



Spotlight on
Kobby Kyei
THE DYNAMIC
BLOGGER

Richard Nunekpeku, Esq.

Solutions-Oriented

Transactional Lawyer
Agribusiness Consultant

- New Year Resolutions Entrepreneurs Should Make in 2023.
- How to create a digital business strategy

The
DAYA story
Dorothy Adwoa Yeboah



OUR WEEKLY SERVICES

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CONTENT

8	KOBBY KYEI
14	ELIZABETH
18	HENRY
22	DAYA
26	BISWOODY
30	POLKADOT
34	ANDI
37	COVER STORY
46	DIDI

48	ROLA
52	MINICHEPS
54	FRANKLIN
57	HEALTH AND MOTIVATION ARTICLE
58	KINESH
60	NANA ACHAU
68	NEW YEAR RESOLUTION
70	HOW TO BUILD A BUSINESS

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Publisher's Story

Inspired by the stories of great entrepreneurs keeping the hustle real in their field of endeavours and Giving top tips to help businesses grow stronger and bigger.

This 12th edition highlights great stories from business owners, corporate executives and change makers.

We rounded up the year with a cover feature of Richard Nunekpeku Esq.

He is a Ghanaian lawyer who specialises in Company, Commercial and Corporate law, Start-ups & Entrepreneurial ecosystems, Fintech and New Media, Property, and Investments as well as general business practice. He's the co-founder of Sustineri Attorneys.

We also had the opportunity to be a spotlight on the blogging journey of Kobby Kyei - a Ghanaian-based blogger and social activist and the likes.

My Story Magazine is a platform that gives content that resonates with individual business owners, startups and corporate leaders.

We surf the internet for some great articles which include; New Year Resolutions Entrepreneurs Should

Make in 2023 and How to create a digital business strategy.

We believe 2023 will be a defining year for us as a company and we are surely ready to be available for anyone willing to help build the ideal Africa we hope to see.

We are very grateful for our benefactors and everyone who has supported us from day one.

We send much appreciation to all investors especially Prophet Bernard ElBernard Nelson Eshun, and Mr Alvin Ofori.

We also send out our warm wishes to King Kwesi Kyei Darkwah (MA), who has been of tremendous help in terms of planning.

Finally, my wife Abena Asantewaa Bonsu (Msc,LLB,Bsc), has been a great motivation.

To my team members and the entire entrepreneurs who have shared their journeys, God richly blesses you.

Merry Christmas and a Happy New Year to you!

My Story Magazine; Inspiring and Building Africa One Story At A Time!

NANA AKWASI BONSU



Buipewura Abdulai Jinapor II

Paramount Chief , Buipe Traditional Area





BLOGGER | SOCIAL ACTIVIST | GENERATIONAL THINKER

Kobby Kyei

Can you tell us a bit about yourself? Your family, and educational background?

Share your journey with us.

Kobby Kyei: thank you guys for the opportunity and the fact that when you were looking for someone under the space of blogging you were able to put a spotlight on me and it means so much to me because I believe that in the next few years to come, even when I'm not around when I'm no more, generations will come to read about me and to know my quota and my impact when it comes to the blogging space.

So my full name is Augustus Koranteng Kyei, I'm a Tuesday born, and I was named after my grandfather Reverend Kwabena Kyei.

Growing up my household name was Kwabena Kyei. I grew up in the central region of Ghana (Agona Duakwa).

I completed my basic and Junior high school education at Agona Swedru (Greenfield Preparatory School) and completed my Senior High at Nyankomase Ahenkro Senior High school (Central Region of Ghana) where I read General Arts and continued to have my degree at the University of Education, Winneba to read music education. So I'm a professional music teacher.

I was posted to Ashaiman senior high school to teach music, but I couldn't go because I chose the path of blogging because when I was growing up, basically had a passion for two strong things; I wanted to be in the media space and also to be a musician playing instruments because I'm a professional trumpeter, my dad taught me at the age of 12 on how to play the trumpet.

I was playing the trumpet in junior and senior high school. This has been part of me even in my blogging I do interviews and articles on creatives and entertainment.

I'm from a family of 4 siblings and I'm the Eldest. Both parents are alive. My



dad works with the fire service and he's also part of the Fire Service Band as a trumpeter my mom is a nurse at the Salvation Army Clinic (Agona Duakwa) and I'm married with two beautiful girls.

Fast forward, I started blogging officially in 2017 and that was the same time that I had the opportunity to be posted. I still have my appointment letter with me as we speak. my parents were super happy because every parent's desire after spending money on their child's education, the bottom line is that the child will have something to do.

And, you know, from a typical Ghanaian home, most parents will always want their child to work in a government sector because he or she believes that every month something is coming in regardless. So I woke up one day, and I told my parent especially my mom, that I want to go into blogging, and she was quite disappointed because she thought that teaching will obviously give me a salary every month.

I told my mom that she give me a year or two if I'm not able to sustain myself with the money that will come with my income, I still have my certificate and can find something to do. Fast forward to 2017/2018 I bought my first car and it was amazing.

With inspiration from Ameyaw Debrah, I found my niche. Back then, I was a huge fan of Sarkodie (a Ghanaian musician) and had most of my content from following him.

Though I wasn't trained as a journalist I still made sure to put good ethics into my work. I made sure I put accurate information about Sarkodie.

I spread my horizon and moved not just being a sensational blogger but rather thought about the general population of Ghana, who will not always be following sensationalism but will have a group who will be interested in educative and informative social issues content, especially from the point of a blogger.

Though it was going to be a tough one due to the adaptation mindset of people, I was still going to make that difference count. I promised myself to be focused and disciplined with my content and the rest was history.

Last November was just 5 years since I started blogging. It feels like I've been around for a long time. But it's been 5 years in the blogging space.

My work ethic and professionalism have been the



reason why I've been able to enter the corporate space as an ambassador to politicians and the youth. Because I identified an untapped area and built a niche around it.

I saw the need to use my platform to identify problems and solve them. This inspired me to start the GO THERE WITH KOBBI KYEI FOUNDATION.

The purpose of this foundation was to go to remote areas to find individuals with challenges, especially the physically challenged.

Last two years I shared over 20 wheelchairs with disabled persons.

I want to be noticed or remembered one day as the blogger who stood to the level of Journalism in Ghana changing the narrative of blogging in Ghana.

I've always envisioned from day one that my content will stand out and that's the competition I've given myself.

Though most bloggers wait for content here in Ghana, I don't wait for content. I make sure I create mine.

