

ENTREPRENEURSHIP

Amari
Entrepreneur

ZAMBIA

EVOLVE

INSIDE:

UMOYO NATURAL
HEALTH

THE AFRICAN
SEGMENT

A RANT ON ENERGY
EFFICIENCY IN ZAMBIA

2025

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EDITOR'S NOTES



Dear Readers,

WELCOME TO THE

Inaugural Edition Of Amari Entrepreneur Magazine! It Is With Great Excitement And Gratitude That We Launch This Platform Dedicated To Inspiring And Empowering Entrepreneurs Like You.

In today's fast-paced world, the entrepreneurial journey can often feel isolating and overwhelming. Our mission at Amari is to create a community where ambition meets support, and where shared experiences can foster growth and innovation. This magazine is designed to be your companion, offering insights, stories, and resources that resonate with your challenges and triumphs.

In this first edition, you'll find compelling interviews with successful entrepreneurs who have navigated the ups and downs of building their businesses. Their stories are not just tales of success; they are lessons learned through perseverance, creativity, and resilience. We also feature practical advice from industry experts, covering everything from marketing strategies to financial management.

As we embark on this journey together, I encourage you to engage with us. Share your thoughts, feedback, and your own entrepreneurial stories. Your voice is essential in shaping the future of Amari Entrepreneur Magazine, and we are here to amplify it.

Thank you for joining us as we celebrate the spirit of entrepreneurship. Together, let's cultivate ideas, foster connections, and inspire one another to reach new heights.

Amari

Entrepreneur



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A Mothers favorite & a daughters fondest joy



PROUDLY ZAMBIAN
think local first



Dream Big, but Plan!

It's safe to say everyone has aspirations and dreams in life and we've all probably heard of motivational speakers, celebrities or life coaches among others retell quotes like, "If your dreams don't scare you then you're not dreaming big enough".

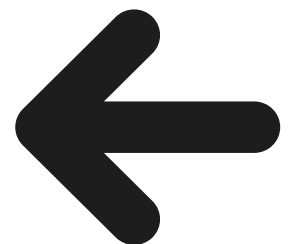
Dreaming is free and can be easily done by anyone but it's implementing the plans and steps that lead to executing those dreams that seemed farfetched that is important, if you're lucky, you won't have to fight tooth and nail to achieve your dreams but if you're not, you're going to have to work really hard or really smart to attain your dreams.

If you haven't found a dream, chances are that you haven't yet discovered something that you are truly passionate about. Be open to trying and experimenting with many things until you find something that you truly enjoy doing and are passionate about.

It's not going to be easy but it's also not impossible, find your passion, your tribe, mentors and surround yourself with people who want to see your dreams succeed and with a lot of work your dreams are attainable.

Here is.....who has had huge dreams from a young age but has also been smart enough to put in the work and to plan around her dreams.

Technology advancements





INTRODUCTION

As Zambia and Africa experience rapid technological advancement, Web 3 emerges as a powerful catalyst for change. Built on blockchain, decentralized finance (DeFi), and digital identity management, Web 3 is democratizing digital access, enabling individuals and communities to control their data, resources, and decisions. The journey of Web 3 in Zambia is still unfolding, but it holds immense potential to reshape sectors like finance, healthcare, education, and governance.

WHAT WEB 3 BRINGS TO THE TABLE

Web 3 differentiates itself from Web 2 by decentralizing data control, which was previously centralized among tech giants. It introduces blockchain applications, digital currencies, and DeFi, fostering transparency, inclusion, and accessibility for Zambians. Given Zambia's developing financial and digital infrastructure, Web 3 represents an opportunity to leap over traditional systems with decentralized solutions that address local needs.

BUILDING ZAMBIA'S WEB 3 ECOSYSTEM

1. EDUCATION AND SKILL DEVELOPMENT

The Motley Institute of Business & Technology (MIBT) believes education is foundational to a sustainable Web 3 ecosystem. By collaborating with institutions like the Information and Communication University (ICU), Althash University, and the International Council of Registered Blockchain Professionals (ICORBP), MIBT is expanding access to Web 3 knowledge and resources.

These institutions bridge knowledge gaps, bring technical resources, and connect Zambians to international Web 3 standards and certifications.

MIBT also organizes hackathons, boot camps, and workshops, creating opportunities for students, developers, and entrepreneurs to gain hands-on experience. Partnerships with organizations such as DMI St. Eugene University and Mzansi Web 3 ICP Hub enrich the educational experience, providing mentorship and insights from industry leaders.

2. FOSTERING AN INNOVATION-DRIVEN STARTUP CULTURE

Zambia's startup ecosystem is accelerating, with Web 3 technologies as a key driver of growth.

Decentralized applications (dApps) provide solutions to local challenges, from financial inclusion to supply chain transparency. By leveraging blockchain, startups can build trust, streamline processes, and reduce costs.

Platforms like StartShield support this wave of innovation by helping startups navigate funding, compliance, and growth. StartShield—an MIBT Insurance Innovation driven by Blockchain Technology and AI, tailored specifically for startups and MSMEs—was unveiled during the Web 3, ICP, and Blockchain Technology Hackathon Cohort 2 at the Africa FutureTech Summit 2024. StartShield connects Zambian startups to international funding opportunities, mentorship, and knowledge-sharing, helping them thrive in an increasingly digital world.

3. EMBRACING DECENTRALIZED FINANCE (DEFI)

DeFi is one of Web 3's most promising applications for Zambia, where traditional banking access remains limited. DeFi empowers users to access loans, savings, and investment opportunities without conventional banks, democratizing financial services for communities. By working alongside IZBA and ICORBP, MIBT builds awareness and engagement around DeFi, fostering an environment where decentralized financial services can thrive.

4. SHAPING A SUPPORTIVE REGULATORY ENVIRONMENT

Web 3's success in Zambia depends on regulatory clarity. As a key stakeholder, IZBA (Innovative ZambiaIndia Blockchain Alliance) collaborates with international partners like the EST Fintech and Blockchain Association and the India Blockchain Alliance to shape regulations that encourage innovation while protecting users.

Through engagement with policymakers, we aim to create a legal framework that fosters innovation, builds investor confidence, and empowers Zambians to confidently explore and adopt new Web 3 technologies.

CHALLENGES & OPPORTUNITIES AHEAD

Despite Web 3's promise, challenges persist. Infrastructure limitations, connectivity issues, and digital literacy gaps are hurdles to adoption. Additionally, decentralized spaces face unique security risks, highlighting the need for user education.

These challenges, however, present opportunities to create Web 3 solutions that directly address Zambia's needs. Through ongoing educational programs, partnerships with ICU and Althash University, and initiatives driven by ICORBP, Zambia has the foundation to overcome these barriers and lead in Africa's Web 3 transformation.

LOOKING FORWARD

Zambia's Web 3 future is full of promise. By investing in education, nurturing a vibrant startup culture, & advocating for supportive regulations.



