honour marketers, sales executives, brand managers, public relations practitioners and other professionals in the marketing industry who have exhibited exceptional marketing prowess and at the same time exhibiting professionalism.

The event will be awarding those who have excelled their performances and have exceeded in building reputable brands in the Midlands, Masvingo, Matabeleland North, Matabeleland South and Bulawayo.

The MAZ Research Analyst Wesley Kasambira said the preparations are underway and the adjudication committee has been busy working behind the scenes. He said they are only left with the final adjudication meeting only and are excited to host yet another awards dinner.

He went on to mention that the results are not based on MAZ but it is the consumers who choose the winners as they are the ones who buy the products and have experiences with the service providers.

The awards have brought a positive outcome as more organisations and individuals have shown interest in these awards this year.



# MARKETERS ASSOCIATION OF ZIMBABWE WILL BE HOSTING THE NATIONAL EXCEPTIONAL MARKETING AWARDS DINNER



The Association is hosting the National Exceptional Marketing Awards dinner as they recognise the top marketers of the current year.

The awards dinner will be held at Cresta Lodge on the 23rd of September 2022.

The exceptional awards are specially designed for organisations and individuals who have successfully initiated marketing efforts to build reputable brands. The overarching goal of the project is to honour marketers, sales executives, brand managers, public relations practitioners and other professionals in the marketing industry who have exhibited exceptional marketing prowess and at the same time showing professionalism.

During this event, those who have excelled in their performances and have exceeded in building reputable brands in the Harare Province at large will be given awards.

The MAZ Research Analyst Wesley Kasambira said the preparations are underway and the adjudication committee has been busy working behind the scenes. He said they are only left with the final adjudication meeting only and are excited to host yet another awards dinner.

He went on to mention that the results are not based on MAZ's views but it is the consumers who choose the winners as they are the ones who buy the products and have experiences with the service providers.

The awards have brought a positive outlook as more organisations and individuals have shown interest in these awards this year.

# MARKETERS ASSOCIATION OF ZIMBABWE TO HOST AMC DELEGATES FROM ACROSS AFRICA IN VICTORIA FALLS



AFRICAN MARKETING CONFEDERATION

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The Astute Marketer:  
Reshaping the future of Business in Africa

 **Date: 19-22 October 2022**  
 **Venue: Elephant Hills Hotel**  
Victoria Falls, Zimbabwe

Hosted by the Marketers Association of Zimbabwe



For Registration contact:

International: [info@africanmarketingconfederation.org](mailto:info@africanmarketingconfederation.org)

Zimbabwe: [events@mazim.co.zw](mailto:events@mazim.co.zw)

Zimbabwe will be hosting the African Marketing Confederation (AMC) for their Inaugural Marketing Conference this year. Marketers Association of Zimbabwe will be hosting the delegates of the AMC. The main aim of this conference is for marketers to exchange ideas and explore various business opportunities.

The African Marketers Confederation (AMC) is the ground-breaking pan-African body of marketing professionals spearheading the ongoing development of the highest possible standards of marketing across Africa. Founded in 2011, the AMC is a collaboration between various national marketing bodies and associations to exchange expertise and information, as well as to promote the marketing profession as a whole.

The AMC Marketing Conference will take place from the 19th - 22nd of October 2022 at Elephant Hills Hotel, Victoria Falls, Zimbabwe, under the theme: The Astute Marketer: Reshaping the Future of Business in Africa and is meant to provide a platform for professional development, exchange ideas and networking for various marketing professionals across Africa. The conference is expected to have over 500 delegates, with the bulk attending physically, whilst others will participate virtually, with the organising committee working behind the scenes to prepare for this event.

The Executive Secretary of MAZ Mr Gillian Rusike who addressed media personnel at the Marketing Hub is confident that this continental gathering will market brand Zimbabwe.





He said this gathering is an important development in the history of Zimbabwe and he encouraged all stakeholders to ensure their marketing personnel are part of this conference.

“We are looking forward to this inaugural event, we believe it is going to put marketing as a profession on the map. We also want to invite members of the fourth Estate herein gathered, to take advantage of such platforms to showcase the beauty and capabilities of Zimbabwe, clearly demonstrating the mantra that, indeed Zimbabwe is open for Business,” he said.

The Honourable Minister of Information, Publicity and Broadcasting Services and MAZ Patron, Senator Monica Mutsvangwa who was represented by Director Media Services in the Ministry Mr George Chisoko, challenged all citizens to promote brand Zimbabwe.

He encouraged all corporate and governmental departments to support the initiative.

“Let us all come and participate at the Inaugural Marketing Conference and share knowledge and expertise,” added Mr Chisoko

Mr Godfrey Koti who represented the Zimbabwe Tourism Authority was very pleased with this prestigious event and as ZTA they are happy to be a part of this event.

“We expect more of such initiatives to keep coming for us to be able to bring the region together,” he said

**For more information on the AMC conference you can send an email on [events@mazim.co.zw/](mailto:events@mazim.co.zw/) or call Monica on 0784625812**



## DELTA ADDS BANANA FLAVOUR TO CHIBUKU



Delta Beverages in June launched a new Chibuku opaque beer brand with a banana flavour.