Blogging has become the new journalism. Social media has become a global tool. Unlike before when people sit, Home and watch TV to get the news, which they still do, people spend much time on their phones right now reading the news. So we have to be careful about the contents we put out. So again, one of the things that have also influenced my blogging style is that I've always believed that the mind is powerful.

Everything that we see, listen to, watch and hear implies our mindset.

When I started blogging I had people telling me that I may not survive because it is a numbers game. It is traffic or else people won't give you gigs. As we speak, My Instagram, Twitter and Facebook are all verified.

I've grown my niche and kept focusing on what I stand for and it's working for me.

I want to stand for change and I want the Next Generation to know that blogging is not all about gossip and sensationalism.

MSM: So what would you say, motivates you to do all these what was the motivation behind all these great works?

KOBBY KYEI: Thank you. So the biggest motivation is my background and environment. Growing up I wasn't a rich kid. I went to school and every Saturday I was going to the farm, I was playing around with Children of my age who were struggling and we were all struggling. I recall a time when I was in my final year at my junior level, I was always in a

cardigan because my attire wasn't good even when I was writing my BECE. I feel blessed and fulfilled when I drive my children to school because I didn't have it the same growing up.

I made a promise to myself that when I grow up, I want to be a change-maker.

My environment, my parents and the humility of appreciating life and human impact gave me that vision and the mindset to say that, whatever thing that as a blogger I put on my leg should go a long way to affect society.

MSM: With all these successes how have you dealt with pitfalls and setbacks

KOBBY KYEI: failure! Sorry to disappoint you but I don't believe in failure. I have programmed my mind to receive positivity. The thing that people term as failure is my engine to ride on.

I don't allow my spirit to accept failure, the moment it happens to you it takes you back.

And another point is that I like it when people appoint me, I know this might sound funny but when I get disappointed it helps me rekindle and fuel my determination power.

MSM: What are some of the principles and values you ascribe to?

KOBBY KYEI: my mindset, discipline and keeping your composure to be positive in every situation. In my line of work as a blogger, if I'm not disciplined, I can disappoint myself, I can disappoint my followers, and I can disappoint the people who believe in me.

MSM: in the world of digitization. How can one take advantage of digital media to enhance productivity?

KOBBY KYEI: First of all, find your identity and find your Niche. I am still in a state of shock to know that young vibrant youth in Ghana who loves the digital space and social media, who love blogging, all want to enter into entertainment blogging.

For instance; if you are a nurse and have completed school but do not have a job, but have the numbers on social media instead of doing unnecessary things on TikTok etc. Why don't you start to give tips about health(Health Blogging) Why don't you go to The Villages and ask questions about affecting them. What they fail to know is that when you blog on health issues, anytime there a health conference in the world or Africa you'll be the first person to go to disseminate health

information. But nobody is looking at that space.

Secondly, technology; major phone companies come into the country to get established and all they need at times is someone who can do a review for them but most of the time they don't get bloggers who are doing such. Talk of Agriculture and Sports etc. There are a lot of ventures the youth of this nation can enter so far as social media and the digital space is concerned.

Individuals on various platforms especially TikTok can develop a career path far away from feeding on sensationalism. They should try and pick up on social issues and they will become part of the conversation.

MSM: As a transgenerational thinker, what will be your advice to others especially the youth about the effect of comfort zones and the importance of Entrepreneurship.

KOBBY KYEI:

So when I go for my workshops and my conference this is one of my pieces of advice, a quote of phrase that I tell people, "the fact that you are coming from a poor background doesn't mean your back is on the ground.

When you step down and you are on your daily activities nobody cares about what you eat nor care about where you are from. People are looking out for the solutions, people are looking out for the outcome, the productivity level/ results. So when people show comfort in their respective disciplines or their zones, one of the things that I will encourage them to do is they must have the edge off hunger at any point in time.

I wake up and I'm still trying to figure out content to post because there's always some level of hunger in me.

Hunger is to thrive, create barriers, to be part of productive conversations where your work and person will be needed at any given time.

We need to have youth who can be bold to say that despite the bad enabling environment we can thrive.

Finally, about entrepreneurship, what I will say is that Ghanaian youth must learn how to partner. Partnership in our world in Africa and in Ghana for that matter is weak. So when you have your dream or an idea and you suggest it to a friend, because they have myopic, they want to gain today.

So we need to build a mindset of the young vibrant youth of entrepreneurs who are ready to partner and build an empire for the future.

Again, lastly, Ghanaian youth must move away from the mindset of white-collar jobs. If it is not your calling to sit

at the office as a corporate in the corporate organisation, trust me to move out.

Because one of the biggest problems in Ghana for the youth is finding their purpose. That's why most of them are frustrated in their respective work.

Skill finding is very essential and therefore I plead with the government to reignite vocational schools again.

Before I conclude, I want everybody to take God seriously. God's blessings is everlasting.

KOBBY KYEI:

I will like to thank some people who have played a major role in my life in one way or the other; Sammy Baah Flex (he gave me my first radio experience which helped me build my communication skill), Legendary KSM (who allowed me to present the entertainment section on the KSM SHOW), Sarkodie, God bless my wife and children and all who played diverse roles in my life. Polish till you shine !!!!!





Elizabeth Amoaa

My name is Elizabeth Amoaa popularly known as Speciallady. I am the Founder of Speciallady Awareness, Author of The Unspoken Identity Book and current President of Rotary Global Hub.

I was born in Ghana but grew up in France and UK. My heritage is from Wiemoase in the Ashanti Region.

Having gained a Master of Laws (LLM) from the University of Surrey and a Bachelor of Laws (LLB) from London Metropolitan University, my dream was to become an international lawyer however my dreams were shuttered due to my long health history and life challenges.

Childhood:

Growing up, I had so many aspirations, I wanted to be a journalist, a lawyer, or a supermodel and somehow I felt I was going to be a very influential person.

I must admit I was a young child with big dreams. Although, my health uncertainties were affecting me regularly with countless hospital admissions, consultations etc.

Having been schooled privately from my childhood till I left Ghana around the age of 13years old, I had quite a good educational foundation.

I continued my education in France and later moved to the UK in 2003 to pursue my higher education.

My Story:

During all those years, I was suffering from recurrent vagina infections, fatigue, chronic pains, very heavy, painful and irregular menstrual periods etc.

Many medical professionals ignored my plea and concerns whenever I seek for answers regarding my health.

In 2008, I was diagnosed with uterine fibroids and primarily infertility.

However, I successfully got pregnant during my master's degree programme.

My miracle baby was born prematurely beyond a risky pregnancy just a week after completing my Master of Laws.

It was not until five years after my daughter was born, that I was diagnosed with two wombs, two cervixes and two vagina canals as well as severe endometriosis, adhesions and secondary infertility.