FREDRICK NONDE JR

Co-founder & CEO, Motley Institute of Business & Technology (MIBT); Co-founder & Vice Chairman, IZBA; Founder & CEO, StartShield; Founder, Web 3 Tech Events Zambia, and Dr. Godfrey Mwewa, Advisory Board Chairman, MIBT; Senior Lecturer, University of Zambia (UNZA); Advisory Board Member, StartShield.

The
Transformative
Power of Web 3
in Zambia



BLACBRONZE BACKGROUND & INSPIRATION

Growing up, I had always been doing my friends and families hair, nails or makeup as well as creatively playing with makeup products to create something I couldn't afford to buy, and being that my parents have always been entrepreneurs and where so passionate about their work, it inspired me to do something of my own. I didn't just want to do anything but something I loved doing which is beautifying women and helping them look their best and seeing how happy they would be and how it would boost their confidence was everything to me and still is. Blacbronze was born out of my love for beauty and the power of enhancing it through makeup.

The biggest challenge about starting a business was starting without fully understanding the power of advertising, getting consistent bookings was always a struggle until I started posting more online and going live giving makeup tips and tutorials.

At the time I started, I was one of the very first professional makeup artists as people were not fully accustomed to quality makeup so I had to underprice my services until I advertised my work enough online for my clients and potential clients and they understood the value of what they were paying for.

It was a challenge to find the right products for different skin types and skin tones so I started to order cosmetics online even though it was try and error but I eventually got the hang of it.



By Neddy Kamumfisa

BRAND VISION & VALUES

Our Core Mission as Blacbronze is to create diverse products that are inclusive of all skin tones & texture as well as creating a memorable makeup experience that boosts one's confidence, leaving them feeling beautiful and special through enhancing their beauty with well sort cosmetics.

We aim to ensure that our products align with the values of inclusivity and diversity by engaging with everyone from our online audience, employees, in person clients, the beauty community and our manufacturing factory to get diverse prospective to achieve all-inclusive cosmetics.

PRODUCT DEVELOPMENT

We take the 4 way cosmetics product development process of Research & Development, Product Formulation, Testing & Approval, and Commercialization. This also comes with making sure to find a reliable and Certified manufacturing company as this is a critical aspect of success to our business.

What sets blackbronze apart is that we are committed to offering complexion and texture matches (utterly complexion focused) and customized flawless makeup application.

MARKETING & OUTREACH

Our market research is conducted through online surveys and in house through interaction with clients, we have a suggestion box where our clients can leave comments and suggestions anonymously, we create tutorials to engage with our audience to see what they would like to learn more about, and we collaborate with other beauty companies that align with our brand by creating paid adverts online and we encourage reviews.

Social media now also plays a vital role in our marketing strategy as it allows us to reach people that are outside our immediate geographic region. We get to interact with customers in real time without them coming to our studio, it also allows us to view insights of our content to see our audience, behavior, engagement metrics, adverts and content performance.

BUSINESS GROWTH AND CHALLENGES

The most significant milestone has been the launch of our cosmetics range as this had always been just a dream for me I remember a time in the early months of starting blacbronze while I was working for my father's company, I was chatting with this woman, our client and so I shared about my aspirations for blacbronze and that one day I would like to have my own cosmetics line and she bluntly said it would be impossible! But well here we areGod surely is good, because we started out with only one product which has been and is still doing great on the market and we've added 5 other products and more products are yet to be introduced.

The beauty industry faces several significant challenges including sustainability and environmental impact as the production and disposal of beauty products contribute to environmental degradation. Another big challenge is overcrowding and proliferation of products so we strive to educate consumers on what makes a product different, how it works and what makes it effective. The impact of clear communication, transparency and authenticity which is easily digestible goes a very long way.





FUTURE ASPIRATIONS

We aspire to open a one stop Blacbronze Cosmetics store with a whole wide variety of African and international cosmetic brands as well as a Blacbronze Academy to give quality education to aspiring makeup artists.

We have so many products we would love to introduce but only until we get the product right, will we be able to disclose but best believe we will be dropping one good one real soon.

ADVISE FOR ASPIRING ENTREPRENEURS

Firstly, find your niche and understand it to the core, be open to learn even if it's free, find a mentor who can guide you, utilize social media, I would also say stay ahead of industry trends and network with other beauty trends who are in entrepreneurship and lastly, embrace failure and learn from it as it is part of the process to success.

Having a mentor is a crucial part of the entrepreneurship journey as it helps in many aspects of starting and growing a business successfully. I never had one when starting out hence I just went with my gut when making decisions with the little knowledge I had.

Unlike starting or running a business with no guidance, it is better to have someone guide you, give you an outside perspective, help connect you to their network, also share their expertise and give you emotional support and help with stress.

Platforms like LinkedIn can help you connect with potential mentors or reach out to a makeup artist you are inspired by.

While my days can turn out to be quite random and busy with errands and meetings, I do have days that are consistent and centered at the studio, where I head out to the store an hour or 30 minutes before opening, get the store ready to open, post content on all our socials, start with sending out delivery for cosmetics that were purchased online, answer all emails or messages, create content while the studio artists work on clients or so because there is always something to do. And on the weekend we know we all stand for long hours while we work.

A schedule always works for me, while my weekends are uncompromised because that's the pick of business I always try to work with a plan to allow me time to rest or spend it with family and friends and on days that I never have any day off I keep going because I'm passionate about what I do and I love it

Being an entrepreneur can be challenging but the truth is its normal as the road to success can never be smooth. A quote I live by is "the true entrepreneur is a doer, not a dreamer" - Nolan B.



My journey into entrepreneurship began with a simple observation during my university years. An entrepreneurship club was established on campus, and I eagerly joined, but something was missing. I recall feeling like there was no focus on women entrepreneurs so I decided to speak to the founder, who's still my mentor to this day, about establishing a female wing, and that was the birth of "She Entrepreneur." Today, She Entrepreneur stands as a beacon of empowerment for women in business, providing support through mentorship, skills development, and access to financial resources.

With my background in academic background in Economics and Finance, my entrepreneurship has been deeply influenced by the principles I've learned in my studies. Economics begins with the concept of scarcity and resources are limited, so we need to maximise our finances. This understanding shapes much of the work we do with young women, especially teenagers, whom She Entrepreneur guides on how to start a business with little to no money.

Many women don't realize how many skills they already have that could generate income so we start with small ideas and use them to finance bigger business dreams. At She Entrepreneur, we encourage women to begin with what they have and scale from there.

As She Entrepreneur is a powerful initiative focused on empowering women in business, one of the things we realized early on is that every ecosystem player has a unique offering, and no single player has all the solutions. She Entrepreneur is positioned as a business development support organization, which means we either use our own expertise and resources or coordinate with other players to share with our members. At annual gatherings like the Women in Agribusiness Conference and Founder's Meetups, we bring together various players, such as the Zambia Revenue Authority, finance providers, and more.



By Neddy Kamumfisa

Here are a few things we deal with as an organisation

Networking and Mentorship: At She Entrepreneur, we deal with a lot of networking and mentorship, this involves us having connections with other business owners, mentors, and industry experts who help provide valuable guidance and open doors to new opportunities. Mentorship, in particular, can help women learn from others' experiences, avoid common pitfalls, and gain the confidence to pursue their goals. We create networking opportunities through our conferences, such as the Women in Agribusiness Conference and the Founders Summit for women outside of agribusiness.