The beer, Chibuku Super Banana Flavour variant is brewed with the same traditional taste profile as its sister brand, but will offer a unique and carbonated well-balanced flavour.

### A homage to the brand...

Speaking at the launch of the new beer flavour, Delta Beverages general manager (sorghum beer business) Marshall Pemhiwa said: "With Chibuku Super Banana, we aim to anchor the brand ethos of celebrating the bonds of friendship. The launch of Chibuku Super Banana Flavour signifies an exciting trajectory in the vision and mission of the sorghum beer business."

He said this will be a game changer in the traditional African beer category.

The portable 1,25 litre pet bottle has a shelf life of up to 21 days.



## DAIRIBORD LAUNCHES CASCADE BAOBAB

Dairibord Zimbabwe Limited, a diversified manufacturer of milk, beverage and food products, launched a baobab beverage under its Cascade brand ahead of the summer months.

### A healthy indigenous offering

The baobab tree is known as the 'tree of life'. The launch of this new beverage by Dairibord is designed to maintain momentum behind the Cascade brand by tapping into





demand for indigenous offerings and their associated health benefits.

Dairibord's Head of Branding, Corporate Affairs and Research & Development. Ruvarashe Matambo, said the product innovation is a testament to the business being alive to the ever-evolving market and consumer trends.

"The beverage is made with real baobab pulp, as we move towards value addition and commercialisation of some of our indigenous foods, which have previously not been exploited. "This is also aligned to our import substitution strategy which aims to increase sourcing of raw materials locally, thus reducing the business's foreign currency burden."

Cascade is one of Dairibord's leading brands, available in the market in 250ml sachet, 1-litre tetra pack and the popular 400ml bottle found in its distinct, famous mould. The tried, the tested and resilient brand has been in the market for more than 30 years.



## FBC BANK TAKES A PROACTIVE POSITION TO PROTECT MASTERCARD HOLDERS DURING ONLINE TRANSACTIONS (Website Based)

FBC Bank continues to transform with global e-commerce products and trends to ensure provision of superlative service and customer experience in a secured environment. The bank has over the years invested in robust security systems and continues to do so for the benefit of our customers. In the spirit of protecting its valued customers from hackers and fraudsters who are always on a prowl, FBC Bank continues to put in place proactive interventions that protect and minimise the risk of financial loss for our customers. The bank has taken note of potential loss points

during online transaction cycles involving – Commerce transactions that happen on websites. Generally these transactions are executed/processed after provision of card credentials which include Card Validation Value (CVV2) numbers.

### CVV2 security implementation

However on some websites mainly where subscription based payments are executed, the transaction may go through without a request for your card CVV2 number. This leaves and provides an opportunity for hackers and fraudsters to compromise one's card which may result in a financial loss to the card holder. The bank has thus been proactive following this discovery and has placed a cap on the amount that a card holder can execute online without the need to provide a CVV2 number.



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# EXECUTIVE PROFILE - GEORGE MANYAYA



### KINDLY SHARE A BRIEF BACKGROUND ON WHO GEORGE MANYAYA IS (EDUCATIONAL AND PROFESSIONAL)

I am a self-driven and dynamic young business executive who has a passion in adding value to my nation. I have vast experience at both executive and board levels in Information communication technology, media, Infrastructural development, mining, Energy, sports, aviation, banking, tourism sectors and international forums.

Throughout my career path, I have always focused on corporate affairs through marketing and public relations research, developing effective stakeholder engagement programs and campaigns while mentoring young professionals in the field. I prefer working with institutions that are marred by ineffective marketing and negative perception so that I am challenged to turn around brand perception. This has seen me rising the corporate ladder and getting recognition for excellent service.

As far as education is concerned, though I have never liked school, reading for a Doctorate in Business Administration has been useful in my current role, as it has shaped my approach as I develop, implement, monitor and evaluate business strategies. The ultimate goal is always to follow through and deliver on business strategies and objectives while maximizing positive exposure in local, national and international markets. My academic highlights in essence include possessing a Master of Science Degree in International Relations as well as a Master of Commerce Degree in Strategic

Management and Corporate Governance. I am also a holder of a Bachelor of Commerce Honours Degree in Business Management and a Diploma in Mass Communication and Journalism Studies therefore leaving me with a broad appreciation of journalism as a whole. I also have qualifications in diplomacy, protocol and etiquette as these are prerequisites in leadership, specifically Stakeholder Relations.

Following my exposure to different environments from being the Chairperson of the Zimbabwe National Road Administration (Zinara) Board while serving as the ZESA Holdings General Manager for Stakeholder Relations, Communications and Welfare, I am geared towards the governments' thrust in achieving set targets as part of National Development Strategy (NDS1). This exposure is very demanding but has hardened and sharpened me to be resilient, focused and goal oriented.

The global world has been characterised by rapid digital transformation and my experience at the Postal and Telecommunications Regulatory Authority of Zimbabwe (Potraz) (Head of Consumer Affairs and Publicity) and NetOne as the Public Relations Manager and Special Projects, inspired me to transform the Public and Private sector through a digital-first approach. You may note that modern marketing and public relations leverages on extensive digital engagement strategies and marketing technologies to build and sustain mutually beneficial relationships between organizations and their publics at scale.

