

# JUNIOR ACHIEVEMENT ZIMBABWE NEWSLETTER

Volume 2013, Issue 4

## GLOBAL ENTREPRENEURSHIP WEEK: A CALL FOR ACTION

**J**unior Achievement Zimbabwe (JAZ), an organisation whose aim is to educate and inspire young people to value free enterprise, business, and economics to improve their lives, joins the rest of the world to celebrate the Global Entrepreneurship Week (GEW) from the 12th to the 18th of November 2013. GEW inspires people through local, national and global initiatives to help them explore their potential as self-starters and innovators. JAZ is using GEW to;

- ◆ Inspire the next generation of young people to value entrepreneurship as a means of curbing high employment rates.
- ◆ Calling government to turn policies into action.
- ◆ Calling the corporate sector to equip young people with entrepreneurial skills, create and maintain their employment.
- ◆ Calling the Ministry of Primary and Secondary education to improve the school curriculum by shifting from academic focus to business skills to enable young people to create income for themselves, their families and communities.

Pictures below on the left show Hatcliffe students making polo jerseys with school logo, at the middle Maranatha High students making thermo cups and on the right Kriste Mambo students making morning shoes from rags.



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# *SUPPORTING EDUCATION AND THE DEVELOPMENT OF ENTREPRENEURIAL SKILLS IN ZIMBABWE*

**S**tatistics of unemployment rate in Zimbabwe presents a gloomy picture to the generation of young people. The school curriculum has been noted as one barrier to the combating of unemployment. The curriculum has an academic focus which is premised towards passing examinations rather than acquiring life and business skills. Junior Achievement Zimbabwe (JAZ) is using its unique and experiential programs that focus on the core content areas of work readiness, entrepreneurship and financial literacy to ignite the spark in young people to experience and realize the opportunities and realities of work and life in the 21st century.

This is through JAZ's delivery of its flagship program, the JA Company Program which is implemented in secondary schools through partnership with the Ministry of Primary and Secondary Education and sponsors. Guided by a teacher and business volunteers, students set up a company, buy and sell shares, produce and market a product and finally liquidate and pay dividends to the shareholders. The program has benefited young people through acquiring life and business skills. St Faiths High School in Rusape bears testimony to this. The company has been selected to represent JAZ in its Annual Regional Competition in Swaziland in December 2013. The interview below with the company members reviews the benefits of the JA Company Program.

## ***1. Tell us about your student company***

Apex Limited started its term of office in May 2013 after interviews were conducted. The company is comprised of 15 members. The company sold shares at USD 0.50 and a startup capital of USD 50 was raised. The company organizational structure was formulated according to function as

the company is divided into four (4) departments that are constituted of the Marketing Manager, Human Resource Manager, Finance Manager, Production Manager and the Chief Executive Officer.

## ***2. Tell us about your product: Product name: APEX BETA FUEL***

APEX BETA FUEL is a homemade substitute for paraffin which is cheap, environmental friendly and addresses energy needs of the community. The product is made from waste products like polypropylene which happens to be a plastic. A simple distillation process was conducted to come up with the product using our own Apex Beta fuel stove. The product is sold at USD 1 per 750 ml as compared to USD 2 from the markets.

Pictures below show from left the distillation process, on the right the product and the product in use.



**3. How did you decide what your product was going to be?**

The marketing department conducted a research in the community through interviews, surveys and questionnaires to determine the needs of the community in view of their economic status. The company noted that most of the households do not have electricity as it is a rural community hence they used firewood as paraffin is expensive. The use of firewood had its own challenges in relation to deforestation hence the community was always at war with the Environment Management Agency which is a regulatory body of the environment.

After noting the need the product was produced at almost zero cost of production using local available resources that include plastics, paint cans, copper wires and cooking oil bottles that were dumped in the community. The production department then came up with a solution where fuel was produced from polypropylene which came from broom bristles using simple distillation. After producing the fuel it was branded APEX BETA FUEL and is now popular in the community due to affordability and environmental compliance.

**4. Is there a corporate social responsibility component to your company or product?**

The company is doing corporate social responsibility as an ongoing process. The company has donated food stuffs to Jairos Jiri Children's Home which is a home for disabled children and Manhinga Children's Home which is a home for orphans and vulnerable children.

- ◆ The company collected laundry from the lost and found department at school which had been in stock for some time. The company washed and ironed the clothes and donated them at Manhinga Children's Home.
- ◆ The company was also involved in clean up campaigns with the help of key stakeholders like Environmental Management Agency and the Toastmasters Society.
- ◆ Apex Limited further embarked on a reforestation program in the community with the help of the Environmental Club at the school.

**5. What markets did you sell your product in?**

APEX BETA FUEL is sold in the community, to teachers and the ancillary staff. This forms the market of the product and plans are there to sell in other areas during school holidays.

**6. Describe any obstacles your company had to overcome to be successful.**

Apex Limited Company at start faced some financial problems which hindered the buying of enough equipment for further purification of the product. Sometimes the company would face the shortage of packaging bottles and the polypropylene.