Access to Capital and Financial Resources: Many women face challenges in securing funding for their businesses, hence why ensuring access to affordable financial resources, including grants, microloans, and investment opportunities, can help women-owned businesses scale and sustain growth.. At She Entrepreneur, we address this through partnerships with service providers who offer tailored financing solutions to women.

We also keep our network of women entrepreneurs up-to-date with the latest funding opportunities. Other essential factors include skills development, education, and a supportive policy environment.

One practical strategy for women starting up is to begin with the resources they have, testing their ideas at a micro level and refining them as they go. Because the world is so dynamic, what may have worked pre-COVID, for instance, might not be relevant now. For example, we saw tailors shift their focus from everyday women's apparel to mask-making during COVID, and then post-COVID, they transitioned to producing work suits. This shift occurred because, during COVID, their customer base changed from households to corporate clients.

Building a Stronger Network: In five years, I hope to have established a robust network of women entrepreneurs who support each other. By facilitating more events, mentorship programs, and collaborative projects, we can create a community where women can exchange knowledge, resources, and opportunities, amplifying their success.

Empowering Through Digital Skills and Innovation: We envision She Entrepreneur being at the forefront of digital transformation for women-owned businesses. By providing training in digital marketing, technology and e-commerce, we can help women leverage tech tools to grow their businesses, reach new markets and remain competitive.



Advocating for Policy Change: She Entrepreneur intends to strengthen our role as advocates for women in business by working with policy-makers to create an enabling environment.

In the long term, I believe our work will play a crucial role in empowering women economically, fostering innovation, and contributing to the continent's sustainable development. We aim to be a driving force in shaping a future where women entrepreneurs are key contributors to Africa's economic growth and resilience.

Also being recognised as a European Development Days Young Leader and also a Mandela Washington Fellow, I've gained some international recognition and served as a financial literacy leader which has been a pivotal moment in my career and spearheaded my dreams and goals.

African women are resilient and innovative, but they often lack access to the resources and networks needed to scale their businesses. Through platforms like She Entrepreneur, we're working to bridge these gaps.

Looking ahead, our goals for She Entrepreneur over the next five years are to expand the organization across Zambia and beyond. We are working on growing She Entrepreneur's presence into other African countries, offering support to a larger number of women. By scaling our programs and partnering with organizations across the continent, we can help more women build sustainable businesses and access regional and international markets.



BORN FROM PASSION

Kim Otteby's journey into the world of natural health began with a simple yet profound passion for nutrition.

*It all started with one-on-one health consultations, which blossomed into a cutting-edge health clinic dedicated to supporting individuals with chronic illnesses like diabetes, hypertension, and obesity. As Kim helped her clients embark on healthier paths, she recognized a **significant gap in the market**: the lack of quality natural health products. This realization led her to establish Zambia's first natural health shop.*

NAVIGATING CHALLENGES

Starting Umoyo wasn't without its hurdles. Kim faced persistent challenges, particularly a lack of capital, which forced her to operate on a shoestring budget. While this slowed the growth of the business, it also instilled a sense of resourcefulness and resilience.

"Our growth has been steady and organic," Kim explains, "with any profits reinvested back into the business." Through trial and error, Umoyo learned valuable lessons, shaping its identity and mission.

EMPOWERING HEALTH CHOICES

At the heart of Umoyo's mission is the empowerment of individuals to take control of their health. The company achieves this by educating the community, inspiring personal responsibility, and providing high-quality health products. "Our core values are Natural, Quality, and Integrity," says Kim. "When customers choose Umoyo, they know they are buying products that are trustworthy and of the highest quality."



CREATING A HEALTHIER MARKET

When Kim founded Umoyo in 2007, concept of natural health was virtually nonexistent in Zambia. With limited access to the internet and a lack of social media presence, she took it upon herself to create awareness. Kim wrote weekly health articles for national newspapers, hosted radio segments, and appeared on television, cooking healthy snacks. "I had to create a market," she shares. Today, the demand for healthy products has grown, with customers actively requesting innovative options like Baobab Juice and sugar-free alternatives.

LISTENING TO THE COMMUNITY

The evolution of Umoyo is a testament to its responsiveness to customer needs. Kim emphasizes the importance of customer interaction, both in-store and online. "We receive hundreds of questions daily, which helps us understand what our community wants," she notes. Monthly challenges on social media, such as the "No Sugar Challenge," foster engagement and education, creating a vibrant community around health and wellness.

A COMMITMENT TO SERVICE

Having worked in a health shop overseas, Kim learned valuable lessons about customer interactions. "I often remind my team that rude behavior isn't personal," she reflects. "Our role is to provide service and support, whether that means helping someone find a product or simply brightening their day." The anecdotal stories of how Umoyo has positively impacted lives serve as a powerful motivator for Kim and her team.

THE FUTURE OF UMOYO

Currently, Umoyo is focusing on manufacturing, having recently moved into a new factory. The aim is to scale up production using locally sourced ingredients to create innovative health drinks and foods. "We want to expand our distribution to make nutritious products accessible, not just in Zambia but beyond our borders," Kim reveals.

By Nedly Kamumfisa



WORDS OF WISDOM FOR ASPIRING ENTREPRENEURS

For those looking to enter the health and wellness sector, Kim advises, "Ensure you are passionate about what you do. The challenges will be ongoing, and without a deeper motivation than just making money, you may find it hard to persevere."

FINDING BALANCE

Maintaining work-life balance has been a continual challenge for Kim. "In the early years, I was completely absorbed in the business," she admits. Now, with a strong team in place, she can step back and focus on what truly matters. "Being present in whatever you're doing is key," she emphasizes.

GIVING BACK TO THE COMMUNITY

Umoyo is deeply committed to social responsibility, exemplified by Kim's non-profit initiative, Nutrition Tandizo. This program provides underprivileged children with a nutritious porridge fortified with essential vitamins and minerals. "If anyone wants to be part of this initiative, or if companies are looking for impactful CSR projects, we welcome collaboration," she invites.

A LEGACY OF GROWTH

Kim Otteby's vision for Umoyo is not solely focused on legacy but on evolution. "I'm open to where Umoyo goes next," she shares. With over 17 years of growth, she reflects on the journey with gratitude and excitement for what lies ahead. "We've come far, but we're just getting started." As Kim continues to lead Umoyo, her unwavering commitment to natural health and community empowerment shines through, making a lasting impact in Zambia and beyond.



KATLY DESIGNS

LYDIA KATEBE

From a young age, Lydia Katebe harbored big dreams. With a clear vision of becoming a fashion designer, she meticulously mapped her path, demonstrating not only ambition but also the wisdom to adapt and grow through various life shifts. Lydia's journey is a testament to the power of passion, hard work, and strategic planning.

A Journey of Transformation

Initially, Lydia pursued a career in teaching, viewing it as a practical backup plan. However, her heart always leaned toward fashion. With determination, she transitioned from the classroom to the cutting room, immersing herself in the world of design. Lydia began crafting cutting-edge fashion trends that caught the attention of many.