In addition, Mbada Diamonds was one organisation in

which I served where I was head of Public Relations as the Corporate Services Executive and this was an important turning point in my career coupled with serving in the boards of the Civil Aviation Authority of Zimbabwe (CAAZ) and the Airports Company of Zimbabwe. In the infancy stage of my career, I was privileged to serve under the United Nations' International Organization for Migration (IOM).

**WHAT MOTIVATED YOUR CAREER PATH?**

Naturally I grew up being a people's person as I believe in the power of engagement. My early years of life saw me being an Aviation Security Officer, Accounts Clerk, Bank Teller and Sales Representative among other experiments. One thing in common that I realised is in all these responsibilities was the people factor and you cannot avoid stakeholder engagement. My interest stemmed from having an intense desire to apply my extensive Public Relations, Strategic corporate affairs planning expertise and experience towards promoting various company public images and brands, as well as resolving public relations challenges. I am an extrovert in terms of my personality and this has been instrumental in supporting my career direction. In addition, I have always enjoyed the idea of robust strategic planning processes, and effective strategic planning which elements derive from appreciating the importance of stakeholder engagement. Discovering the point of consensus or shared motivation between organisations and the public should be at the centre of any organisations strategic plan.

**YOU ARE A REVERED YOUNG EXECUTIVE IN ZIMBABWE, WHAT ARE YOUR KEY DRIVERS TO SUCCESS? AS A PROFESSIONAL, WHAT ARE SOME OF THE CHALLENGES YOU HAVE FACED IN YOUR CAREER?**

It all starts with you ,especially discipline. In order to lead effectively, I believe you must first know your strengths, passions, and values. By becoming more self-aware, I was better able to recognize and address existing biases, thereby gaining the trust of different team members, organisations

and boards that I engaged with. This consequently resulted in increased credibility. I believe that nothing is insurmountable and whatever you can conceive, you can also achieve hence I have this burning desire to always aim higher.

Over the years I developed a strong desire to keep learning due to immense exposure to local and international markets, I was especially intrigued especially by the digital concept in marketing and public relations. I desire to continuously learn, explore and network as well as encourage the teams I work with to also learn. Fostering this kind of learning culture has had positive effects on business performance through improved employee engagement, happiness, and retention.

In short, I have also learnt that you don't have to be the most senior person in the room to have influence. There are many sources of authority you can leverage on to inspire others to follow your lead, including, your expertise, your relationships and organizational understanding.

As far as challenges are concerned, resource limitation, stereotyping and the silo mentality have affected the environment. At times you can lose opportunities because you are young. Furthermore, we are too polarised and tend to be "at war" with each other instead of sharing ideas for a better world. My major challenge has been balancing the different portfolios at any given time as you want to meet all the targets.

**WHAT IS YOUR LEADERSHIP STYLE AND HOW HAS IT CONTRIBUTED TO YOUR SUCCESS?**

For me, a participative leadership style has been the most effective and reliable approach in managing various teams. I always encourage everyone to join in on decision-making, whether on a team or organization-wide. The key is to gather as much collective input as possible in order to make inclusive and sustainable decisions.

I find this style brings, a shared sense of value and encourages innovation. It leaves room for individuals to think big and bring their ideas to the table. Supported innovation





is a priority for employees and organizations. You find that under Communication and Media strategies, such portfolios require a lot of creativity and participation which allows for broader imagination, which if you ask me results in quality content being produced by teams.

#### **WHAT MAKES YOU TICK AS AN INDIVIDUAL?**

Openness, discipline, transparency and sustained communication are the live blood of people of my nature. I tend to get uncomfortable with underutilisation of potential and resources in any case, which can result loss of information and knowledge. This is why you find me in spaces where I always create platforms for people to thrive, be heard and share knowledge effectively communicating where necessary. If I may elaborate, being in the Public eye, requires one to be well informed while being aware of the current status quo, trends and general global developments. Lack of information tends to cause uncertainty and anxiety due to poor communication and I'm always motivated to tackle such inadequacies.

#### **DO YOU UNDERSTAND THE ROLE OF MARKETING IN AN ORGANISATION AND HOW DO YOU RELATE WITH THE MARKETING DEPARTMENT?**

I appreciate Marketing as far as it plays a significant role in any organization. It assists to bolster brand recognition and promotion, facilitate stakeholder support, and enable stakeholder dialogue.

In terms of business relevance, Marketing is a critical component to a winning plan. Marketing goals clearly define strategies and tactics that help to produce desired results. It can be quite challenging to market to an audience until you know the audience that you need to reach and you get to know this through effective stakeholder engagement. Marketing and Public relations are like Siamese twins in any organisation and hence, should complement each other as they strive to reach one common goal

#### **WHAT ARE SOME OF THE KEY LESSONS LEARNT AS A MARKETER AND PR PROFESSIONAL?**

A common perception I find is that people view Public Relations as a silo when in reality successful Stakeholder Engagement and Public Relations is part of every function of the organisation. I have learnt that nothing beats the teamwork by the marketing and Public relations department, for instance, with the Public Relations and Marketing departments I have learnt that the two have a lot of cross over and it is key that harmony is maintained

between them. One cannot thrive without the other and it is wise that all professionals in these fields perform double roles as the two may be integrated into one pillar in the future, who knows. Most importantly individual self-discipline and integrity contributes to the Corporate reputation hence we need to know that wherever you are, you are carrying the brand name with you.

