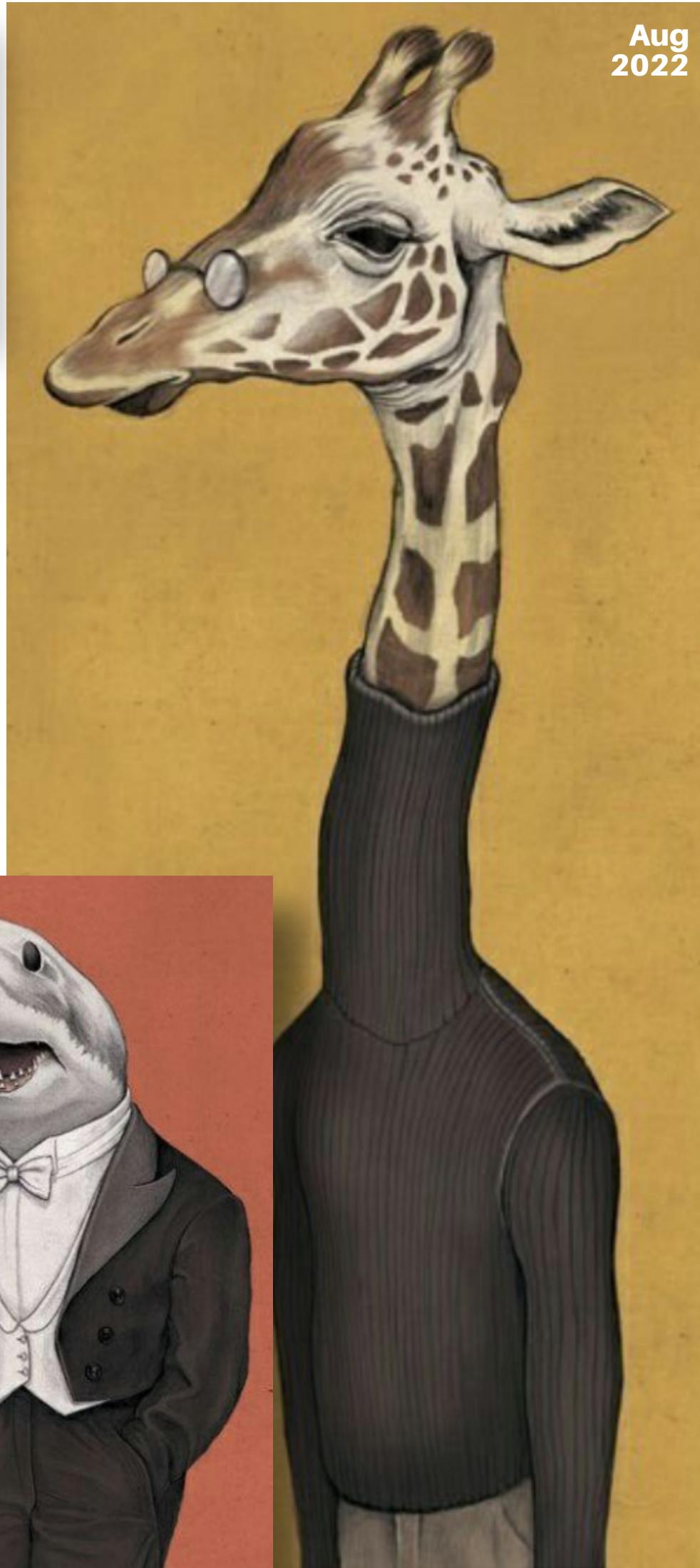


Aug
2022

one mag

Business...

- *7 Facts About Coffee You Should know.*
- *7 Advantages of being a Freelancer in 2022.*
- *Coping with the impact of the pandemic.*
- *The Bonus Crisis.*
- *Thinking Money is Thinking Smart.*
- *Psycho Graphics.*
- *Entrepreneurship.*
- *Cash-flow Forecast.*
- *Be Brave.*
- *Attention.*
- *Duty calls.*
- *Teamwork.*
- *Leadership.*





EDITORS WORDS NOT MINE

Wanga Kanjala

Hello reader, this magazine journeys into a different prospective of fair play in business. Fast money is a need and we need it yesterday. So we look at what people think and how people do it in the business industry while being clear as possible. I'll be honest and let you know that most of the articles are written by myself and I wouldn't mind to be diverse but its so hard for me as an

introverted person to constantly try to convince people to write paragraphs while they could laugh at a meme or watch some Ticktok. This won't be the last you read about me though. You have 9/10 more topics under One magazine to go and this is the business section. This compilation will talk about how to go about handling money the right way to boost capital gains gradually as the kwacha devalues further.

For fair sport, find the topics the same way you would have to find them in reality, links and announcements will be provided for all to take part in the building of wealth through capital gains.

ecology **sports**
food **fashion** **stories**
information
spirituality
music **psychology**

WHAT'S THIS ALL ABOUT

If you didn't get the memo, these issues will invest knowledge hiding in plain sight but very useful. It may not be important to you now, but reading and knowing about it boosts your brain's capability to learn more. Familiarizing your brain with taking in information builds a stronger and healthy brain that will have your back in moments that could end in embarrassment or near death in seconds. The easiest topic to start with is about animals, even kids could guess a few, but what you didn't know is that they all speak a universal language. That means a cat can understand a dog. Unlike humans who like complicated lifestyles. Animals decided to have a centralized method of communication. If you were to understand one animal's language you know them all. Well there is a doubt on that one, there are some sounds that animals make especially when calling young or a pack. Some make warning sounds that can be heard by specific type of species. There is still on going research in the field of linguistics.

Other topics will resonate around technology and what it's doing to us or for us. People should grow an interest for Information Technology, because one day it will be the talk of the show and you'll have a lot of reading to do, maybe when it takes over the world. When it's given too much

YOUR ATTENTION IS MUCH APPRECIATED, WANT TO COLLABORATE?