This journey motivated me to become a voice for other women and young girls suffering in silence from reproductive health disorders.

I successfully published my book The Unspoken Identity - The Woman with Two Vaginas in November 202.

The Book is accessible from such The British Library, the University of Surrey library UK, the University of Louisville



(University Libraries), Meadville Public Library in Pennsylvania, Somerset County Library in New Jersey Crawford County Federated Library System, Heartland County Library, West Virginia University at Parkersburg, Ybp library Services Yankee Book Peddler WMS Patron Account Library, Askews and Holts Library Services (Lancashire UK), Universitat Marburg (Germany), Worldcat, Open Library, Portico Archive, Scribd, Worldwide Science and many more. The book is sold in major online retailers globally.

How to overcome stigma:

Speaking out, seeking professional help, being resilient to external pressures and using the journey to transform your life positively.

Capturing every opportunity to educate others and inspiring them with your story.

My NGO

In 2017, after I had a missed miscarriage and carried a dead foetus for several weeks this motivated me to establish Speciallady Awareness (Speciallady) to raise awareness of gynaecological conditions and combat menstrual poverty. Speciallady Awareness have successfully donated sanitary products and medical supplies worth thousands of pounds to communities, hospitals and schools in Ghana since its establishment. Speciallady often carries out outreach projects, seminars, and workshops by educating the on reproductive health issues, combating menstrual poverty and promoting menstrual hygiene.

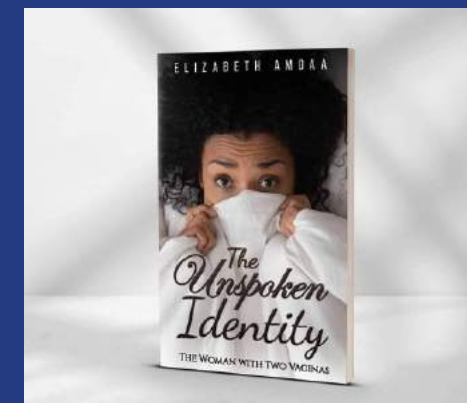
We also provide consultations, life coaching and mentoring services to the youth.

My advice to others:

Every challenge you face in life serves as an opportunity to transform your life positively.

You should learn from past mistakes, seek opportunities to learn from good role models, and be humble and analytical in your life decisions.

Although the challenges in my life altered my dreams, I am glad I was able to refocus and established Speciallady Awareness and become an Author.



A close-up portrait of Henry Coffie, a Black man wearing a black top hat, dark sunglasses, and a black jacket with a gold floral patterned collar. He is looking slightly to the side with a serious expression.

Henry Coffie

Henry Coffie was born in the Ashanti tribe in Ghana, Africa. He finished his middle school and high school education at Datus Tema and West Africa Sec School (WASS) respectively. In the wake of finishing high school in Ghana in 2001, he decided to relocate to France to live with his mother who had been working there as a hairdresser for the last 15 years. He took all his hopes and ambitions with him to Paris in search of success and to accomplish his objectives. Before working towards pursuing his goals and objectives, Henry helped his mother in the saloon where she was working.

Henry is not someone who was born with a silver spoon in his mouth, or a family that already had contacts in the fashion industry. Therefore, with no connections and a humble sum of money, he had to work extra hard to become successful and make a name for himself. In addition to this, Henry never hesitated from working and even did jobs that had no link to the fashion industry whatsoever. These included working as a hotel receptionist, a street hawker, and even someone who washed dishes in restaurants. Belonging to a third-world country, he had to move from one continent to another and work hard to become the person that he is today. The different kinds of jobs he did helped him learn a lot about how people work, thus helping him deal with his clients.



However, his humble beginnings did not stop him from achieving his dreams. In 2017, he moved to America to pursue his goals and excel in the fashion business. Thus, he arrived in Philadelphia with high hopes and a strong ambition to become one of the top fashion designers in the world. Henry's first store was inaugurated in May of the same year he shifted to the States. Although it was extremely difficult for him to have moved continents, he started by building his client portfolio. In addition to this, he also began networking with local suit designers in Philadelphia to increase his knowledge about the American fashion industry.

Henry Coffie and his wife currently reside in Philadelphia. Moreover, his brand, Henry Couture Paris, is also located there. Furthermore, together with his wife, Henry works with multiple production houses in Europe, France, Italy, and Turkey. He loves the culture in America, especially how rapidly fashion is expanding and how openly they embrace fashion in the country.

The amazing services that he provides his clients with are one of the main things that drove him to accomplish and receive several awards. He has been honoured with an excellence award by The Fashion 500 in NYC and has also been given the Fashion Designer 2019 Upper Darby Philadelphia award. In addition to this, he also has his name in the Best Fashion Designer 2020 Business Hall of Fame.





Dorothy • Yeboah Adjei

I am Dorothy Adwoa Yeboah Adjei popularly known as DAYA. I couple as a public servant and an entrepreneur. I work with the Gaming Commission of Ghana and I'm also the CEO of Daya Ushering and Daya Fabrics. I am the first of three children. I am from Sefwi in the western North Region. I hold a bachelor's degree in psychology from the University of Ghana and a masters in management and Administration from the University of Ghana Business School. I am very passionate about personal growth, helping and uplifting others

What was your childhood and growing up like? Would you say it influenced your choice of a career path?

My childhood was a bit rough but the amount of love I received from my parents even in those hard times is incredible and priceless.

Yes, my childhood influenced my career choice. With my dad as a teacher and my mum as a trader, I always say I took both sides. The reason for being in a corporate environment and also an entrepreneur.

I grew up seeing my mum engage in one trade or another other and she involved me in everything she did even though I was very young. That's where I got my entrepreneurial spirit. So I also started selling in school right from primary to university. I have been involved in all sorts of businesses. From selling of

consumables to cloths to cars etc. I did all that when I was in school. Not only did my childhood influence my career choices but also shaped my personality and way of seeing life. With all the hardships my parents went through, they always focused on the positive sides and never left God out of the equation. This has greatly influenced my life and choices in life.

Can you share your story with us?

From where you started in your career and how you finally ventured into this sector?

I have always wanted to work in the corporate sector and also become a businesswoman. So during my studies at the University of Ghana, I undertook internships in different corporate organizations during vacations. I did my National Service at the Ministry of Foreign affairs and right after service, I was fortunate to gain employment with the Gaming Commission of Ghana in 2016. Since it was my first job, I needed to put in my best, so I decided to put my entrepreneurial career on hold for some time. After two years of fully concentrating on my corporate career, I decided to then continue from where I left off with my entrepreneurial ambitions.