#### **AS YOU WERE APPOINTED TO YOUR CURRENT POST AT ZESA HOLDINGS, WHAT ARE SOME OF THE KEY THINGS YOU HAD TO CHANGE IN THE FIRST THREE MONTHS OF YOUR APPOINTMENT?**

The first step was to foster teamwork and ensure that every team mate showcased their potential. We then worked together to enhance effective strategies for stakeholder engagement and management with one of them aimed at completely revamping the Stakeholder Relations Department through talent identification, deployment and management. Our major task was to demystify various misconceptions and open up to all stakeholders including the media so that they appreciate our works, challenges and that we have nothing to hide.

We made sure that the department was fully embraced by the ZESA Group and the public at large through various stakeholder engagement programs even social media platforms. ZESA Holdings is a utility and one of the biggest companies in the country thus it naturally evokes emotions amongst stakeholders. The philosophy we now have is that inasmuch as we have our fair share of challenges especially the electricity supply issues affecting SADC, we owe our customers effective communication. No matter how bad or good the news can be, it must be communicated.

We introduced a Corporate Social Responsibility Policy, Stakeholder Engagement Framework, consumer awareness roadshows countrywide, a National Call Centre and a Digital Garage which is responsible for responding to all customer queries and the dissemination of information. This saw us introducing a very successful social media and digital marketing campaign to meet the needs of internal and external stakeholders.

#### **AND HAVE YOU MANAGED TO ADJUST TO THE NEW ROLE?**

Yes, I have adjusted very well. The board, management and staff have been very supportive of the Stakeholder Engagement Programs and are embracing digital transformation very well. However, with a utility you can never relax as challenges are faced everyday but what's

important is we manage each day.

**ALSO, AS THE BOARD CHAIRMAN OF SUCH A BIG PARASTATAL, WHAT HAVE YOU LEARNT IN TERMS OF CORPORATE GOVERNANCE THAT YOU MAY WANT TO SHARE WITH FELLOW MARKETERS?**

One major observation is that being a Board Chairperson is more or less than being a marketing and public relations professional. You carry the brand and hopes of the team with you, hence the tonic is integrity, effective communication, customer centricity and effective culture. Corporate governance issues have an impact on the perception and marketing performance. Information disclosure and transparency are prerequisites. This requires the support of shareholders, the Board of Directors, management, employees, suppliers and customers.

**WHAT IS YOUR CAREER HIGHLIGHT? AWARDS, POSITIONS HELD?**

I have quite a handful but the major ones for me have been winning the Marketers Association of Zimbabwe award for Best Public Relations Practitioner in the Year in 2017 to being honoured by the Institute of Corporate Directors as one of the Most Influential Leaders in Zimbabwe under the age of 40 for 2 years now. I have been exhilarated by the confidence shown in me by being included in various International diplomatic assignments on behalf of my country over the years. It is always a nice gesture when young business leaders are recognised and appreciated and for me it was phenomenal and humbling at the same time. I am a Christian and im humbled to serve in various committees at church especially the effective Men's Association which helps me engage and tap into the wisdom of elders.

**WHAT IS THE STATE OF MARKETING AND PR IN ZIMBABWE?**

In terms of gender balance, it can be observed that heavy strides are being taken by women in Public Relations in Zimbabwe with the mission being to increase the number and diversity of women in positions of leadership and communication. This is being addressed through removal of barriers to progression, which is a concept discussed during the 2022 Women in PR Conference that was held earlier this year. Marketing has greatly improved in most organizations as they are developing digital strategies that direct the focus towards establishing specific goals, online platforms and channels to use in connecting with various online audiences. PR is no longer restricted

or limited to print media. These two pillars, PR and Marketing have become cemented and complement each in stakeholder engagement very well in my view.

The fact that we now have various marketing and public relations professionals leading Ministries, organizations, churches and societal clubs is testimony to the important role attached.

**AS AN OBSERVER, WHICH AREAS NEED IMPROVEMENT?**

I suggest that PR Professionals engage in vigorous programs to increase digital context appreciation by the public. As Zimbabweans, we operate in a continent that embraced the concept of technology and digitalisation years after the Western states had embraced the concept. PR and Marketing gurus and professionals need to be generous with expertise and resources through development of free or less costly initiatives that will serve the public needs in terms of imparting digital knowledge. In as much as the public has embraced social media and technology, there are a lot people who need to learn about digital spaces for transformative purposes and self-development. As PR Professionals we tend to focus on our own Organisational goals and brands but there is need to offer more for the benefit of people in general.

**IS MARKETING A PROFESSION YOU WOULD ENCOURAGE YOUNGSTERS TO JOIN?**

Definitely, with the digital aspect alluded to earlier on, I find it an exciting field for youngsters and it grooms future leaders. It is indeed good ground for young minds to thrive as they are more versed with the world of business and technology and its accompanying standards. Digitalisation and modernisation is on the rise and soon the world economy will be entirely lodged within virtual spaces. It is wise to adapt in time by joining one of the fields that are fast tracking the process.