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power over our lives and information. We'll also have a dip in the pool of the world's concerns like the ongoing pandemic and its impact. Subjects will definitely depict the meaning of phenomenons and efficient methods of being lucrative. Most



importantly new and impacting words have been used in some content to give the curious a chance to build their vocabulary. Yours if fine, you could boost it so that no one takes you by surprise and leaves you thinking that they are the smartest person in the world.

A massive thanks to all those who considered to join my cause to stand out in the world. It is really brave of you to take the

leap and beneficial when the aftermath presents itself. These people include those who wrote their own content, the stocks collected from various sources with no intent of commercialization linking directly to them. Collaboration is an important ordeal when building an empire. We may not work together again or meet but a moment in time is enough, we move on to the next thing. My intent was not to entertain, but to be a voice to spread a message. Asking the right questions and demanding change for the betterment of everyone. During the pandemic, a lot of things had to change. A lot of time was wasted. Yet again the youth have found themselves struggling to build their future. We take deeper meaning into what really goes in the mind of the youth and why is it important to invest more in the future leaders. Comparisons of what to buy are made in the other topics, there is a little bit for everyone as the channel grows. The first thing to say is the gratitude towards you for taking your time to read this digest and the other topics that follow, they had to be split so that you don't have an endless read. This also means people could have a voice in a topic that they are familiar with for the sake of spreading good news and knowledge.

TAKE PRIDE IN YOUR ACTIONS

The journey of a thousand miles begins with one step.
(Lao-tzu)

Your learning ability decides your earning capacity.
(Nishant Kasibhatla)

Weak people revenge,
Strong People forgive,
Intelligent people ignore.
(Albert Einstein)

When you want to know
How things really work,
Study them when
they're
Coming apart.
(William Gibson)

Work while they sleep,
Learn while they party,
Save while they spend
Then live like they
dream
(Dr. Dre)

Pressure makes
diamonds
(George S. Patton Jr)

I have not failed. I've
only found 10,000 ways
that won't work
(Thomas Edison)

Our industry does not
respect tradition, it only
respects innovation
(Satya Nadella)

One picture is worth a
thousand words
(Albert Einstein)

Stop trying to prove
yourself, rather start
trying to improve
yourself.

Our acts can be no
wiser than our
thoughts. Our thinking
can be no wiser than
our understanding



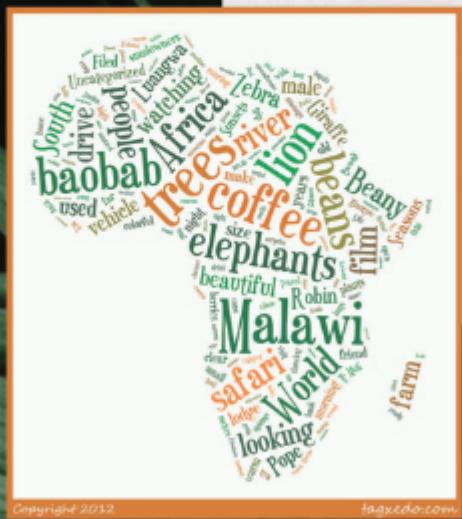
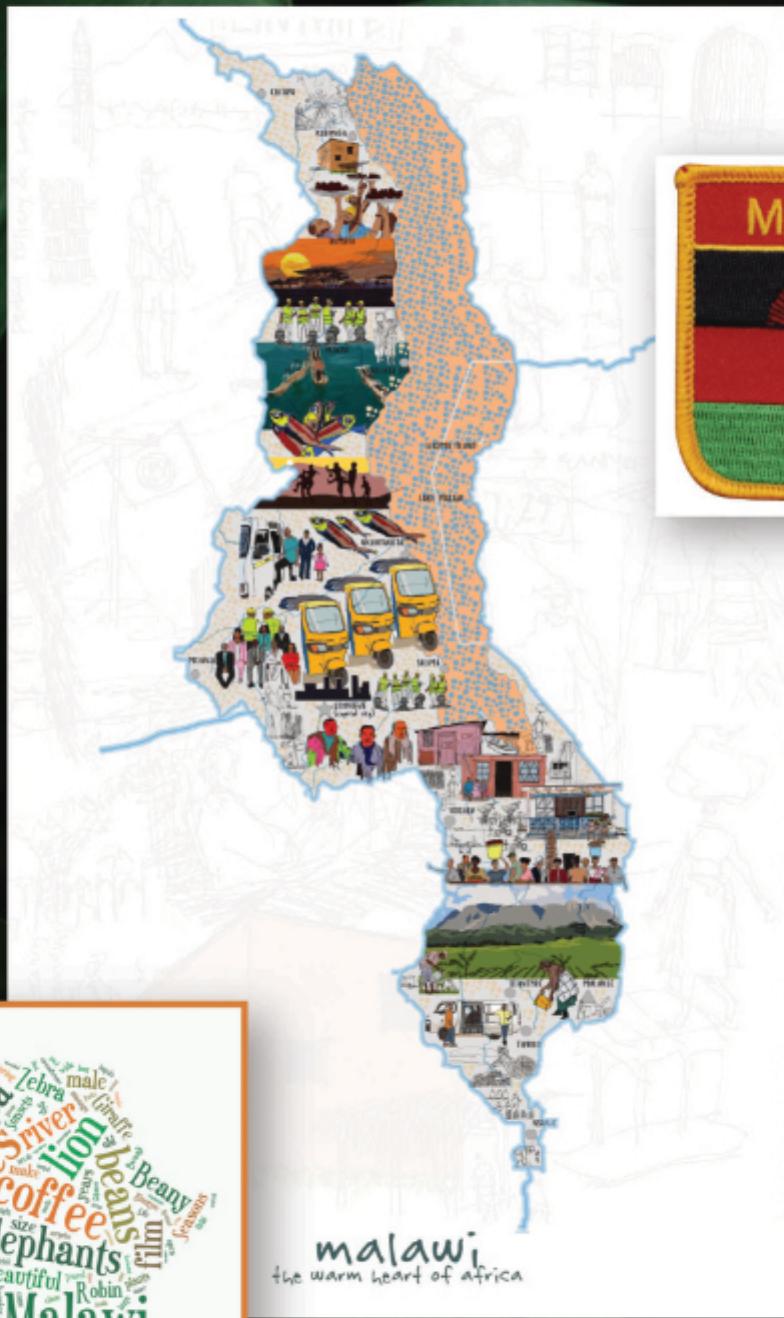
THE MOVEMENT

Inspire Change

PROMO WEEK

CHALLENGES

MEMES



10

**“What hides behind
the crowd if real
needs to be seen.”**

The journey that will open your eyes.