So in 2018, I started Daya Ushering. I started Daya Ushering with my focus not on the money but on me helping needy students meet their basic needs while in school and then again this was a result of some of the challenges I faced in school.

And in 2019 I started a fabric business with the name Fabric palace. It started as an online business where I was selling from home. And in 2021, I got a shop and rebranded from Fabric Palace to Daya Fabrics

What will you say motivates you?

My motivation in life is self-growth and being an inspiration. So moving out of my comfort zone, challenging myself, learning and using new skills to become a better version of myself is a greater motivation. And others seeing my journey and being inspired to also become a better version of themselves to me is fulfilling and that is what motivates me in my journey

What are some of your greatest failures and how have you dealt with pitfalls and setbacks?

Early in my business, I learnt a valuable lesson when I trusted a business partner after seeing all the red flags. I left my business for her without paying much attention and that led to the loss of money and other losses. I quickly had to take responsibility by being in charge.

But I learnt that failures in our ways aren't meant to stop us. They are designed to point the way to the new route, new possibilities and new doorways

What are some of your greatest regrets? If given the chance, how would you do things differently?

Regrets are often looked at as a negative part of life but I see regret as a motivating factor to improve areas of our life that need improvement.

The only thing I regret is not taking certain moments of my life more seriously. I was uptight with myself and so fixated on what I wanted to achieve. But I have now come to believe life itself is a collection of moments. So living in the moment shouldn't be overlooked.

What have been some of your greatest accomplishments?

The wholesale aspect of my fabric business is my greatest accomplishment so far. Being able to use it to help other young ladies start their businesses is very fulfilling.

What are some of the principles, philosophies and values you ascribe to?

I believe in the popular quote 'life has no remote, get up and change it yourself. Indeed life has no remote. One should not

succumb to life challenges, failures, and circumstances. These are temporary limitations which can only be changed by yourself.

I am very optimistic. I always see the positives in all situations. And I believe that has helped me this far. Always makes improvements and not excuses.

Kindly describe your business with us that is the ushering/fabric with contact details

Daya Ushering is an agency that renders ushering and protocol services at corporate events, weddings, parties, conferences, seminars, product activations, and commercials.

Daya fabrics are a Wholesale and retail fabric store. We sell All kinds of fabrics such as bridal laces, Haute couture, bridesmaids laces, brocades, and fabrics for special occasions. Daya Fabrics is a place for all.

We are located at North Legon on Wisconsin road adjacent to Cheezy pizza. You can look out for us on Instagram at [daya_ushering](#), [daya_fabrics](#). You can also call or WhatsApp 0509612753

What will be your advice to others especially the youth about the effects of comfort zones and the importance of entrepreneurship?

Greater things do not come out of comfort zone rather it makes one complacent. A Comfort zone makes one miss out on growth opportunities. In my opinion, nothing is convincing about the comfort zone. I would therefore advise the youth to challenge themselves, and go for the things that scare them most.

Entrepreneurship is a very important part of economic growth and should not be taken for granted. Entrepreneurship brings about the creation of job opportunities which increase economic growth.

Again, I will advise upcoming and even existing entrepreneurs to stay committed and intentional about their journey.



Biswoody Adjei

Can you tell us about yourself?

Biswoody Adjei is my name, born and raised in Accra, Ghana. I began my career as a creative artist/IT technician a few years ago but later I was drawn back to the side of entrepreneurship since it's been a passion since childhood. I've always developed strong problem-solving skills, bringing people together and working towards a common goal. So I wasn't surprised at all when I finally decided to be a realtor. It blends with everything I've experienced together.

What was your childhood and growing up like? Would you say it influenced your choice of career path?

Growing up, life was hard. My parents were not financially stable and were struggling to make ends meet. And as a kid, all ever I wanted was to be able to also have what other kids my age were having, so I tried to make my way. My first venture into entrepreneurship was in school, I used to do assignments for my colleagues and in return, I received money or snacks. It wasn't enough but it somehow made me feel okay cause it stopped me from putting a lot of pressure on my parents.

One thing about my life, no matter what I've been through, has always been my ability to me seeing the possibilities of every situation . make something out of nothing. There are certain qualities that every

successful entrepreneur possesses and those qualities are fostered through one's experiences and upbringing. So yes, it influenced my choice of career paths. Those life encounters made me who I am today.

I just know for some reason, everything I went through pushed me to want to succeed more than anything in the world.

Can you share your story with us? From where you started in your career and how you finally ventured into the sector?

The story can still be related to my growing up as a child. Everything has to do with comfort. I didn't like the fact that we kept moving from house to house cause of the rent. Moreover, I didn't like most of the houses we moved in. Even though I had no idea about buildings then, I always had problems with houses. Either I'm finding the shapes of the house odd or complaining about how bad the construction work is. And since we were not financially stable to move into better houses, I had no choice but to side with my parents to where ever we found ourselves.

So it's always been a dream and passion to build unique homes for the comfort of people. My experience and stay in different parts of the world can say, has also contributed to that.

What will you say motivates you?

A lot of things but freedom in general, able to do what I want, when I want to. It comes with the

satisfaction of conquering problems. And since freedom is expensive it motivates me to even work harder.

What are some of your greatest fears and how have you dealt with pitfalls and setbacks?

The word "fear" has killed a lot of dreams so I don't entertain it. But if there's anything I'm scared of then, not being able to find solutions to a particular problem which I'm yet to face.

What are some of our greatest regrets? If given the chance, how would you do things differently?

I don't think I have any regrets. I think life is all about lessons and we learned from them even though I've made some wrong decisions and some very good ones. Would I do things differently, no cause no matter how good or bad they all contributed to where I am today?

What are some of your greatest accomplishments?

I will say, my Family, being able to provide for me and make them live the life I never got the chance to live during my childhood, is one of my biggest blessings and achievement.

What are some principles, philosophies and values you ascribe to?

Perhaps the biggest advantage offered to me through my upbringing is that I know myself inside and out, I don't fantasize about who I wish I was, and I don't pretend to be something I'm not. It's great to dream and be motivated, and take more risks, nothing greater was achieved in comfort zones.

Can you give a brief description of the real estate business, car and logistics?

In the real estate sector, we are involved in building, selling, managing, renting or leasing both private and commercial

properties.

We also provide a building for construction ion purposes.

In the transport sector, when it comes to cars it is divided into 3 categories, we have economic cars for commercial drivers We sell and lease commercial vehicles to drivers for some time with flexible payment terms and private saloon cars for private, government and monthly workers. And we have heavy machinery for building and mining purposes.

What do you do for leisure and socialization?

You will mostly catch me playing tennis or pool ball during my leisure time, I enjoy that a lot. If not then you will probably find me hanging out with my family. We always spend time together when I'm around.