**HOW DO YOU BALANCE WORK AND FAMILY?**

What has helped me is effectively organising my tight and demanding work schedule on calendar. It is true that work in this new age is very demanding and serving the public requires your attention and presence 24/7 so at times you work whilst you are with your family. However, an advantage I have is that Technology and digital resources availed to me due to the nature of environments I operate in enable me to have constant connection with family and can allow work to blend into my time at home without a lot of disruption.





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# IS REPUTATION AN IMPORTANT ISSUE FOR BUSINESS TO CONSIDER IN THE 21<sup>ST</sup> CENTURY?

BY PATRICIA MURAMBINDA



Reputation is an important issue for business in the 21st century. Reputation is considered much more important nowadays when compared to any given point of time in human business history. In today's highly competitive business world, corporate success depends more on intangible assets of a company than on the conventional physical and financial indicators. Among the intangible assets, corporate reputation is the most remarkable one that contributes to a superior business performance. The concept of corporate reputation has gained a great deal of popularity among business practitioners and academicians in recent decades because it is believed that corporate reputation is an important asset that may affect the evaluations of various stakeholders about the company. Corporate audiences routinely rely on the reputations of firms in making investment decisions, career decisions and product choices (Dowling, 1986). It is argued that a favourable reputation may attract affluent consumers, talented workers, and generous investors to the company. In addition, a strong reputation is a strategic resource that is valuable, scarce, and very difficult to imitate, though providing a sustainable positional advantage for the company (Hall, 1993). First, we have to understand the nature of business reputation this will help us to evaluate further on why it is important. There is mainly the concept of the "Multiple Prospective" of the reputation and "Multidimensional Conceptualization of Reputation" characteristic suggested by Rindova and Martins (2012). The scholars suggested that business reputation is formed by many impressions of different stakeholders to that company's "signals, prominence, and standing (Rindova & Martins 2012)". These impressions about the company can be further examined with four dimensions. They are, respectively, "specificity, accumulation, breadth of appeal and codification (Rindova & Martins 2012)." Once the reputation is formed, it becomes the strategic intangible asset of the company. Second, reputation is important because it provides alternative regulations to the business other than the Governmental or formal authority. A business can either be rewarded or punished according to their reputation by their relevant stakeholders. It depends on whether the business is behaving according to the stakeholder's expectations. If a business invested in maintaining a good reputation, then, many stakeholders of the business, such as the owner, managers, employees,



shareholders, suppliers, and customers will be benefited. These benefits extend on many aspects, for example, economic, social, and psychological (Barnett & Pollock, 2012). Nowadays, it is common that many corporate companies heavily invest in a department for marketing and public relationship to maintain a good reputation. However, with the intangible nature of the business reputation, it is not so straight forward to maintain a positive reputation, especially in the complicated business environment of the 21st century. Third, the business environment in the 21st century is different from the old era in many ways. Even the most sophisticated businessperson from the past would be surprised by the high complexity, large scale, and fast-paced nature of the modern world. The business must pay attention to not only their product and service quality, but also consider the effects of political and ethical issues due to the effects of globalization, internationalization, and a long list of environmental issues in this century (Morey & Morey1992). There are many other modern characteristics worth mentioning here, which have either direct or indirect impacts to a business's reputation, for example, advanced telecommunication, the popularity of the Internet, rise of online Key Opinion Leaders, and the popularity of handheld devices. As a result, the business must carefully interact with their stakeholders to keep up with their expectations. Finally, reputation is very important to a business in the 21st century. A bad reputation will punish the business. A business reputation can be measured in multiple aspects and dimensions. Therefore, the business needs to carefully manage its reputation. In the 21st century, the business that provides product or service should maintain a positive reputation on not only basic attributes of quality and price, but also considering political, ethical, and environmental attributes.



**Patricia Murambinda is an active member (Senior Executive and former board member) of the Marketers Association of Zimbabwe. She is the General Manager - Corporate Affairs for Delta Corporation.**