POWERFUL QUOTE



*"If your dreams don't scare you,
you're not dreaming
big enough"*

Wise words motivated by one of our sponsors, as a courtesy this quote has been given the honor of transmission..

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**BANKING GOT TOUGHER
& SMARTER**
Let's secure your money together

ATTENTION

IT has come to the realization that important messages and evidence are constantly being revealed in our lives. Being human, what happens today is forgotten tomorrow. The mind does a lot but does it do the important things that its supposed to do? **Attention is a state of mind where every detail is being accounted for** and processed efficiently enough to bring about the right answers and level of understanding. Coherently, it's also a state of mind where all details are stored in the mind for about a week or so which is what anyone would want. Why is it so hard to pay attention anyway? The boring things really get the best of our minds, something has to interest us to earn our attention. If you have no choice, try making what your doing fun, get to know it better and develop a relationship for what you're doing.

Lack of sleep could also cause a decline in your attention span. Why? Today the basic things are hard to come by with rising prices and age. What was handed over to you during childhood, is now something you have to advocate for, or maybe you're in the illusion that there is a spring of never ending resources. Paying attention to a chapter or task in your life isn't all. There are changes taking place all the time, in your mind, body and soul. Not to forget the environment and the people around you. It is always important to take note of these changes before they affect you directly or indirectly. Signs are all over the place but sometimes we pass them by because we do not see the importance of them in our life yet. But it never hurts to pay attention and remember the events that took place before they become part of you. Take for



example, a pair that used to live in solitude and piece. As it seems to you, everything is alright, it takes years of understanding to realize that from that one pair, everything is not alright. It takes tolerance and devotion to keep the fire going. This should be a sign that it's definitely a trend to look out for, people are masters at holding back their emotions for the sake of appearances. Sometimes keeping that energy bottled up leads to obvious traces of stress such as gray hair and loosening of the skin, in this case, early aging. Even if a lady was stressed during pregnancy, the child develops gray hair before adolescence.

Accountability is also one of the reasons why we have to pay attention. Once you have heard or learned something, working on it accordingly in the right manner is expected from you. Lets say you are in a book club, you are all assigned a book to read within a month. At the end of the month, even if you didn't manage to complete the book, you should still be able to talk about the antagonist of main point of the book. That shows that people can count on you to read the book and engage them with your prospective. Relatively in the same manner, you are behind the wheel of a heavy construction or light public vehicle, people are expecting a professional on the wheel otherwise you will be held accountable for your actions. Knowing this, it is your sworn duty to be reliable and accountable through paying attention. This means not dividing your attention when doing this that have a high risk on impact on yourself or the people around you. Being your own keeper will build your character as a person who people can rely on and would want to spend their time and investments on. This also means before making any serious financial decisions, read all details.



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As we reach new levels of design, we would like our audience to have a feel of glory with our affordable but resilient

design offers. Each project is treated with care and well funded till completion. The more complex the design, the

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PRICE LIST

A4 POSTER + 5 REVISIONS

MK 7,000

WEDDING CARD

MK 8,000

SINGLE PAGE CALENDAR

MK 15,000

MULTI PAGE CALENDAR

MK 30,000

MUSICAL ARTWORK

MK 7,000

LOGO

MK 50,000

BRANDING

MK 100,000

BUSINESS CARD

MK 10,000

MAGAZINE 30 PAGES

MK 50,000

BIRTHDAY CARD

MK 5,000

APPAREL DESIGN

MK 5,000

T-SHIRT WITH DESIGN

MK 15,000

WEBSITE DESIGN

MK 20,000

WINDOWS APP DESIGN

MK 25,000

FUNCTIONAL SYSTEM

MK 150,000

30 SECOND VIDEO ADVERT

MK 50,000

TERMS AND CONDITIONS

The rates provided are negotiable, after down payment is provided to initiate the project. All works are to be

funded by the owner because research is done for existence comparison and grammatical corrections. All investments are

non refundable with a counter offer to suffice satisfaction.



B

- COFFEE -

A

N

THE MAIN
INGREDIENT TO
START THE DAY.

 Fragrance

HOME

OUR BEANS

THE FRAGRANCE MACHINE

EXPO 2021

7 FACTS ABOUT COFFEE YOU SHOULD KNOW

SINCE 1871

Fragrance of Dark Coffee

THE WARMTH OF THE TROPICS AND THE ELEGANCE OF THE FINEST RECIPES.

EXPERIENCE MORE



01/06

6 Breeds of Coffee

LORUM IPSUM DOLOR SIT AMIT, CONSECTETER ADIPISCING ELIT, SED DO
EUSMOD TEMPOR INCIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. ET ENIM
AD MINIM VERIAS, QUIS NOSTRUS EXERCITATION ULLAMCO LABORES NISE ET
ALTOREP EX EA COMMODO CONSEQUAT.



Credits go out to "The Bright Side", learn a lot more from their YouTube Page

1. Coffee boosts brain power through the combination of caffeine and glucose which stimulates the hormone adrenaline. This reaction improves concentration and attention.

2. Coffee increases blood pressure. This reaction can battle a hypertensive episode disorder.

3. Coffee boosts your immune system by reducing the risk of

premature death. It contains a lot of anti-oxidants and Phenolic compounds which aid in cancer prevention.

4. Coffee relieves a headache with its ability to boost medication through caffeine's effect on the body.

5. Coffee reduces stress when it stimulates the release of Dopamine and Serotonin in the body. It also reduces depression and the risk of

suicide in men and women by 50%.