What will be your advice to others especially the youth about the effects of comfort zones and the importance of entrepreneurship?

If you stay in your comfort zone for too long, you end up bored and lazy. It may be satisfying for a moment, but you may be losing your ability to create something meaningful in your life. It prevents you from improving and stops growth. I said earlier, be ready to take risks. Even the tortoise can't move forward until it sticks its neck out. You don't know how you feel about something until you give it a chance.

Usually, when you try something new, you either find out you really like it or you realize it's not for you but at least you tried and you can always be proud of that. It's a win-win. The same thing has to do with entrepreneurship, if you don't take the first step and you won't see the results.

Entrepreneurship makes one independent and the idea of shaping their future. And if you can successfully set up something for yourself, you will be creating job opportunities for a lot of people from time to time. All this may contribute to the development of the economy.



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Polka Dot

My name is Sandra Afi Tshibaka best known as Polkadot. I'm the CEO and founder of Polkadot beauty lounge which is a sole proprietorship.

Let's talk a little bit about my background.

I have a background in accounting and information systems when it comes to education. I'm half Ghanaian and half Congolese. The Ghanaian side is from the Volta region and the Congolese side is from the café Ohio.

I have almost a decade of experience in the makeup and beauty industry.

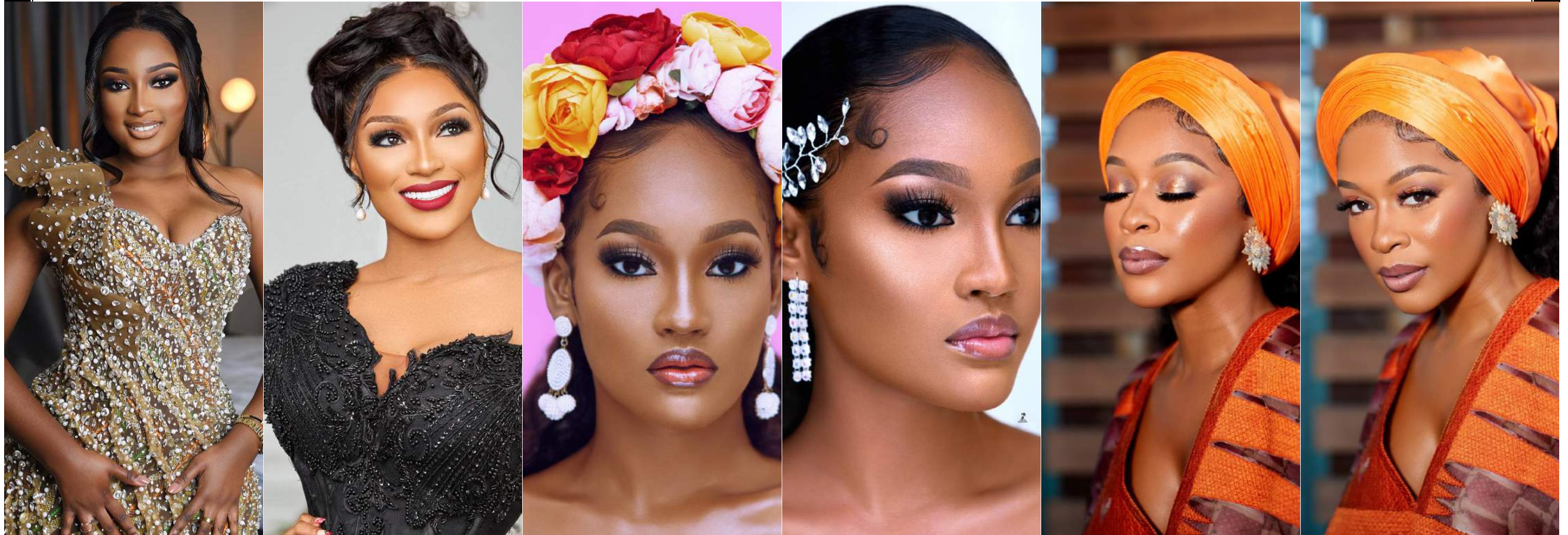
What made you want to be a makeup artist? And How did you begin your career in this industry?

Makeup has always been my passion I think since I was 4-5 years old, I used to apply black liner on my lips, and draw black liner on my eyes to make them pop. I never knew that there' ll come a day when I would become a full-time or part-time makeup artist. I remember back in the day when my friends and I use to go out partying they will always be like "Sandra can you do my liner ?, can you apply my foundation?, Can you do my eyeshadow ?" and I was just

doing it for fun but I never knew that this is going to be something that will be doing for a long time. After I completed school that it was very hard for me to get a job or get a job that I thought I was good enough for the qualifications I had so I decided to get some training and perfect my make-up artistry skills and that is how I got involved in makeup. Know that in the first two years of starting this journey, it was very difficult because as an upcoming makeup artist I wasn' t known, I wasn' t all over the place so I had to do a lot of free jobs. For the first two years 2 to 3 years I can boldly say I wasn' t making any money rather, I was spending, but everything worked out well in the end.

Explain how to select the best cosmetic product for a customer or client.

This is a very interesting question because every client has their features and skin type. Therefore you can not use the same products or make-up tools for the same clients. I always ask my clients two main questions the first one is what' s your skin type? I want to know do you have oily, dry or a combination which is the main three ones, but we have more than these three. The second question I asked my clients is do you have any allergies? This is very important because some



people react to certain products some people react to certain brands. Therefore I need to know offhand before I start the make-up application know if the products that I will be using could affect my clients in any way. And the third question I asked my client is that style of make-up. What do they like?, are they more towards the earth tones the Softones the soft glam or more towards the full gram so which gives me a clear blueprint in the direction in which I want to take the work and also helps me achieve better results in my work.

What do you think is the biggest challenge for makeup artists?

I believe one of the biggest challenges of a make-up artist is transitioning from make-up artist to Beauty entrepreneur. A lot of people call themselves beauty entrepreneurs, which I believe and I understand, a lot of makeup artists especially in Africa lack the knowledge in terms of building a business. They go about doing their day-to-day activities and at the end of the week do not do a proper account of the cost involved in each make of the work done on each client. I believe this is one of the biggest challenges. Someone who is not getting a lot of clients will say there are a lot of makeup artists in Ghana but the truth of the matter is, if you're a very good make-up artist, you realize that at the end of the day, we are not that many. Understanding the business of make-up, meaning building a team building

a solid foundation, and understanding the total cost and profits. I am talking about how your company is progressing. So yes I would go with Beauty entrepreneurs transitioning ie from a make-up artist to becoming a beauty entrepreneur is the biggest challenge. That is why my team and I are coming up with a make-up program 'battles of the brushes' that is not only going to be about make-up artistry but also is going to give them entrepreneurial knowledge for them to become the next generation of beauty entrepreneurs in Africa.