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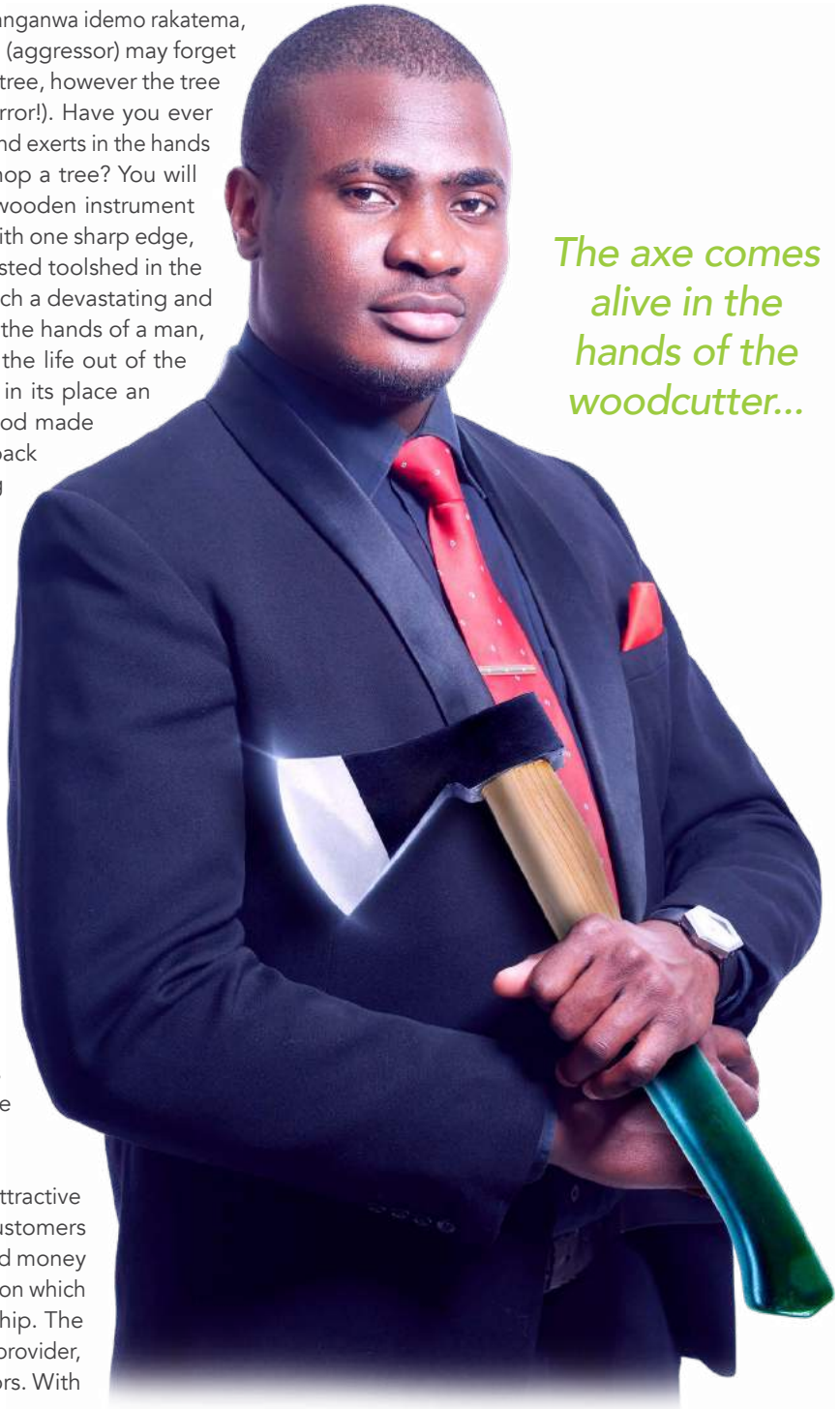
# REMEMBER YOUR CUSTOMERS IN HARD TIMES

BY NYASHA MUDIWA

There is a Shona proverb that says 'Chinokanganwa idemo rakatema, asi muti haukanganwe' (meaning the axe (aggressor) may forget the violence and atrocity it visited on the tree, however the tree (victim) remembers the incident and horror!). Have you ever noticed how much power the axe wields and exerts in the hands of the wood cutter when it is time to chop a tree? You will not believe that a seemingly harmless wooden instrument whose only boast is a small metal head with one sharp edge, hanging idly in a dark, dusty and rat infested toolshed in the barnyard can be deployed to achieve such a devastating and harrowing feat on the tree. Suddenly, in the hands of a man, an axe comes alive and violently hacks the life out of the most majestic long-living tree, to leave in its place an ugly stump robbing the roots of vital food made in the leaves. Afterwards, the axe goes back to its uneventful life in the barn waiting for the next hacking assignment while the stump, left to the cruel elements, licks its wounds with tears swirling from the veins extracting water through the roots and sadly shrivels to rot and die. To the axe, and more importantly the wielder, the lifeless stump is a trophy to demonstrating and showcasing great conquest over a huge tree that once stubbornly stood in that place. However, for the tree, the stump is a painful constant reminder not only of the excruciating pain it underwent at the hands of the axe but lost glory and majesty.

Isn't this how we all sometimes feel at the hands of our most trusted service providers? Have you noticed how at times, both small and large service providers behave and wield power like axes in the hands of a faceless axeman?

Quite often every business discovers an attractive and lucrative market resplendent with customers who will gladly part with their hard-earned money in exchange for a beautiful value proposition which initiates the customer-business relationship. The customer is devotedly loyal to the service provider, and pays no second glance to competitors. With



*The axe comes alive in the hands of the woodcutter...*



exuberant excitement and anticipation, the customer looks forward to every new product from the service provider and devours everything served as if it is on a silver platter. Like a smitten maiden, the customer even boasts to others about how wonderful their service provider is and immediately others are wooed by word of testimony to come and taste this rare jewel of a service. The service provider's profits double and treble or even quadruple. Service excellence blossoms, while the business proliferates and shareholders smile all the way to the bank.