6. Coffee improves your memory by boosting your mood, alertness and short term memory ability.

7. Coffee helps you lose weight by suppressing your appetite.



Catering Services

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EVENTS, BIRTHDAY / PRIVATE PARTIES
COMPANY PARTIES, CORPORATE AND
SPORTING EVENTS, LUNCHES AND
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We serve

Snacks, Starters, Drinks,
Main Courses & Desert



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MENU

PRICE

PENNE RIGATE PASTA VEGETARIAN (MWK3,000)

Penne rigate, carrots, green & red pepper, baby marrow & Chicken Strips.

PINEAPPLE CHICKEN WITH RICE (MWK3,500)

Pineapple, chicken strips, red pepper & sweet chili sauce.

PENNE RIGATE PASTA WITH CHICKEN (MWK4,000)

Penne rigate, carrots, green, red pepper, baby marrow & chicken strips.

PENNE RIGATE PASTA WITH BEEF (MWK4,000)

Penne rigate, carrots, green, red pepper, baby marrow & beef strips.

PENNE RIGATE PASTA WITH PRAWNS (MWK4,500)

Penne rigate, carrots, green, red pepper, baby marrow & prawn strips.

MACARONI & CHEESE (MWK4,500)

Macaroni, mince, cheese and salad.

PASTA SALAD (MWK3,700)

Pasta, green, red pepper, peas, baby marrow, cheese cubes & salad cream.

GREEK SALAD (MWK4,000)

Lettuce, onion, tomato, carrots, green, red pepper, olives & mozzarella cheese.

BACON AVO (MWK4,000)

Lettuce, onion, tomato, carrots, green, red pepper, olives, mozzarella cheese & Bacon Avocado.

CHICKEN SALAD (MWK4,000)

Lettuce, onion, tomato, carrots, green, red pepper, olives, mozzarella cheese & Chicken strips.

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Faith Enlightened



Available on Facebook & Instagram



DUTY CALLS

Apart from what we have been told, we have an obligation to teach each other things that will enlighten us. Just because the world has become competitive, doesn't mean you have to allow someone else to starve over things that were meant for everyone. For those who

didn't realize or don't accept it, if you have an ability to provide for the needy, you are obligated because you can. It is called "Social Responsibility". One cannot live and not do something worth being talked about for the rest of their life even if they have left the face of the

earth. Build a road, plaza, stream or service that will serve and the sum of your success even if you didn't accomplish what you wanted. It all starts by looking at what problems are there and how you can solve them with compassion and rigidity.



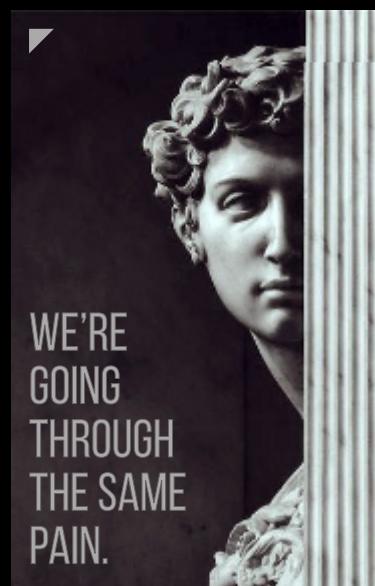


COPING WITH THE IMPACT OF THE WAR & PANDEMIC

WORKING TOWARDS A BETTER TOMORROW TODAY

Depending on who you are or work for, things might be looking good or bad. The good part is, you are still alive and still breathing. There is room for improvement and new discoveries. After surviving multiple variants of the illusive corona virus, the world is revamping a lot of systems that needed patching. Businesses shut down because people had to stay home to reduce the spread of the virus. Creativity at home to generate funds is harder especially if you can take short breaks easily. This is a new way to cope with life, the world is attempting to close in on online platforms as the main method of trading. Don't be hard on yourself for a poor run, you learn a lot from mistakes. Understanding where you went wrong is important, realizing the solution is key. To get a hold of your finances back, deal in uncharted areas, let it start as a simple agreement manifested into a block-chain. The complete set of knowledge begets the man who explores. Starting something new is also the best way to invest apart from clothing. Even so, a nice outfit helps. You can get better deals if you look and smell good. The first offer of kindness is to be

appealing to the other person. Do not give them discomfort through your presence. Know when you are in a negative position and avoid conflict, we're going through the same pain. The battle isn't over yet, more waves of corona virus are mutating. With the war in motion and Small pox also taking headlines, making money for goods that won't be around soon is a smart move.



TO
SUCCEED
REMEMBER

TEAMWORK
MAKES THE
DREAMWORK



BRAIN STORM IDEAS

A joint venture or project conceived by many heads is always cohesive and complete. Sorta like a musical band with a various artists and professions.

Ant colonies have spawned across vast plains, because of teamwork and dedication to their work. Bees are not far behind with their pollination that helps vegetation spread and grow. Teams of board members working on growing their firm usually have a 75% success rate with combined input. Dancers always engage you within a movie or music video especially when they are in a large numbers and moving the same way. Don't get me started on men at war, they move in numbers and stick together. The largest and strongest army wins in logical sense. With all this evidence, why are people still fixated and working solo and getting things done by themselves? How many times have you asked someone for help with a project you are working on that could possibly benefit the both of you? There is this mentality that revolves around teamwork, when are the benefits presenting themselves. The point is all parties are sacrificing their time and energy



to bring benefits to the table. So what if the first opportunity didn't work out, there many more that present themselves years later in your life. Sometimes, you reach your peak at an age where you have lost most of your energy and enthusiasm. When facing a major and heavy task, you wouldn't waste time in finding someone to help you. But when there is gold to be dug, would you rush to finding help? Either choice that has been made, sharing should be on your mind, how often have you given away clothes or things that you don't need to people without being asked? There organizations dedicated in doing this but it's teamwork in different



forms, helping others to achieve a similar goal. It will be achieved quicker with more hands on deck, hands that are willing to work for the greater good.



LEADERSHIP



Only through a leader can one become successful. It isn't fair to plan your entire life without the aid of an organized leadership.