Today, she is the proud founder of Katly Designs, a well-known brand that offers a diverse range of clothing, including school uniforms, event wear, runway outfits, bridal attires, sporty ensembles, and her latest addition: a Christian line of clothing. Each piece reflects her unique vision & creativity, showcasing her ability to blend tradition with contemporary trends.

A Growing Legacy

Lydia's passion for fashion has not only led her to success but has also enabled her to become an employer, currently leading a team of seven talented designers. She is dedicated to fostering a collaborative environment where creativity thrives, ensuring that each designer has the opportunity to contribute their unique flair.

Her commitment to quality and timeliness is unwavering. Lydia works diligently to deliver outfits that are not only on schedule but also stand out as unique pieces. "Every outfit we create tells a story," she emphasizes, highlighting her belief in the importance of individuality in fashion.

The Future of Katly Designs

As Lydia looks to the future, her ambition is clear: she aims to make Katly Designs a household name in the fashion industry. With each passing day, she invests the hard work necessary to turn her dreams into reality. "I want to be recognized not just for the clothes we make, but for the impact we have on our community," she shares, reflecting her commitment to both her craft and her customers. Lydia Katebe's journey from aspiring designer to successful entrepreneur is an inspiring narrative of resilience and vision. As she continues to innovate and expand her brand, the fashion world eagerly anticipates what this talented designer will create next.









ICON

ZAMBIA WINNER

Emmanuel Muleba

Personal Background

I was born in family of 8 and am the seventh born, my mother used to be a signer in the church choir and she had a culture of teaching all her children how to sing as soon as they reached 4 years old. From there I joined the family group called “the kalondes” and performed to several audiences in church which led to my inspiration to pursue a career in music.

Growing up on a small farm in Mpongwe called mildlerigg farm, I wasn't exposed to a lot of musical facilities, so all I depended on is listening to music that my father and mother used to play. Lacking financial support, as well as facing a lot of discouragement from people telling me I couldn't sing and I'm not good enough was one of my biggest challenges..

By Neddy Kamumfisa

Competition Experience

Winning Icon Zambia was a dream come true, and it opened my mind and made me believe that any dream can come true if you keep on believing in yourself as well as being unashamed of your gift.

One of my most memorable moments was when I did a duet with David Kazadi, that was a fun and inspiring moment in the competition to sing along my coach and in a new challenging genre that I'm not used to. And the fact that it was unplanned made it even more special.

Musically, I've always challenged myself and opted to do something different in each episode and that helped me stand out from my fellow contestants. I have also always unapologetically marketed myself well and spent time to build my brand and not only focused on signing alone.

Impact and Future Plans

Winning such a competition is a big opportunity that I always wanted, as it has given me a platform to expand my fanbase and reach out to people who ordinary wouldn't listen to someone from Mpongwe and what they have to say and sing. I plan to promote my culture which has always been my biggest dream, and use the Icon platform to get into collaborations and reach outside the borders of Zambia.

My goals are to grow my brand, recording new and exciting but inspiring songs, feature all across the country and possibly abroad, and collaborate with legends in Zambia. I have a lot of singles and I plan to launch an album that will feature some solos and also some duets with celebrities that I'll keep as a surprise for now.

Entrepreneurial Insights

As a musician, I've always believed that where the eyes are, the money is. That means expressing my art as an entrepreneur attracts a lot of business opportunities, and positions me in the limelight where brands can collaborate with me and I'm able to turn my passion into an income and that combines art and entrepreneurship.

My advice to my fellow aspiring artists is identify your God given gift and work on sharpening it everyday and also believe in yourself, and surround yourself with people who believe in you. Work on positioning yourself in places that appreciate and nurture your gift, and God will do the rest.

Personal Reflections

As a kid, my parents had the biggest influence on me and helped shape my path. From there, I started admiring and following a couple of different artists to name some; Chris Brown, PK Chishala, Micheal Jackson, and Exile. On the entrepreneurship side, Mwape Mulenga was one of the people who showed me that your music passion can earn you an income. Through the Icon Zambia, Mr. David Kazadi and Mr. Ahmad provided a golden opportunity for all of us to be able to turn our passion for the art of music into a sustainable business by coaching us on various aspects of being an artist, whether from the business, mental wise or talent perspective.

My dream is that my music brings hope, unity and awareness. I like to combine music with a cause, and in each of my songs you will hear a story that touches on our lives and community.

Closing Thoughts

My final remarks are that sometimes it might take longer for you to get an opportunity like the one I got, you have be patient and invest in yourself and in your talent because nothing comes easy, but when it does, it's beautiful. It's better an opportunity finds you ready.

My fans can help support me by continuously streaming my music, sharing it, promoting my brand, and interacting with me through various channels, I'm only here because of them.

Africa's
Due Diligence
Data Platform

MANSA

Passport to
Trade and
Investment

THE AFRICAN SEGMENT



About The Author:

Prince Siita Sofo Hissan is the President of the AfCFTA Young Entrepreneurs Federation (AfYEF). Under his leadership, AfYEF focuses on empowering youth and women entrepreneurs across Africa through capacity building, market linkages, access to funding, and advocacy for policy reforms to ensure they can thrive in the AfCFTA ecosystem.

AfYEF's Mission & Vision

AfYEF's mission is clear: to mobilize youth and women entrepreneurs across the AfCFTA framework, build their capacity, provide access to affordable funding, and create pathways to new trade and market linkages. We aim to establish a support system that ensures young entrepreneurs are not only empowered but also equipped to thrive in a competitive marketplace. Advocacy for policy reforms is central to our work, ensuring that Africa's entrepreneurial environment continues to evolve in a way that supports growth and innovation.

Empowering Youth and Women Entrepreneurs Across Africa Through AfCFTA

The Africa Continental Free Trade Agreement (AfCFTA) Young Entrepreneurs Federation (AfYEF) is leading a transformative movement across Africa, focused on harnessing the energy and potential of youth and women entrepreneurs. These groups represent the driving force behind the continent's economic future, and AfYEF's mission is to support them in leveraging the numerous opportunities presented by the AfCFTA ecosystem.

Key Pillars Of **AFYEF'S** Work

1. Capacity Building

AfYEF is dedicated to equipping youth and women entrepreneurs with the skills they need to succeed. Through tailored training, mentorship programs, and workshops, we focus on building practical business skills, encouraging innovative thinking, and strengthening leadership capacities. We believe that empowering entrepreneurs with the right knowledge will allow them to fully seize the opportunities within the AfCFTA framework.

2. Facilitating Access to Affordable Funding

A significant challenge for entrepreneurs is gaining access to affordable capital. AfYEF addresses this by fostering partnerships with financial institutions and investors to ensure that youth and women entrepreneurs can secure the funding they need to start and scale their businesses. By facilitating access to low-cost financing, we enable more SMEs to thrive in the AfCFTA ecosystem.