Describe a time when you made a mistake in your duties. How did you rectify it?

I remember there was a time in my early stages I used the wrong foundation for a client, as soon as I realise that this was not a complexion or this was not going to look weird I quickly cleaned, wiped off the surface and started all over again, and when the client asked me, I told her that I had a better foundation that would go much better with his complexion. I think that's how it was rectified. I'm very conscious of all the work I put out there since people might not see me directly, but then see my work which is a reflection of me therefore, I'm conscious of whatever I put out. That I am proud of it.

How do you stay abreast of the latest beauty trends?

I stay well and stay up-to-date with the latest beauty trends through social media, which has been made very accessible and very convenient for most of us. I look at social media and look at one of the latest trends. What is the latest Beauty trend? however, I make sure I don't get so caught up in it to lose touch. I believe that When it comes to beauty trends it's always evolving they always take a little bit of the old mix it with the new and create something new right so I always make sure that I look at things, pick up ideas pick up inspiration but still stay true to my authentic self.

What advice will you give to the youth who are interested in becoming a makeup artiste

I believe one of the pieces of advice I would have for upcoming and potential make-up artists is to educate yourself very well. What do I mean by educating yourself? Do you want to come out in this Makeup world or this beauty industry knowing what you are about when you're entering into the beauty industry, you have to understand that the competition is fierce you need to be on your A game, you need to believe in yourself, mentally and emotionally you have to be

strong. You have to be strong because you're gonna face a lot of rejections. Make-up is so subjective. Therefore, it depends on the person you're doing it for. You may work on somebody who will love your work you might work on someone else and the person will completely not like your work. Know what you're doing, be Good with your craft, be comfortable in your craft and be authentic meaning have your signature. It is your signature that is going to set you apart from every other make-up artist out there. if you are doing make-up the same way all the other make-up artists do, then why should someone choose you? What makes you unique? What makes you look or work differently? Find that unique touch and stick to it. Thank you.



Andis Barber

ANDREWS ASARE, CEO ANDIS BARBER AND BEAUTY STUDIO.

I am Andrews Asare the youngest of four siblings, I from a small town called Anyinase (Ashanti Religion).

My late Mom is Called Rose Attah and my late Dad is called Stephen Yaw Asare. I grew up in Kumasi a place called Meduma where I attended my primary school and junior high school, at Ahwiaa Experimental JHS.

Growing up as a kid, at Meduma, I stayed with my siblings whilst my mom was working in Accra. So I mostly took care of myself, which in a way hardened me.

I'm a creative type of person. I usually like to visualise things and also liked drawing using triads. I sometimes use this triad to draw on clothes and even on my school uniforms.

As I completed Junior High School (JHS) around 2006, my mom was not able to further my Education to Senior High School (SHS)

But she realized I was good at drawing, So she found me an Art shop to get trained to become an Artist.

From 2006 to 2008 I was trained by a man called Samhed in Kumasi.

After I completed the art training, I moved from Kumasi to join my Mom In Accra in the year September 2008.

I came to continue my Art training at Darkuman from a Man called Keffi.

And between 2008 to 2010, I became perfect at my craft. I used to design banners and signboards.

During the latter part of 2010, there was a change in the Art field. The Chinese brought in digital print and designs.

I took notice that in the coming years, Digital print was going to take over the art and sign market so I decided to find my way to another career path.

One faithful day on my birthday in 2011, I cried because I didn't have a penny on me, that was when I prayed to God to help me choose a career that I can survive with to help my parents and siblings.

A friend called Ernest introduced me to someone called Mike who happened to be a Barber at Fadama(a suburb of Accra)

And from 6th July 2011, I started my journey to become a Professional Barber, this is how I started ANDIS BARBER AND HAIR STUDIO.

Because of my background and the family I knew I was coming from, I made sure I worked very hard to change the status quo.

For this reason, I believe everything is possible and I always want to become the best vision myself.

I'm a firm believer in God and I always adjust to situations no matter how hard things get because I always that nothing is permanent and this keeps me going.

As an entrepreneur, I don't believe in regrets but rather I believe in learning. I believe that in life if you fail at something, don't lose focus but rather wake up and get it done again till it gets done.

Walking through my journey as a professional hair Barber, I have won some awards to my credit as well as been the only Ghanaian Barber featured on BBC. I have won Ghana Barber

of the year from the Ghana Beauty Awards, and Male Personality of the year from The 1st African Award. I've been featured on TV3, Ghanaweb, Joynews, Adom tv, Akoo tv, GTV, Max 24tv, KFM tv etc.