A leader is one who is confident and has courage to push a group of people towards one goal or milestone. Success is easier and quicker with a group of people, a leader and teamwork. A leader must know the next step, the previous step and the result. Experience is the key in this all, to be a leader, you must be sure that your way is the right way. This means you should be one that has tried so many times and have failed to know which steps not the take and which steps are the best. Without a leader, most people would be clueless and aimless. That is an illusion that people wont believe because they forget the prior days when they had to be taught everything even how to use the toilet :D. Leadership should also be passed down once in a while to keep the generational gap in knowledge smaller. The aim is to make everyone able to take roles in leadership to pass down vital skills that help our confidence.



A great leader is also supposed to be able to give support in times that seem impossible to endure. This means even if you're heading for a defeat, there could still be hope through team spirit and a pep talk to the team. If a leader is also

Only through a leader can one become successful. It isn't fair to plan your entire life without the aid of an organized leadership.



hopeless about the outcome, this will cause a domino on the rest of the team. Success is what we all want but most of the time its not what will happen. Everyone is competing to be the best and that mean you have to bring your A-game. Leaders should also know what their teammates want, what they are thinking and how to execute their skills to reach their goals. Some people have resources e.g. a brain but lack the means to execute the dream. Its sometimes hard to believe that

the person right next to you has what it takes but can't afford the courage to do it. It's not their fault, e v e r considered that it is your destiny to lead a group of people even if you're not ready?

The evidence to this is the fact that you have a mouth and a brain as well. A good leader is patient and humble, don't be a know it all. Do not patronize your learners with words like you have been teaching for so many years and the top institutes. Do not be a know it all, you cannot see it all and know it all at the same time. You the leader have to learn from your students especially about

Only through a leader can one become successful. It isn't fair to plan your entire life without the aid of an organized leadership.



how to train them or lead efficiently. Don't try to be overly superior, you already are in a higher position than them with more experience, that's why you're the leader, you will annoy your team with claims that you are better than them.

If you ever has doubts if you are a great leader, try your best to put yourself in your teammates position. How would you like it if you were treated the way you treat them. Most of the time we fail to use compassion as a tool to see how well we connect with our fellow people. If people had a sense of being far

more aware of how they treat others, maybe we as a nation wouldn't be so disjointed. If you wish to be an effective leader, its best to look within and find that calling, because some people aren't cut out to be leaders especially if they lack the ability to share knowledge and compassion for others. Having a loud voice and body strength isn't enough these days.

THE BONUS CRISIS



Encouragement is important when it means more profit for the company. The best way to guarantee an improvement in performance is to give a bonus to your employees or customers every now and then. Even if it means that it won't reach everyone. Word will get out and you will most likely gain attention from your motivation skills. You don't have to be a nice person to want to give a bonus. If you pay your people well, you are assured loyalty and respect till the end. The more you maintain your promise during hard times, the more you build strong bonds. People will fight a cause for you because you fought theirs first. People lack a motivator and leader to get them to do things that on their own they could have done. Imagine having hands but not knowing that you could write with them or create things with them. Humans have to be taught skills, at the same time be told how important it is these skills are to the company.

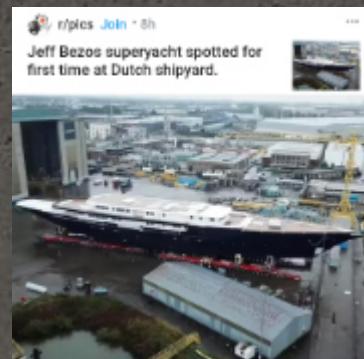
Knowing what a bonus is, the case is people may still be giving bonuses, but are they the efficient amount to give in the first place? For example, we have network carriers in the country like Airtel and TNM, their starting prices of their scratch cards are both at MWK100. This means the average customer spends at least MWK1000 a month. A customer's bonus will depend on the amount of airtime they spend, not taking into consideration that the customer dedicated themselves to the network and plans to continue using the very same number years on as loyalty. This means it's possible to receive MWK2.64 as a bonus, this is alright if it's



some sort of trust fund, that if you continue using the network, by the end of 10 years you would have made a profit of MWK10,000. If their starting price for airtime starts at a hundred, their bonuses should start from that very same hundred going up because the customer would have paid for their own bonus

expected. But the lack of motivation on both sides to support each other truly is the cause of under appreciation. If customers would accept that they have an obligation to support those who setup a platform for them to use and use it, things would move a bit faster or maybe it's an illusion that could have been.

The business syndrome - Too much money, poor spending



over 10 times in a month anyway. Or even better for the dealers, they could calculate your bonus on an average of how much you spend within the month which for some is almost less than what they

Arguably there are plenty of ways a company could spend the extra it makes; it could go to development of the premises or the purchasing of new equipment. Some companies send out company benefits like phones, laptops and paid leave. All these are ways that the company takes in making sure the bonus you receive is not hard cash but processed goods and services. Ideally it's cheaper to keep the employees satisfied with rewards that in turn they wouldn't have gotten themselves than give them money that would most likely hurt the company in a few ways. Overpaid employees usually leave the company to start their own, some employees loose dedication in their work and all in all over compensating staff would hurt the business.

FREELANCING

And Financial Independence



43% of the U.S. workforce
will be freelancers
by 2020

Freelancers in the US
collectively contribute

\$1.4 trillion

to the economy
every year

Freelance coders
and software
developers
earn up to

\$1,000

per hour

Artificial intelligence,
Instagram marketing,
Machine learning,
and Brand strategy
were the most demanded
skills of
2017