**7. What is the most gratifying thing about your participation in Junior Achievement?**

The most gratifying thing about our participation is that we work as a team, make decisions, and practice leadership to improve life and business skills whilst making a difference in the community. This then instilled a sense of achievement in us after realising our potential which is boundless and value addition. Also, being able to work with the community and professional people in the real business world during consultancy has been pleasing because we have managed to gain new skills applicable for use later in life. What is also gratifying is our ability to practice good citizenship through community service and realizing that we are creating employment for ourselves hence curbing high unemployment rates in the country.

**8. What concepts have you learned that you know you will apply in your future career? These could be business principles or methods of working successfully with your colleagues, or something else!**

The concepts we have learned as a result of our J.A experience are team work, building rapport, risk taking, decision making, communication, budgeting, planning and innovativeness. Communication itself has proved to be the key to proper team building and success. Risk taking and innovativeness go along together to produce a beneficial result. These concepts will definitely apply in our future as a company and as individuals.

**9. How have you changed or grown, either personally or professionally, as a result of your JA experience?**

As a team we have grown in terms of confidence and perseverance. We are now able to undertake any new task presented to us in a professional manner showing both skill and technique. We are now also able to adapt into any environment and offer better competition where it is required. This change has helped us in the projects we have undertaken. Also our attitude towards the global business environment has changed for the better as we can now see clearly what is left to undertake.

**11. Is there anything else you would like to share?**

Being in business is not all about the money and profits; it is about being able to work as a team, learning, addressing a need, overcoming obstacles and keeping team motivated. The Junior Achievement Program has shaped us into a future generation of entrepreneurs who can adapt to any economic environment. It has given us enough exposure to the outside world and has opened gates to unbelievable opportunities and experience.

**10. What does your company do with its profits? How was that decision made?**

Part of our company profits are given back to the community as part of our corporate social responsibility through donations and various projects. The remainder of those profits is then distributed among the shareholders of the company and its executives as dividends for their investment in the company or reinvested in the company to improve company performance. This will be in appreciation of a job well done. This decision was made after we had sat down as a company and decided on what to do with the profits and it was unanimous.



## *BRIDGING THE EDUCATIONAL DIVIDE THROUGH ENTREPRENEURSHIP IN ZIMBABWE*

**F**airbanks Holdings is a JA Company at St Joseph High School in Mutare. The company was started on the 15th February 2013 and specialise in the production of milk drink which is made out of soya beans. The product is called Crème-de-lo Milk and it was accepted by the market which is the community and students at the school due to its nutritious value. In September 2013 Fairbanks Holdings profit of US\$873.14 an indication of trading favourably. This was due to massive marketing strategies, teamwork, sound decisions, discipline and the relevance of the product to the needs of the market. The company purchased a school siren at a cost of US\$400, 00 as part of their corporate social responsibility.

The picture below on the left show the Chief Executive Officer of Fairbanks Holdings, Tsitsi Taringa, in the middle the Headmaster, Mr. Takarinda and the Finance Manager assisting with the handover takeover of the siren.



The company members were promised scholarships by MBCA Bank if they come up with 15 points in their studies as a reward for their innovativeness and business prowess. Corporate social responsibility is modest way of saying thank you to the customers that support business and Fairbanks had this as a way to thank their market.

## *EXPANDING OPPORTUNITIES FOR THE GIRL CHILD TO OVERCOME POVERTY*

**J**unior Achievement Zimbabwe (JAZ) in partnership with Plan Zimbabwe conducted a Success Skills and Entrepreneurship training camp for 50 young girls from Epworth Secondary school. The training was held at Fambidzanai Permaculture centre from the 11th to the 13th of October 2013 under the theme “Empowering Girls through Education.” The objectives were to equip young girls with life skills and to develop their entrepreneurship skills for self sustenance. The training was also attended by the Finance Manager for Metropolitan Bank, Mrs. Manyara Chigunduru and Banking Consultant, Catherine Mareya from the same bank. The two provided business exposure and mentorship to young people. This helped young people to see the connections between classroom lessons and life after school, with a goal of preparing them for the world of work.

The training was a success as young girls were able to discover the uniqueness in them. Participants further testified that they have acquired life skills like communication, problem solving, decision making, teamwork and business skills like saving and budgeting. These are critical skills that manifest themselves in success in life in various domains like business, education and work.

Pictures below on the left show young people discussing a task on problem solving whilst on the right Finance Manager for Metropolitan Bank, Mrs. Manyara Chigunduru explaining the role of business to young people.



Young people noted that the training provided them a life experience they will never forget due to the transformation they felt. Some of the sentiments by the young people are noted below, on page 7.

Regina Kajengo

For my lessons I learn how to start a business to make money and I am one who did things without confidence but for now I have confidence. When I do something, and I learn to work in teams when we are doing things and to show sincerity to someone. Communications with others and how to solve the problem. So I know many ways to solve the problem, rules or strategies for right or good behaviour or actions, Techniques for influencing others. I learn about more games eg the water game and other game which we play in roles and other. I'm happy because I meet my expectations.

Regina Kajengo

### Experiences

I was inspired and motivated throughout the programme. Before I came here I only had few I knew about being an entrepreneur. Being an entrepreneur only needs someone whose is hardworking and passionate, who take risks and who manage to work with maximum expectations.

Faxai Muchecheferwa