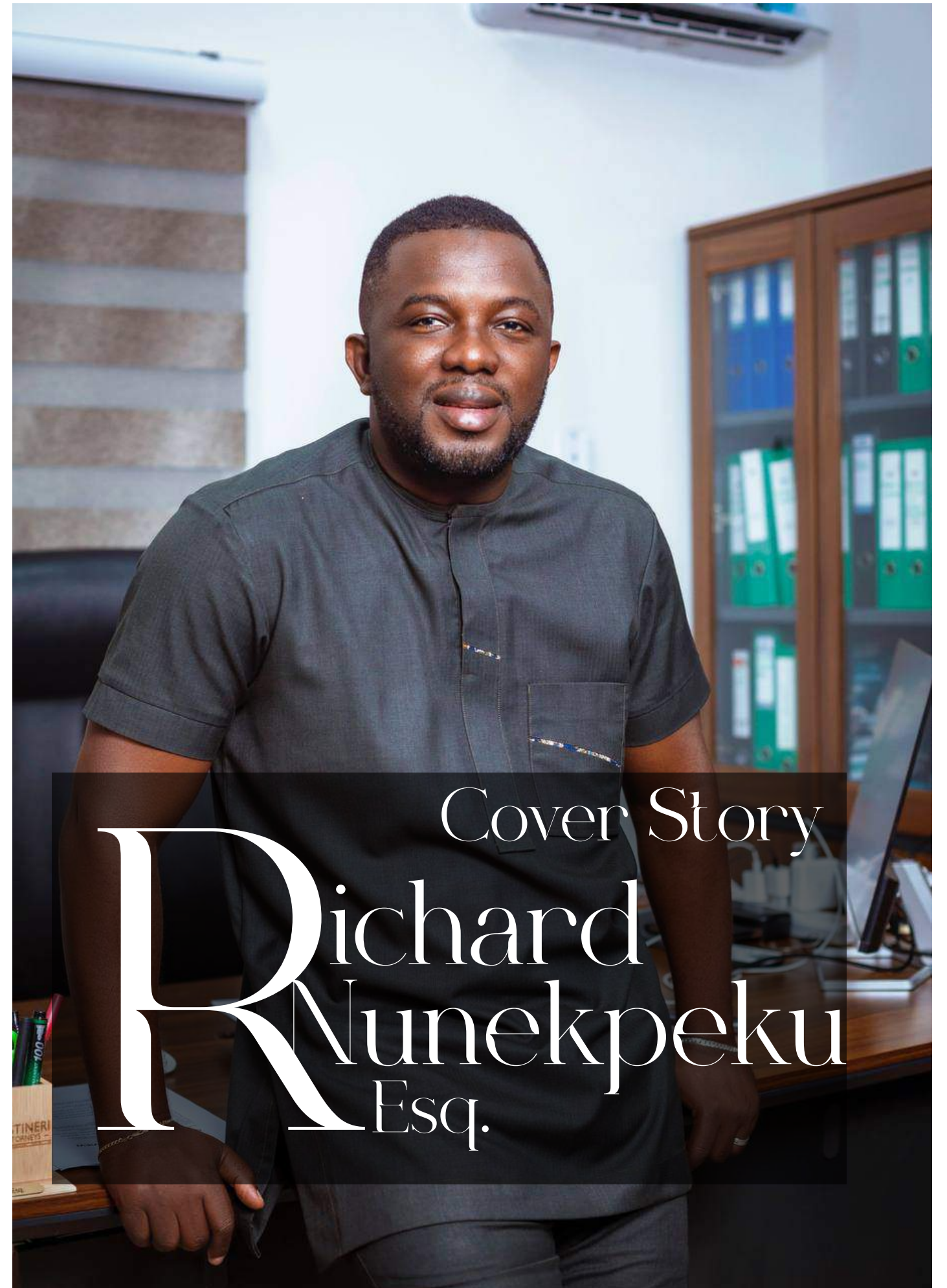
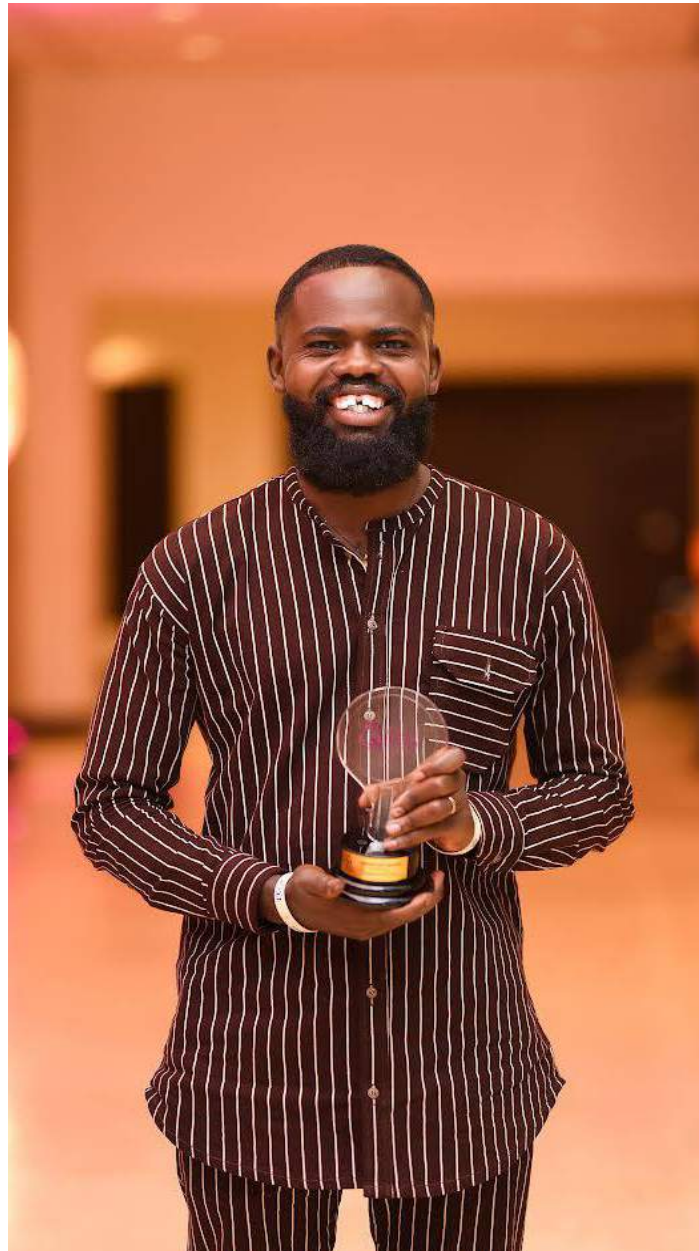
I was the first person to host the first-ever Barber summit in Ghana thus; Ghana Barber Summit 2020 and a lot more.

One of my mantras is getting things done. Because if you have a goal and you are unable to get that goal done just know that someone else will get it done and take the credit.

“Doing is a must”

You can find me on all social media outlets @andisbarber1, And you can also contact me at 024-323-5454/ 055-741-4123. You can also locate me at Legon City Mall.

Finally, I'll like to share with the world, especially the youth; How big will you dream if you know you couldn't fail? just take a step and you can make everything possible. Learning skilled work is the new flex just stay consistent.



Richard Nunekpeku leads the Corporate, Governance and Transactions as well as the Start-ups, Fintech and Innovations Practice Divisions for Sustineri Attorneys.

Sustineri Attorney is a legal group established to help Start-ups, Small and Medium-sized Businesses (SSMBs) to become commercially sound and viable, 100% regulatory compliant and to promote their business competitiveness for sustained operations and investments.

Richard is a Ghanaian lawyer who specialises in Company, Commercial and Corporate law, Start-ups & Entrepreneurial ecosystems, Fintech and New Media, Property, and Investments as well as a general business practice. He is a product of the Ghana School of Law and holds an LLB degree from the Ghana Institute of Management and Public Administration (GIMPA), an MBA with a Marketing option and a Bachelor of Arts degree from the University of Ghana, Legon. He is currently enrolled in the University of Cambridge, Judge Business School’s Executive Education program “Fintech and Innovation Regulation”.

Richard is a decorated entrepreneur who has been recognised by the Office of the President of the Republic of Ghana’s Youth Enterprise Support (YES) now National Entrepreneurial and Innovation Program (NEIP), the Tony Elumelu Entrepreneurial Foundation, the United States government’s Young African Leaders Initiative (YALI), and the EMY Awards as the Agriculture Man of the Year, 2019 – as the founder of Anyako Farms Limited.