working from home
improves work
performance by

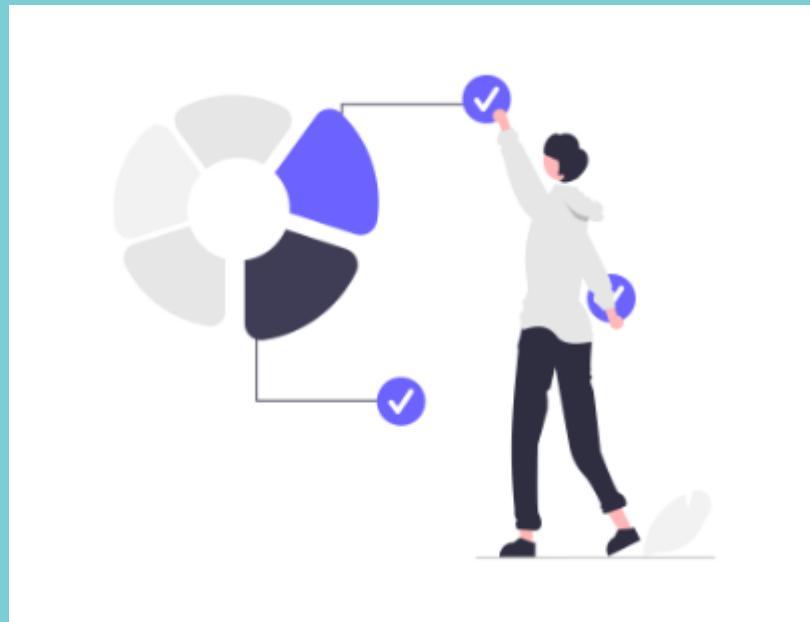
13%

7 ADVANTAGES OF BEING A FREELANCER IN 2022

The modern day private contractor's workflow explained in an insightful manner.

1. More freedom is granted to someone running their own business, this means you are able to take on or turn down clients who suit meet or don't meet your rates. If the job seems complex and doesn't pay well, you are under no obligation to take on the project.

2. Flexible hours can be attractive to anybody. If you have other matters to attend, you may set your projects on hold. As long as deadlines has been agreed.



3. Self-management means you are your own boss who has to choose your workload, your schedule, your dress code and every aspect of how you run your business.

4. Location flexibility will enable you to set up shop in the most remote or decent areas. You may even locate yourself near clients or work with them hand in hand.

5. Compensation and earnings control means that you don't have to ask your boss for a raise. A strong amount of discipline and retention is required with this much power.

6. Improved skill set is something that will present itself without warning. As a freelancer, it's difficult to be picky if your client base is small, but that also means you will come across different types of jobs that will build you professional skills.

7. Ability to test a startup or small business concept enables the possibility of prototyping new business products and services with little restriction from top floor.





*Running a business
is tough, so is thinking
Of business opportunities*

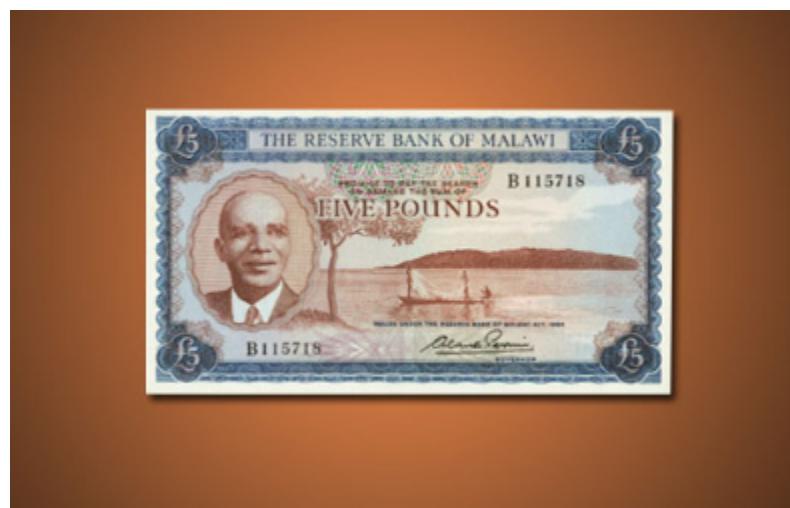
THINKING MONEY IS THINKING SMART

Bankroll is hard to come by especially when the whole world is recovering from a nasty blow of the flu. Almost every possible step you can take will realize you to a prominent hand out. The only problem is what is it that you can do or provide that the next person can. At this point, its a matter of finding strong skills that you posses and perfecting the art of delivering the service. You may not do it better than the next person but you can do it faster. Sharing is caring, but for how long will that weak quote stop you from

making some needful payroll? Well it starts by making your product known. Secondly no freebies, your group of friend will not be there for you in situations that require presence till the end. You are here to dress fancy and pitch an idea to make money. Most people sugar quote it with new words of explaining it, but business is part of life. Business these days is getting scary, its not the part of setting up the legal documents or gaining the customers, but its about the flow of money and the trust that comes with it. I find it hard to move from

one stall to the next, I like being loyal to whom I buy from. Each purchase made is an opportunity for a bargain. My aim is to be a loyal customer to increase my chances of getting cheaper prices. This should be second nature and its not always that I expect a discount. To help the company grow, I should at least purchase something at full prices even when I know I have to bargain. This is thinking money and thinking ahead of time. Things shouldn't always have to be for the current times only. People should think 2 to 5 years ahead in time. I guess most people believe they wont live that long or its non of their concern to be thinking like that. But they forget that this whole world is what it is because of simple people who followed a system. Now because some people are in control, they just have to sit back and watch them pull the strings. Well if that was the case we wouldn't have great people to use in our inspirational talks and stories.

Money isn't something that you can attain all at once in one go or day and have lots of it. It would be very questionable as to how you were able to gain a lot of money in a short period of time. It shouldn't take a clever person or a great mind to realize this. You should have a plan to bring you money even on your days off. The choices we make today will affect our future, and many of those choices one way or the other will involve money. Due to peer pressure, you start drinking alcohol. Its one of the easiest traps to fall into because most of your peers will be relating to stores that happened during their time out together. This will make you feel left behind and force yourself on bitter drinks that will give you a headache in the morning when you drink a lot. Years down the line, your body will grow accustom to this nature of drinking when it reaches some point. While there is no health benefit or prolonged happiness, you make it a point to "Make a plan". Alcohol isn't cheap and its price is rising, these things will have to be accounted for when you are working on serious projects with limited time or at the end of them, your mode of celebration is to have a drink of even more pain in a bottle. We got to step back and ask ourselves, what did humanity do to change the lives of people like this? And how can I change it? I find it very



wild to that people will work 30 days in a month and get paid a single day of it, account the whole year that means out to 365 days you'll get paid on 12 days of the year. People completely don't have a problem with this. The number of people that do are rising but before, people were fine. For the fact that they demanded respect for their efforts I feel like our modes of thinking where not far enough to earn us big bucks anyway. I mean we don't even teach our young business at a young age, we just let them play so hard, they'd be lucky not to get scars on their skin, usually I see a lot of children with battle scars through playing around. Let children play but give them something profitable to do so that when they mature, its not a boring task given by the rents, its culture that they can't let go of even if you try to stop them.