As uncertainty is part of our daily lives, one day, the economy sneezes, falters and violently shakes up the unsuspecting market. The impact is sudden as unsuspecting customers buckle up, engage the survival mode gear and brace for the worst. Service providers alike respond to the crisis but in most cases it is seen as an opportunity for profit maximization on an anachronistic business model. You see them pumping up prices of products and services frequently - time after time, without justification. This is unfortunate for businesses to think that they own customers because 'We wooed them and they belong to us!!'

Initially, the naïve customer does not even feel the pinch of price increase, after all, if the service is so good, the increase is justifiable. However, as the economic environment tightens its grip on the business, so does the business squeeze tighter and even tighter on the customer. As each party begins to feel the pinch, the customer begins to feel the loss of favour from the once amorous suitor as eyes pop open to the new reality. Suddenly, the service provider delivers down hefty prices on the customer like an axe that descends heavy and merciless blows to hack down a tree to a stump.

We all know that companies are in business to make money but is price increase the only and best approach to keeping a business as a going concern. How about for the retention and maintenance of your customers and hence market share? What about the obligation and responsibility to the life-blood of the company – the community from which it derives its being and sustenance?

We are in the conundrum of an economic crisis where prices have sky-rocketed and keep shooting upwards beyond the reach of many. Many products and services have become elusive to the majority of customers. Businesses are overcharging and continue stripping customers of their hard-earned cash. The fact that businesses are oblivious to business model innovations and are lazily stuck in a rut and path dependent on old ways of cost push methodologies without matching this with service and a heart for struggling customers – there shall be weeping and gnashing of teeth in the future! If the quality and quantity of service delivery has gone down,





*Businesses overcharge and continue stripping customers of their hard-earned cash*

there is no justification of increasing prices – and what once appeared like an irreversible conjoining will be shattered.

I remember the yester year when we found ourselves in a similar situation and price fluctuations were insanely high. The only way to stay afloat was to sell goods and services at the government controlled prices, or channel towards the black market to make any margins or stop supplying entirely. One business, I shall name Company A decided to be the axe. It kept hacking down blows of high prices on customers until they started to look elsewhere for better value for money. Company B decided to follow a unique route. It promised its customers that it would continue to deliver the same product, through the same shops, at the same quality and at a reasonable cost so that its customers do not have to pay for that service bleeding through their nose. It did this while other suppliers hiked their prices astronomically or shifted their streams of distribution from shop shelves onto the black market to maximize profitability. As other suppliers left shop shelves for the black market, company B took up the empty shop spaces plus customers who wanted to remain shopping decently in the shops. Company B soldiered on with the burden until the situation stabilized again.

Company B made sacrifices to keep serving its customers with good deals during the stormy period of economic instability. Even after the stormy years, Company B kept growing and nurturing its customer base and hoped to start reaping profits of a larger market share. Customers noticed Company B's efforts at keeping them happy when chips were down and they vowed to remain loyal to it. Indeed, when the storm

subsided, customers kept their loyalty to Company B which enjoyed a healthy market share – a testament to the importance of social capital and building goodwill with customers when the chips are down. Customers could not forgive Company A for failing them in their great hour of need and they kept shunning Company A products. Indeed, the axe (Company A) forgot but the tree (customer) did not forget the wounds sustained. Let it be a reminder as we journey through this rough patch in our economy that one day, this too shall pass but the impacts of our reactions to this environment will stay long after the storm is over.

Interested? Intrigued? Continue to watch this space for possible solutions to these and many more real life quandaries we face in a world reputedly fast approaching the fourth industrial revolution.



**Nyasha Mudiwa is an accredited Marketing Practitioner and Market Researcher with over 15 years experience in Research and Consultancy. She holds a BSc Hons in Biochemistry (UZ) and Master in Business Administration (UZ). Contact: [mudiwamild@gmail.com](mailto:mudiwamild@gmail.com)**

# CELEBRATING ACHIEVEMENTS



### PROFESSOR ZORORO MURANDA

Professor Zororo Muranda was appointed in July as the Chief Executive Officer of the Consumer Protection Commission. He has worked as the Pro Vice Chancellor (Business Development and Resource Mobilisation) at Chinhoyi University of Technology. He is a Full Professor of business and a widely respected senior academic in business education. He has also worked as a university lecturer and professor for more than 20 years. Professor Muranda's first call of duty as an academic was in 1992 when he joined the University of Zimbabwe as a lecturer. He served the University of Zimbabwe up to February 2003. Whilst with the University of Zimbabwe, Professor Muranda had served as Chairman of the Department of Business Studies in the Faculty of Commerce between 1996 and February 2003. His first promotion in academia was in 2002 when he rose to the rank of Senior Lecturer. In March 2003 Professor Muranda moved to Midlands State University in the position of Executive Dean. He served Midlands State University up

to April 2004. During his service with Midlands State University Professor Muranda worked hard to establish the MSU MBA programme and the Banking and Finance programmes. In April 2004 he moved to Chinhoyi University of Technology as Executive Dean. He served as Dean up to July 2006. From August 2006 up to December 2008 he was the Acting Pro Vice Chancellor of the university. From January 2009 up January 2013 he was with the University of Botswana. At the University of Botswana he served as Chairman of the Department of Management from January 2010 to December 2012. He rejoined Chinhoyi University of Technology in March 2013 as Dean of the School of Entrepreneurship and Business Sciences. Professor Muranda cumulatively served Chinhoyi University of Technology for eight and half years.