3. Facilitating Trade and Market Linkages

The AfCFTA agreement opens up vast market opportunities, but connecting entrepreneurs to these markets is key. AfYEF works to link youth and women entrepreneurs with regional and global markets. Through our partnership with Afreximbank, we have also begun onboarding SMEs from across Africa onto the MANSAs Database platform, providing them with a credible and trusted platform to showcase their products and services to buyers and investors worldwide. This is a crucial step in enhancing the cross-border trade capabilities of African SMEs.

4. Providing a Strong Support System

AfYEF understands that a robust support system is essential for entrepreneurial success. We work to create a nurturing environment through mentoring, networking opportunities, and peer-to-peer learning. Entrepreneurs benefit from being part of a larger community where they can access advice, collaborate with peers, and share experiences, ensuring long-term resilience and sustainability in their ventures.

5. Advocacy for Policy Reforms

For entrepreneurs to succeed, they need a conducive policy environment. AfYEF actively engages in advocacy efforts to push for policy reforms that address the barriers youth and women entrepreneurs face. Whether it's simplifying regulations, reducing the cost of doing business, or creating favorable trade policies, we strive to create an enabling environment that allows entrepreneurs to flourish.



Mobilizing the youth for AfCFTA

The Impact of the **MANSA** Platform

AfYEF's Agency Agreement with Afreximbank on the **MANSA** Database platform is one of our key initiatives to support African SMEs. **MANSA** is a secure and trusted platform that offers entrepreneurs the opportunity to gain greater visibility and access to trade and investment opportunities across Africa. By onboarding SMEs onto this platform, we are facilitating easier access to cross-border markets, which is particularly beneficial in the **AfCFTA** context.

This initiative also ensures that youth and women entrepreneurs can build relationships with buyers and partners beyond their local markets, increasing their chances for growth and expansion. As **AfYEF** continues to roll out this initiative in countries where we have a presence, we anticipate even more SMEs taking advantage of these new market opportunities.

Harnessing the **AfCFTA** for Sustainable Growth

At **AfYEF**, we are committed to creating an ecosystem where youth and women entrepreneurs can thrive. The **AfCFTA** agreement provides a historic opportunity for African businesses to access larger markets, reduce trade barriers, and engage in regional value chains. By providing the right support, capacity building, and funding, **AfYEF** aims to ensure that youth and women entrepreneurs are at the forefront of this economic transformation.

As we continue to support the launch of initiatives like the Amari Entrepreneur Magazine, we remain focused on highlighting the success stories of African entrepreneurs who are leveraging the **AfCFTA** to scale their businesses and contribute to the continent's sustainable development. Youth and women entrepreneurs are at the heart of this movement, and with the right support, they will continue to drive Africa's economic future.



Mobilizing the youth for AfCFTA

By Neddy Kamumfisa

Entrepreneurial Mindset: Traits to Build Success

These Traits Are As Follows;

Resilient

Entrepreneurs who are resilient in their thinking are able to bounce back from setbacks and failed business ventures and are always willing to find ways to keep on going no matter the circumstances.

Solution-oriented

They are able to look for means and ways to solve problems and create value for their businesses.

Curious

They are always curious to learn new ways to improve their business and are constantly working on improving the set of skills and incorporating new things for further growth.

Risk-takers

They are gamblers and are always willing to take chances on their business in order to achieve their goals and succeed.

Adaptable

They are not conformed to one way of doing things, they can change course any time it is necessary.

Optimistic

They see problems as potential business growth opportunities and not as a dead end.

Action-oriented

They are always highly engaged, goal driven and self directed when it comes to their business.

An entrepreneurial mindset is not always inborn, this type of mindset can be developed through active practice and commitment. Use setbacks as learning opportunities and do not underestimate yourself and you will enjoy your entrepreneurship journey.



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An entrepreneurial mindset can be defined as a set of skills or behaviours that can be used to identify and help utilize opportunities. Such a mindset can also help one learn from setbacks, and succeed in different businesses.



How Entrepreneurs Can Adapt To Remote Work Dynamics :

Future Work

The 2019 COVID pandemic disrupted many businesses and pushed them into remote work and some into hybrid working mode and while the transition may have worked out for some businesses, others struggled and are still struggling to adapt to the new ways of trading their businesses even after the shift. The transition hasn't been easy but most businesses have come up with remote processes and tools there are satisfied with that have been working through the constant changes in the market, technology, and competition.

Here are a few remote work processes that will help with a seamless transition to remote work;

ADOPT HELPFUL TOOLS & PLATFORMS

Come up with work tools to use to organise and have a more effective delivery of services and be more efficient. There are various platforms for time management, project planning, task delegation, proofing documents & transferring files.

Using such task management tools while working remotely is essential as it allows to keep the team in sync with their duties.

ESTABLISH EFFECTIVE COMMUNICATION CHANNELS

As communication is key in everything we do, providing fast and efficient communication between team members is vital since they can't simply walk over to their coworkers to ask questions or help. It's important that employees are available during set business hours for effective communication, provide files or simply hop on calls to answer questions or respond to emails on time.

Communication tools such as Microsoft Teams, Zoom or Skype should be up to date and available to all employees for them to perform tasks quickly and consistently.

SET WEEKLY GOALS

A thorough plan should be set ahead and objectives outlined for each task to enable clarity on which tasks should be prioritised first at the beginning of each week.

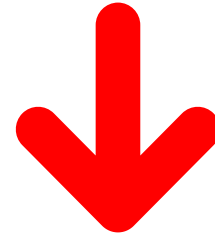
Keep track of day to day to-do-lists in order to track progress at the end of each week and take note of which tasks and goals have been attained to. Creating daily, weekly or monthly task calendars helps with time management and focus especially with working remotely.

Getting settled into a new routine takes time, remember to be patient with yourself and other team members and ensure necessary tools are put in place to ensure operations resume successfully. And give yourself grace to get used to remote work. This adaptation period is crucial for you to acclimate to the new workplace surroundings.

By Neddy Kamumfisa

Resilience: An Entrepreneur's Guide to Success

By Neddy Kamumfisa



Here are a few steps on how to achieve **RESILIENCE**

1. BUILD A SUPPORT NETWORK GROUP

Entrepreneurship can be a lonely and challenging journey with long hours that may take a toll on you and it is important to connect with like minded people who will provide the emotional comfort you may need to navigate through it sanely.

2. DEVELOP A GROWTH MINDSET

Resilient entrepreneur's cultivate a growth mindset that enables them to be innovative, become effective problem solvers and helps them to prioritize learning over fast-paced growth and challenges their capacity to think outside the box.

3. EMBRACE FAILURE

Failure especially in entrepreneurship is bound to happen, use it as a stepping stone to get to your next level. Never let it discourage your journey or see it as a setback to your goals, failure is a natural part of the growth and learning process.

4. CHANGE IS INEVITABLE

Become accustomed to uncertainty as life is full of changes, everyone struggles to get out of their comfort zones, which results from fearing ambiguity and feeling resistant to change. Note that when entrepreneurs embrace uncertainty and not dread it, they begin to see new opportunities and areas for innovation.