Currency changes all the time, this means you have to keep yourself in tune with the times. Be it an increase in the exchange rate or the depreciation of an old note. Who knows, you might be saving and part of them might have the notes that will no longer be functional. Each day we wake up one way or the other is a blessing from God and another day off opportunity to make money. Its second nature to the point that we don't talk about it or even think about it. It's like breathing, we know how we should breath and we have to so we go ahead. But what you don't know is that they're videos on how to breath efficiently to obtain perfect sleep. There's even more things you could learn. How to eat proper, chew with manners of even have better etiquette. All I'm saying is, there are countless ways of making money that we

have to discover and use to our advantage. But on our way to getting this paper, try to be as environmentally friendly as possible. We are born in a world where our forefathers had made our lives a living hell with their cured way of living. I can't blame them, things where hard and they had other things to worry about. Right now we have a lot more on our plate, demand is growing but supply cannot match up. Our best chance to get things done is not to look at the things that are not in our control like climate change. The industries that really make a negative impact on the environment are so ahead and advanced that we can't even stop them. Stopping a routine that people have always followed would cause intimidate disruption of peace and productivity. The idea is to start fresh with a working mindset that is clean for the environment and healthy for people. Money can make a lot of things happen and better but money cannot provide more time for humans to live on the earth. Only people can find ways to improve their earning ability and health through the constant research of refined methods of money generation and times change and technology gets better and more advanced to meet demand.



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"The study of people's attitudes, lifestyles etc. for use in marketing"

Motivated by *Vusi Thembekwayo, Xvin Malata and Odlai Gomile*

Are we setting a good example for the youth that are behind us?

Take the world as your open book, learn from it while you live on it. Most importantly study the inhabitants of the planet. It won't take you long to notice the things that are lacking, "*Be the change that you want to see in the world*" nicely motivated by Gandhi. When it comes to building a company or service, start small. Know your people and what they treasure. Without asking and remorse, start your climb to the top, somewhere half way it becomes easier to get started with the same process. The hardest part of a competition



is the preparation, the actual event is the easy part. Take for example, you find yourself in a village, devoid of basic services like water and electrical supply. It would be life changing if you install a solar panel and water pump. Now having made a large investment, for every two pales

filled, each customer must irrigate an area of vegetables. Might as well motivate people to grow their own food and save extra to transport to another township.

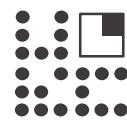
In some occasions, you'd need to hard sell to people, this means present the product and the customer buys. They have to find out if its a good product or not. In other cases, you need to offer your customers a free sample for them to appreciate the product or service. This strategy depends on the scope of your reach, in a place where people are more cautious about how they spend their money, there will be doubt in your product. If the product itself is something that people can't live without like bread or sugar then a hard sale is the main choice. People tend to be more willing to purchase things they are more familiar with. Even if its not about supply and demand, presenting your work to the world is better than keeping it to yourself. Wise words from Mr Odlai, one of the citizens of Malawi constantly adding knowledge to himself while providing services in catering and gastronomy in general. Incredibly seen in the past events, expensive

products have never been cheap unless they are used. Valuing your products highly sometimes will give an image to the customer that your product is worth the purchase.

BUILD AND DEVELOP THE ENVIRONMENT.

The world is growing at a rate that could leave the less fortunate in a state of delusion that they are following the trends. So many products and services are introduced with an intention to solve problems. When the services and products are available in Malawi, there is always a means of bad sportsmanship figuratively speaking. Prices are raised 3x the amount, some products have problems and some services are just plain useless to the mass who could really bring returns to the offer. The last thing to reach out to your customers is to develop the area where you set up show. This will appeal to your customers that you have better services to offer because you care about the environment that you conduct your business and services.

ENTREPRENEURSHIP



A brief interview of how one special individual is taking her business to the next level and how great that is going.

Lets get one thing straight, finding a job isn't easy when everyone else is as educated as you are. Getting a vacancy today means that by the time you're submitting it, there is a pile of early birds waiting to find that same opportunity. At that point, either you beef up your academic skills. Or find something to fund yourself while you look for a job. Starting a business isn't easy and for most people, its a failing dream. But not everyone is hopeless, the striving businesses of today when through some struggles that we wouldn't even know about. But because we see shiny things and money, we rush to the idea of building a business.

As part of a skill set, Debora puts herself out there by igniting her business skills. The activity of being compelled to provide a service to the community is an activity that is appreciated in a way that slows the enthusiasm of the seller. Business is the order of the day, weather you like it or not, people will find themselves at the market going about their things, doesn't matter the day, you will find someone. The way people approach Business in some areas is crud and inconsiderate. But under all those circumstances, Deborah still works hard to provide services for her customers. Even if it takes relocation. The second order of the day are people. Where ever you'll go, there will be people. From those people you want money. But convincing them why they should give it to you is an important step to becoming an entrepreneur.

With the kwacha on its way to a 99% devaluation after 25%, the country is heading for a rescission that is hard to shake off. The price of bread has doubled, commercial flights to South Africa have surpassed a 50% hike but that's not even being depicted to the people openly. Things will reach a boiling point and there people will need someone to



explain what is going on even though we have eyes to see the mess pile on us. If the country does not promote entrepreneurship in a way that will motivate the youth, the country will be full of educated citizens waiting on job opportunities. With the challenge of funds, companies are trying their best to maintain operations by sometimes laying off

employees indefinitely. The bad part being the employers are foreigners doing better than the locals. If matters are not on our side, these foreigners would rather employ themselves and their families just like most people in political positions. When its times to make money, no favors should be offered until the first transaction is completed in full price, or else we risk losing it all.