Professor Muranda is currently serving as an External Examiner for the National University of Science and Technology, Africa University, Zimbabwe Institute of Public Administration and Management, University of Namibia and University of the North West in South Africa. He has served as an External Examiner for Solusi University, ABM University College in Botswana, and formerly Masvingo State University. He has been involved in examining postgraduate students up to doctoral level in Zimbabwe, Botswana and South Africa. He has also successfully supervised Masters' and Doctoral candidates in various universities.

Professor Muranda is a prolific researcher. He has published more than 40 articles comprising a book, journal articles and refereed conference proceedings. His research interests and advisory are in strategy, international marketing, internationalisation, corporate social responsibility, corporate governance, and entrepreneurship. He has been and continues to be a major asset in the areas of training and development in our profession. Professor Muranda sits on the ZB Financial Holdings Board.



### ADMIRE NDUMO

Admire Ndumo was appointed as the Group Operations Executive of Zimbabwe Motor Investments (Pvt) Ltd in June 2022. He oversees Nissan Clover Leaf Motors and Clover Leaf Panel Beaters.

Admire joined Zimbabwe Motor Investments (ZMI) in August 2005 as Parts Sales Manager for Zim Midas. In the same year, he was promoted to Vehicle Sales Manager. In 2008 he was promoted to Group Marketing Manager. In 2018 he was appointed Branch Manager /Dealer Principal for Nissan Harare. In 2020, he was promoted to General Manager for A.D.I. He held the position of General Manager until his latest elevation to Group Operations Executive.

Admire, a force to reckon with, has a demonstrated history of working in the automotive industry which spans to more than 17 years. He is highly skilled in negotiation, budgeting, business planning, operations management, and advertising. He is also a seasoned leadership mentor and coach. Admire is a member of the Marketers Association of Zimbabwe. He holds a B. Comm (Hons) from N.U.S.T. and an Executive Master in Business Administration (E.M.B.A.).



### BLESSMORE GANDAWA

Blessmore Gandawa is currently the President of the Harare Province Golf Union (HPGU). He was elected into office at an AGM held in May 2022. Blessmore is passionate about developing golf from grassroots level, where talent is identified and nurtured from marginalized societies. He believes golf is important to society as the sport teaches essential life skills and sportsmanship to all who play the game: such as, respect, integrity, honesty and self-control. Golf provides the opportunity to meet new people, increase social interaction and learn essential life skills. This is ideal and beneficial to all communities.

Blessmore holds a Master of Commerce Degree in Strategic Management with Great Zimbabwe University. He has over 25 years of hands-on domestic and regional experience, with 16 years at senior managerial positions. He has worked in the Automotive Industry, Agricultural Sector as well as the Telecommunications Industry prior to joining Askeland Media & Advertising. Blessmore is an Executive at Askeland Media in charge of Business Development, Marketing and Innovation. He leads an innovative team that has executed awards-winning Campaigns.



### LINDIWE THEBETHEBE

Lindiwe Thebethebe has been promoted as Marketing Executive at CABS. She is a senior marketing professional with strategic marketing experience in diverse industries including the FMCG and Financial Services. She has a proven track record in leveraging new technologies and market trends to develop and implement integrated marketing strategies that deliver revenue growth. She has expertise in raising profiles of financial brands into dominance whilst promoting financial inclusion.

Lindiwe is a holder of the Master of Business Administration (MBA -UZ), a Chartered Postgraduate Diploma in Professional Marketing (CIM – UK) and a Bachelor of Business Studies Degree with an Honours in Marketing (UZ). She is a Member of Chartered Institute of Marketing (CIM –UK), a fellow of the Marketers Association of Zimbabwe and sits on the board of the Chartered Marketers Association In Zimbabwe.



### TRYMORE CHIKOMO

Trymore Chikomo has joined ProGroup under the ProBottlers Division as a Commercial Executive. He heads the Sales, Distribution and Marketing sections. He is a seasoned marketer with more than 10 years' experience in the FMCG industry. He served as the Regional Sales Manager at Dairiboard Zimbabwe. He then rose to become the Commercial Executive of the group leading a team of over six hundred people in sales and distribution.

He also worked for Super Pies Private Limited at its inception. He then moved to Innscor Rolls and Confectionery and then to Innscor Bread Company as Territory Manager. Cumulatively, he spend five years working for the Innscor Group.

Trymore also worked for Blue Ribbon Industries in various divisions including Blue Ribbon Foods, Mitchells Biscuits, and Aroma Bakeries. He served in different marketing and sales

departments. He was finally seconded to head Nutresco Foods Sales and Marketing in the same group and spearheaded its rebranding and corporate fit. He was later promoted to be the Group Brand Manager.

He sits on the Harare City Mayor's Christmas Cheer Fund board. He is also the chairman of JoKuDe (Joint Kommunity Development). Trymore, a member of MAZ, holds a Bachelor of Business Studies from the University of Zimbabwe, a Masters in Business Administration from UZ as well as a Masters in Strategic Marketing.





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