5. TAKE CARE OF YOURSELF

Prioritize yourself as much as you are prioritizing your business. Take care of yourself as self-care is an activity that needs to be incorporated deliberately in order to take care of our mental, emotional, and physical health.

By developing a growth mindset, building a supportive network, practicing self-care, setting realistic goals, embracing failure, developing problem-solving skills you learn to set realistic goals that can easily be achieved within time frame you've set up.



Entrepreneurial resilience refers to the ability of entrepreneurs to adapt and recover from setbacks and challenges in their business ventures. It's about having the mental toughness & determination to keep going, even when things get tough.

It's about having the mental toughness and determination to keep going, even when things get tough.

This enables entrepreneurs to bounce back from setbacks and keep pushing forward towards goals. Entrepreneurial resilience is not just about perseverance, it's also about being able to pivot and make changes when necessary, and having the mental and emotional fortitude to handle the ups and downs that come with being an entrepreneur.

Entrepreneurship and the Power of Networking

By Neddy Kamumfisa

In the world of entrepreneurship, networking plays a vital role as it is a powerful lever for entrepreneurs who want to make a name for themselves in whatever sector they are trading in. At specific events such as conferences, trade shows or business meetings, every interaction is an opportunity to present and talk about your project, broaden your horizons and even exchange business ideas.

Simply put, networking can be defined as the act of building connections and relationships with people who may have the potential to help you achieve your business goals. So whether it's finding potential partners, mentors, investors or customers, networking is a crucial part to entrepreneurs as it helps build a success business.



Networking can be beneficial to entrepreneur in a way that it can help Entrepreneurs:

BROADEN THEIR BUSINESS

Networking can help entrepreneurs find partners, investors, customers and even mentors as a contact made at a social event may ultimately help an entrepreneur grow their business and gain insightful knowledge.

Networking is an important skill for entrepreneurs to build and maintain relationships with people who have the potential to help them achieve their goals.

INCREASE KNOWLEDGE AND SKILLS

Networking helps you gain valuable insights by connecting with like-minded people in their industry and gain perspectives that can help you make better decisions for your business or company.

GAIN SUPPORT

Interactions an entrepreneur makes with others helps to build strong credibility and one becomes part of a dynamic ecosystem where mutual assistance is commonplace. These exchanges help as a contact you meet at a networking event is likely to lead you to other partners or customers by recommending your business or company this creating a chain reaction effect.

DEVELOP THEIR BUSINESS

Being active on social media platforms such as LinkedIn, TikTok, Instagram and Facebook among others in the digital world especially if you run an online business can bring monetization to your business thus bringing exposure to your business and increasing growth. Joining entrepreneurial organizations can also help with growth.

ACCESS TO NEW RESOURCES

Networking helps to give one access to collaborations, projects or jobs that would probably not be easily visible. Networking will increase your chances of discovering hidden opportunities in your line of business or field. It can also open doors to new markets, mentorships and investment opportunities.

The fundamental rule of networking is based on a simple principle which is the more an entrepreneur is connected to other professionals, the more business opportunities he or she will have access to. This can take the form of collaborations, recommendations, or even sound advice from people who have been on the entrepreneurship journey longer.

Female Entrepreneurship: Guide To Breaking Barriers and Leading Change

The business world has long been personified into one single vision, that it is a well-kept, suited, male territory. This image, backed by stereotypes, pop culture, and yes, politics, embedded a psychological reinforcement that a woman's place in business was always to assist the men and not to lead.

But as the world is evolving, all around the world female entrepreneurs have been rapidly growing leading to economic growth, innovation and mass job creation. The entrepreneurship world has been taken by storm by women and we can name a lot from the likes of Oprah Winfrey, a media mogul who started her career in television and has built an empire from it, Kiran Mazumdar-Shaw, the CEO of Biocon and one of India's richest woman at one point to Melanie Perkins, the founder and CEO of Canva.

Female entrepreneurs are breaking societal and stereotypical barriers in what was initially known as a "man's world" as they are bringing in fresh ideas in their creativity and innovation and coming up with various unique problem solving skills and making huge investments and simply taking up space.

But these women didn't just wake up one day and became the moguls we see today, they've had to fight so many struggles and overcome obstacles to get to grow their businesses and receive the recognition for their hard work.

To all the female folk into entrepreneurship trying to grow their business, here are some tips on becoming successful entrepreneurs:

BE FUELED BY YOUR PASSION

As cliché as this might be, remembering why you started is often the key to staying true to yourself. The business world tends to get really messy sometimes and financial decisions start to play bigger roles, and the reason why you started your business can become clouded. Always remember the fire you had for starting your business and let that be your why.

SAY YES

The world is constantly changing and opportunities for women to excel in their passions are at an all-time high. It's important to recognize those opportunities and realize that you have to take a risk and say yes, that's how to learn and grow. No one truly knows their full capacity until they push themselves, saying yes is not always the most comfortable but just say yes sometimes.

DON'T LET BEING FEMALE BLOCK YOU

As females are a minority in the business world, it is easy to feel out of place and get in your head that you can't do it simply because you exist as a female. These fears can lead to lack of confidence in negotiations, not speaking up or even taking a backseat but realizing that the road to success is simply conquering those fears and not listening to the "naysayers" will boost you up.

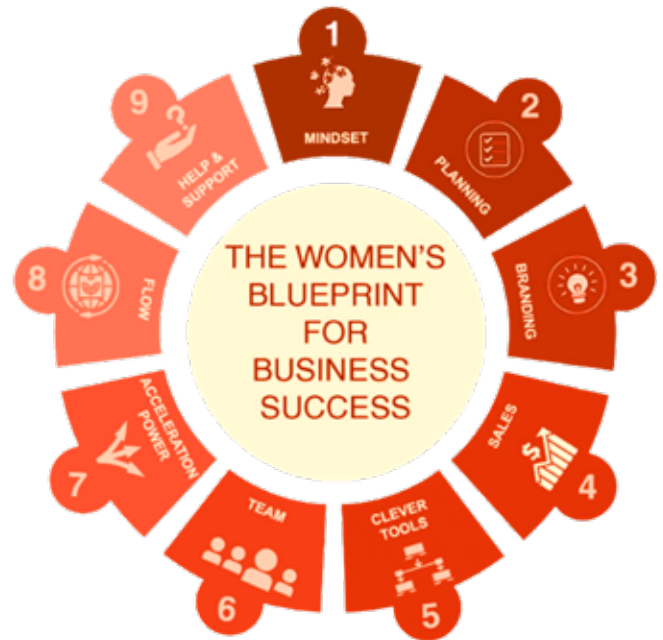
YOU CAN MULTITASK

The outdated mentality is that women can't run a business and raise their families. But realize that it can be done, some of the most successful entrepreneurs out there are also wives, mothers, daughters and may other roles.

It is not always easy to juggle marriage or motherhood and take up space as a business persona but with the right priorities, setting up boundaries and support from family and friends it is possible to exist in both roles.