CASH-FLOW FORECAST

The world is going into recession and it's something that's not taken into consideration. The main problem is how often people spend their money and how much products do we have to satisfy everyone. The more we populate the world, the harder it gets to live. Though you cannot simply tell people to stop making babies but instead find ways is making the world work for all of us. Food is the main resource we need followed by clean clothes, water and shelter. In the ideal world, all of this is available, the one thing missing is an abundant amount of money to pay the bills for the services that you deem to rely on everyday. Each day these daily needs are made expensive with every event that takes place in the world. We have a good system, we rely on each other as countries to provide certain services and products other countries can't. The only problem is, when there is war, the great system collapses. When there is a virus, the great system also



collapses. This means prices skyrocket and people are forced to spend more on goods that were abundant a few months prior. With the way the world is going, rising prices will not be a surprise. The fight to offer more affordable services and products leaves the customer with smaller and less quality goods. That means you have to buy more good satisfy the need. Now that the Kwacha devalues at an astonishing rate, we have to expect even more trouble from shop keepers. Daily necessities like bread increase in price each week. The question is, as these matters become serious, what is the game plan to prevent a country wide sell out?

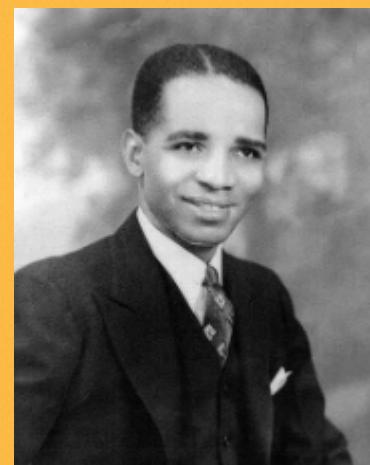
The problem being Malawians tend to forget the roots of their ancestors and sell off their



property after they become too much for them to handle. This means the next generation has to work with resources that were once their but now under new leadership. Basically enslaving ourselves for the products that we get internationally. We can go back to what we knew but what can happen is realization of the wrong direction.

There are four main methods of transportation that most people use in the country. "Water based", "Railway based", "flight based" and "Vehicles based". The most affordable of these 4 is the water based transportation then follows railway based, then vehicle and finally flight based. In a nation where we are labeled as one of the most poorest in the world we choose to facilitate mostly in vehicle based mainly trucks and flight based. With the cost of jet fuel in Africa, it's cheaper to fly from the United Kingdom to Africa. Though it's expensive to fly back, using foreign currency versus the kwacha won't be too back to someone visiting. This all means that to some extent, we cannot blame government for its short comings. They simply can't explain what really goes on inside their department because it would be too much for people to reason with. Having a democratic run regime means keeping up to potentially thousands of calls from people on a daily to hourly basis. It's a general rule of parenting and if you remember well, there are certain things parents won't tell their children and have them find out by themselves and understand why they were not spoken of initially. Ideally, what's being said is we had it all at some point. During the time of Kamuzu Banda, we had

the equipment that produced original goods. He made sure that



if any company wanted to sell their product here, it should establish its building and factories to get going. This was a powerful move for Malawians but not until the Government changed. When Bakili Muluzi stepped into leadership, all the companies where sold off to foreigners. Now what we got in return was money to bail us out of trouble for a while. Money was circulating and people were happy for a moment. But why would he go through that extent? The war between Malawi and Mozambique left our railway network shattered on both sides. With today's currency, it would take approximately 69-100 Billion to repair plus get into operational. With all honesty, which is not too much for the government. The only problem being the politicians won't benefit from the trucks they bought to handle imports, this was something done out of pure greed because Malawi could have had an affordable way of living for everyone.

DO THE NUMBERS ADD UP?

We counted and there's a lot missing. A lot that could have changed the course of history for the generations to come in the country. The puzzle here is how will we get the elite to develop more than spend on themselves. This course not only helps the country but puts those who do at risk of being indicted for the acquisition of funds. We face our history and how it has contributed in the weakening of our independence even though we celebrate it. The solution is far from the truth but it'll be a step to real civilization. Regardless of our advancements in the country,

there is a gap between us and the world. This is mainly relating to how provisions are sorted out in the country. Even after confrontation with officials in charge, what words may come out of their mouths may make sense to them or at the moment. It's only then when you contemplate on their words that you will notice that the same promises are repeated over again but never fulfilled.

BE BRAVE....

The world, we find ourselves facing our fears right in the face. But are we ready to face them? Are we ready to become bigger and better? No one will tell you how to achieve your goals because you know your speed. The main goal is to maintain the ability to keep building on the strength to get past what has been pulling you back. Being brave is as simple as not taking in the alerts of the world and finding yourself in tune with the world. Part of it is also venturing out of your comfort zone without turning back. Being brave is sometimes being rude, irritating and relentless. The goal is to get things done, most successful people have made the worst decisions in their life. Because they made a decision, now we talk about them with great respect because they did what we couldn't do. Some took their entire college fund and invested in stocks at a young age, now they teach well educated and invested member of society on how to take risks. If you don't try anything, you will never achieve anything at all, it's better to have tried and failed. That means you know where you went wrong and how to avoid or fix it. The more times you practice and failed, the more of a professional you become. What matters is you getting better and what you desire.

The things that bothered me the most become a time waster in my eyes as I master them and look back. If I would have taken the leap of faith or started years ago, by now I would have been a champion. I wouldn't beat myself too much about it though, life is about learning and becoming better. With each step comes the reward of satisfaction of completion. People hope to find satisfaction in consumables or one time parties. But for myself, the real achievement is finally accomplishing what I couldn't so that I have a great story to look back and motivate someone else with. It's not easy spreading good news on a daily basis and the world reaches a boiling point. But what we can spread are ways to make more good news appear even to the most remote areas.