ASK FOR HELP

As the saying goes, no man is an island, that becomes truer when running a business. You don't have to do it alone if you don't have to, lean on others for support and advice and if you can hire a great team to help you manage. It is possible to be female and run a successful business, take yourself seriously first so that others follow suit. Speak up and tell your story to add more credibility to what you are currently working on and striving to do in future. Proudly take a seat at the table, any table. Remember that you are not alone on this entrepreneurship journey but also that you as an individual should stand on your own valid merits.



By Neddy Kamumfisa



Eng. Francis C. Musaba,
Certified Energy Auditor

A RANT ON ENERGY EFFICIENCY IN ZAMBIA

By definition, Energy Efficiency is the practical implementation of the usage of traditionally less energy to achieve same results or even perform same functions. It involves moving away from the status quo and adoption of new frontiers in line with energy savings.

These new frontiers are applicable in homes, small to medium manufacturing, large and industrial process, public facilities and hospitality industries. Energy efficiency is generally categorized as, electrical efficiency, mechanical efficiency and thermal efficiency.

Zambia is currently facing Energy Deficit due to back-to-back poor rain patterns in the last 4-5 years. Much of Zambia's electricity supply is derived from water bodies which unfortunately are currently at meniscus generation point levels. Despite this scenario, the power supply in Zambia is realistically worse because of poor implementation of the Energy Saving Measures. For example, Zambia Energy Supply Corporation (ZESCO) in the recent past announced a surcharge for any Industrial usage with a Power Factor less than 0.92. This is one of the many measures we can implement to be energy efficient compliant. This however has been received with a lot of backlashe due to what can be termed as poor information dissemination.

By Neddy Kamumfisa

Here are some practical tips that can be easily adopted:

HOME

Use appliances that are energy smart such as energy saving bulbs and gas stoves, also incorporate the utilization of natural light as much as possible which may include installation of solar systems in instances etc

SMALL TO MEDIUM MANUFACTURING

Use correct appliances and certified tools as energy sources, for example, up to today, most welders are using home made welding machines which consumes a lot of electrical power. In such cases, Electrical power is wasted through heating.

LARGE AND INDUSTRIAL PROCESS

Incorporate use of Premium Efficiency equipments which includes Motors, Gearboxes etc. Also introduce correct orientation of Work-shops relative to natural light to amass as much light as possible.

PUBLIC FACILITIES

Normalize use of auto timed switches to switch off power when not needed. Design of buildings and correct use of material also helps, for example, in Lusaka the Engineering Institute of Zambia (EIZ) is clad with a material called Terra Cotta. This material keeps inside temperatures within ergonomically accepted ranges even without usage of air conditioning regardless of the season. Therefore, as a function of power usage, EIZ uses far less power per annum as opposed to same size of the building in the same area without Terra Cotta.

HOSPITALITY INDUSTRY

This industry consumes and wastes a lot of energy if users are not energy conscious, and in the end wastes a lot of power. Some practical approach to counter this includes use of smart cards for powering rooms (rooms are completely off as card also acts as a key to the door), use of motion and proximity sensors in hallways, and use of motion sensors in all ablutions (power is normally off in this case) and so many other alternatives.

We can write long & detailed scripts on Energy Efficiency and even go deeper into technical calculations but for the layman's sake, what is required is the practical approach and mindset change through direct engagement with all stakeholders at all levels. This is not an easy task and can be tedious, but it can be done. In the first world today, Energy Efficiency is part of their daily lives.

In conclusion, what are you doing today to help Zambia be energy smart?



GROWTH 4 ZAMBIA

Growth 4 Zambia, also known as G4Z is an investment program that was started by Gerry Griffin a UK national and Ahmad Hamwi a Zambian that focuses on growing businesses in Zambia by granting them access to unconditional funding that can take their ideas to the next stage and allow them to grow.

Since inception in 2023, G4Z has funded 4 companies with close to \$10,000 each, in a grant form.

We are building a network of entrepreneurs that will only pay forward by helping other entrepreneurs in the network grow and create employment in the local market.

My Role as partner, (says Ahmad Hamwi) stems from my background as a mindset and business coach right here in Zambia, where I've worked with more than 5,000 SMEs through the past few years, and in collaboration with many institutions and organizations.



AHMAD HAMWI,
PARTNER

I've led multiple startups, as well as worked with many accelerator hubs and projects that focuses on startups, funding, investments and more. Apart from my passion in working with SMEs I've held C-level positions in multi-million dollar organizations, and coached big organizations and CEOs across various sectors in Zambia.

This year, we started a mini-program under G4Z, that focuses on idea stage, and we called it "Zed Ventures", we had 20 entrepreneurs with only ideas, go through 48hrs bootcamp, to help them learn how to turn their ideas into a business, how to model it, identify gaps and markets, make strategies, and pitch their businesses, with the possibility of getting \$500 each as a starting capital.

Our current programs are focused on Zambia, with the vision of expanding to other countries as we identify more resources and programs to work with.

By Neddy Kamumfisa

Spotting The Gap To Why Most African Businesses Struggle To Stand The Test Of Time!

It's spotted that in the dynamic landscape of African entrepreneurship, there's a GAP that most founded businesses are missing.

These gaps have been discovered by looking back to the root and finding out the WHY behind every business that has been launched in Africa.

It was discovered that some businesses are founded based on admirable passion and hard work.

While some other businesses were detected to have been launched out of a desire for financial stability, the appeal for independence of being "my own boss" or simply trying to make a difference.

Though all these reasons are great motivations to start a business, one thing to also pay attention to is ensuring that these passion-driven businesses fall into a genuinely needed gap in the market.

Else these businesses may struggle to stand the test of time.

The truth is only passion or other reasons mentioned above aren't enough to make these businesses stand the test of time without being realistic about market demands.

Every aspiring entrepreneur out there needs to understand that building a resilient and profitable business requires filling an actual market need.

For businesses who are already operating but didn't start due to an opportunity spotted in the market. It's time to go back to the drawing board and find ways to ensure the business fits into a market need, this way it can stand the test of time.

Most Surprising is while digging further it's discovered that as of 2024 only 2% of businesses started due to an opportunity in the market.

Hopefully, that percentage will increase as soon as more entrepreneurs discover the importance of spotting a gap in the market before launching that big idea or passion.

The main goal behind putting this article together is to ensure these percentage increases, therefore let's scroll through how entrepreneurs can discover a gap in the market before launching.




Omowunmi Aminat

Omowunmi Aminat A. is a renowned Copywriter and content Marketer who is passionate about helping brands and businesses discover marketing strategies they need to succeed and win in the crowded online marketplace.

She's a wife, a mom, and a business owner too.

She's also a LinkedIn Growth Consultant who assists Founders, CEOs, Professionals & Intentional minds in building a profitable online presence on LinkedIn.

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How Entrepreneurs Can Spot Market Opportunities Before The Big Launch

This can help both already operating and aspiring entrepreneurs to work with an opportunity-driven mindset.

1. Listen to the Community:

To discover a gap in the market you need to listen, people familiar with the market will let you know exactly what you need to know. Pay attention to daily struggles, listen to complaints, and find out about what people truly wish they had.

2. Analyze Already Existing Solutions:

Do your research about businesses already serving a need but not doing it well enough. Check if there may be room for improvement, maybe in terms of quality, price, or other factors.

3. Stay Curious:

Talk to people, and ask about their experience to learn about the challenges they may be facing. Be genuinely curious because it can help you discover a lot.

4. Test Ideas Before the Big Launch:

It's best to test your business idea with a small audience before scaling. This allows you to discover interest and make adjustments based on real feedback you've gotten.

5. Look Beyond your Environments:

Consider looking at other broader trends that are producing results in other markets, this is because ideas of other regions or industries can be adapted to fit local needs.

Lastly, as an entrepreneur, you need to know that opportunity-driven businesses aren't just businesses, but catalysts for change that address real issues people face, serve real people and are often better positioned to withstand the challenges of growth.

Building a business based on opportunities spotted in the market is about providing solutions that make people's lives easier which leads to building a business that does not only stand out in the competitive market but also can withstand the test of time.

Therefore strive to build a business that's tapping into an opportunity in the market.

*By: Omowunmi Aminat A.
Copywriter, Content Marketer
& LinkedIn Growth Consultant*

By Neddy Kamumfisa



Aisata Guiro Sithole

Founder's Profile

Entrepreneurial Visionary

Aisata Guiro Sithole is a passionate entrepreneur with a strong business acumen in the financial markets and agribusiness development. As the founder of Amari Entrepreneur Magazine, she is committed to documenting a celebrating African business stories that inspire, empower, and shape the future of entrepreneurship on the continent. With a deep understanding of business development and a keen focus on agriculture's role in economic growth, Aisata has established herself as a leading figure in the African business landscape.

Passion Meets Purpose

Aisata's journey as an entrepreneur is rooted in her dedication to creating sustainable business solutions that have a lasting impact. With a Bachelor of Business Administration, she possesses a solid foundation in business management, which she combines with a genuine passion for entrepreneurship. Her work spans multiple sectors, but her heart lies in developing the African agribusiness sector.

Through her entrepreneurial ventures, Aisata has continually demonstrated her ability to navigate the complexities of business and finance, driving growth and innovation in her industry. At Amari, she harnesses her skills to create a platform that tells the untold stories of African entrepreneurs, showcasing their triumphs, challenges, and contributions to economic development.

A Leader in Agribusiness Development

Aisata Guiro Sithole's contributions to the agribusiness sector have earned her recognition on an international level. She has been celebrated by the Food and Agriculture Organization (FAO) for her significant role in shaping policies aimed at improving the African agribusiness environment. Through her work with policy development, Aisata advocates for sustainable agricultural practices and supports initiatives that foster economic resilience and food security across Africa.

Her insights into agribusiness and finance have made her a sought-after expert and a powerful voice in conversations about Africa's economic future. Aisata is passionate about bridging the gap between agriculture and technology, and she is dedicated to developing solutions that empower farmers and entrepreneurs in the agribusiness space.

Crafting the Business Canvas

Aisata's business strength lies in her strategic approach to business development. Known for her expertise in crafting the Business Canvas model, she uses this powerful tool to help entrepreneurs structure and scale their ideas. At Amari Entrepreneur Magazine, she brings this expertise to the forefront, offering valuable insights to fellow entrepreneurs and aspiring business leaders.

Her work is not just about building businesses; it is about building sustainable ecosystems that uplift communities and provide long-term economic value. As the guiding force behind Amari, Aisata uses her platform to bring together innovators, change-makers, and thought leaders, all while highlighting the entrepreneurial spirit that defines Africa's future.

Shaping African Business Stories

Amari Entrepreneur Magazine, founded by Aisata Guiro Sithole, is dedicated to documenting the entrepreneurial journey across Africa. The magazine captures the stories of African entrepreneurs who are making a difference, transforming industries, and driving change in their communities. Through Aisata's vision, the magazine has become a powerful tool for storytelling, bringing to light the diverse challenges and successes of African entrepreneurs.

By sharing these stories, Aisata aims to inspire the next generation of business leaders, fostering a culture of innovation and entrepreneurship across the continent. Through her leadership, Amari is not only a magazine but also a movement a celebration of Africa's entrepreneurial spirit, resilience, and unwavering commitment to building a brighter future.

The logo for Amari Entrepreneur features the word "Amari" in a large, white, serif font with a red dot above the letter 'i'. To the right of "Amari", the word "Entrepreneur" is written vertically in a smaller, white, sans-serif font. The background of the logo area is dark grey with horizontal red stripes at the top.

Mubanga Lupiya Nundwe

The Co-Founder of the Magazine

Mubanga Lupiya Nundwe is a Zambian woman with extensive experience in business development, leadership, project management, and team leadership. She holds a Master's degree in Business Administration and a Bachelor's degree in Development Studies with a minor in Public Administration. Mubanga is also certified in relationship management, customer service, and computer skills.

She is a co-founding partner at Amari Entrepreneurs Magazine Limited who's hobbies are centered around reading, gardening, cooking and baking. She is a certified relationship manager, has impeccable customer service and amazing computer skills.

As someone who values mentorship as an essential aspect of a successful career, I am excited to explore the insights and resources that this magazine provides. With interviews from successful women who have benefited from mentorship, as well as resources for finding mentorship opportunities, I am confident that I will be able to continue to grow and develop both personally and professionally.



MEET THE TEAM



Marika Musonda
Editor

Marika Musonda is an accomplished editor and writer with over ten years of experience. She began her career at the Daily Mail Newspaper as a motivational writer, inspiring readers with uplifting stories. At The Zambian Woman Magazine, she contributed feature articles celebrating women's resilience.

Her role at Beauty World Zambia Magazine as a writer and content manager further showcased her editorial skills. Currently, she serves as the event magazine editor at Inter Company Relay, curating engaging content for corporate activities. Marika's dedication to storytelling and empowerment makes her a respected figure in Zambian media.



Neddy Kamumfisa
Writer

Neddy Kamumfisa is one of our creative writers. With a writing history of places like Beauty World Magazine Zambia and experience of over 5 years of writing. Her role as is to take lead in the writing of the various article pieces presented to her on different topics that range from think pieces to turning interview QnA into well structured and captivating stories.

Her writing roles have her diving into the business industry and trying to find inspirational and extraordinary individuals who are taking the business sector by storm and highlighting their stories in an alluring way that keeps them coming back to the magazine for more bits and pieces of the the business world.



Diana Chifwelu
Writer

Diana Chifwelu is our exceptionally creative writer. Her role as a writer at Amari Magazine brings life to stories in a beautiful, well thought out and captivating way that draws our audience each and every time.

Her writing skills make the average reader entertained and yet educated and informed on what is going on in the business sector of the country and the world at large.

Diana writes stories in an intriguing way with her writing style but also giving personality to the magazine as a collective.



David Mwila
Creative Designer

David Mwila is our Creative Designer. His role as a creative is to take lead in the design and creation process of the various design projects. His highly adept with programs in Adobe suite, such as, Photoshop, InDesign and Illustrator. He is a creative with exceptional skill level in design and Management.



Amari

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