He is also a seasoned sales and marketing professional with experience in the beverage and consumer electronic industries. At Guinness Ghana Breweries Limited, he spent 3 years as the Events & Promotions Manager before becoming the Sales Executive for Accra. During his brief tenure at PZ Cussons Limited, he led the development of the first “CoolWorld” showrooms in Accra and Takoradi as the Brands Manager for the Haier-Thermocool brand of electrical products. Richard also worked with the global electronics giant, Samsung as its Marketing Manager for Consumer Electronics responsible for Ghana, Ivory Coast, Cameroun, Sierra Leone, Liberia, and Equatorial Guinea.

In this role, he led the company’s market development initiatives, brand marketing, product promotional campaigns and stakeholder engagements across these markets. Further, notable corporate social responsibility initiatives such as Solar Powered Internet Schools and Digital Villages were deployed in Ghana and Ivory Coast under his watch.

He is passionate about youth development issues and has mentored many young entrepreneurs through platforms such as the “Total Startupper Challenge”, the Barcamp Ghana, Kosmos Innovation Centre (KIC), the Africa Skills Hub, the Tony Elumelu Entrepreneurial Foundation, and others. He is a columnist with Africa’s leading Business & Financial Newspaper – the B&FT Newspaper under the “START Column” and writes on various business issues highlighting the intersection of law and business.

Richard Nunekpeku is a married man with three lovely tender kids.

In an exclusive interview with My Story Magazine, Richard shared his life journey right from when he was in the corporate world to getting established as a lawyer.

MSM: Can you share your journey with us?

RICHARD: Before my entrepreneurial exploits I've been in the corporate world as well. So I started my career as a national service personnel from Guinness Ghana Ltd. After my national service, I was

retained and given the mandate to manage promotions and events for the whole of Ghana for about 18 months. I was doing that to a point and there was more or less a lateral movement in the organization where I became the sales executive for Accra. And then I move on from there to PZ in charge of electronics in 2011. So from PZ I then moved to Samsung electronic West Africa. I was the marketing manager for six African countries in 2012 for consumer electronics.

It was after those corporate experiences that I decided to venture into entrepreneurship. And then I started ANYAKO Farms. With Anyako Farms we started with poultry and then we expanded to crop and while I was doing that, I went to law school as well. And now a lawyer and a managing partner at Sustineri Attorneys.

MSM: So at what point exactly did it strike you to enter into law as you had started your Agric entrepreneurial journey?

RICHARD: When I started entrepreneurship, I realised that there is a big connection between law and enterprise. What entrepreneurs do is play within the remit of the law. So it became very apparent that there will be a lot of legal issues along the way as an entrepreneur. Having an understanding of the law then became an interest.

And then I thought, okay, why not go to law school and become a lawyer? Now in that decision. I also reckon the fact that legal services then, and now it is still a bit abstract to entrepreneurs. Most entrepreneurs think that it is their business first, profit second maybe law along the way, but rather it is the law first. I then began to recognize that quite early. So the reason why I went to the law school to become a lawyer.

MSM: So is it okay to share with us which law school you went to? Did your school here in Ghana

RICHARD: I went to one of the leading law schools in Ghana, GIMPA. I say that with pride because if you look at Ghana School of Law (Makola) in terms of admissions, GIMPA seems to have one of the highest intakes.

MSM: there's a conceptual thought that it is difficult to start law here in Ghana. I want to ask you, how did you overcome that? How did you do that

RICHARD: For me, I think that law like any other decision in life comes with its difficulties. It is more of a personal determination and more of a personal focus.

we used to say, or it's still the same, the law is a jealous course. So what it means is that you cannot mix it with other things. You cannot try to be a law student and also try to be working. You cannot try to be a passive law student. You must be very active. You must give it your all, you must show commitment and most of all, you must read. Because the law is such that the subjects are connected one way or the other, if you have a clearer understanding from the beginning, you build on that foundation and are able, you can manoeuvre the difficulties. So without that personal commitment, you cannot succeed within the law. That also worked always for me.

When I was in law school, there were certain things I cut off. I was not on Facebook, the next time I came back on Facebook was on my call to the bar. You have to make a decision and let some somethings Go. You need to create time in the 24 hours that we have to focus on the law. And when you do that, the good

thing is, the understanding stays with you for the rest of your life. It's a professional course so it's not like a first degree we used to say read and forget.

You don't read and forget. You read and build on it. If you do it well, it reflects in your practice, It reflects in your daily life, It reflects whether you can be called to the bar or otherwise. So for me, it's a commitment that anyone who desires to do it, must put to it, people have done it so it's not beyond reach.

MSM: let's delve into Agric. As an entrepreneur. What are some of the achievements? What are some of the failures?

RICHARD: I wrote an article on Top 10 Things To Know Before Deciding To Go Into Farming. -Richard Nunekpeku. Right. In that article, I sought to summarize some of the key points everyone needs to know, which may either contribute to your success or your failure.

One of the key issues is the question of land. Now, not just the issue of land, everybody comes from one village or the other. So there is the availability of land today if you want to get into farming you'll get it. But if you are doing agric for commercial purposes, the decision on land must be a decision that you take into account how you use the land, and what you're using it for.

So the closeness to the water, for instance; if you're intending to invest in irrigation, the issue of ownership; who you are dealing with, how you invest in that position of the land.

I'm saying this because one of the difficulties we faced at the early stages of the farm was that, we cropped almost 120 acres of maize and were relying on God to send down rains. the rains didn't come. We lost all that money.

We decided to go back and farm again, then we decided to acquire an irrigation system. So imagine, if we had land that was not closer to a water source, How were we going to address that problem? So it's very important. The question of land, where it is located and who you are acquiring it from.

And the other issue is also about expertise. The reliance on the act of agric versus the reliance on both the act and the science. I see agric to be both art and science, that is why when we were in primary school they used to call it agricultural science. So it is not just about weeding the land with a cutlass, putting the maize on the ground and praying to God for the rains to come.

But rather, You need to know how the land is prepared, and you need to know what kind of fertilizer to use depending on the soil nutrient and all that. It's a question of science.

So if you are not able to understand these things very well, you may just be engaged in the art of farming and then you'll not be successful with it. So for us, those were some of the issues we faced. And largely also the question of projections. I made a point strongly and I always tell people that yes, it's good to do some excellent work as to what your yields are going to be and what your profit is going to be. Sometimes you get excited once you finish with excel, but the reality is different.

Relying on excel is a great tool to do the projection, but focus on reality. The reality is that your yields may not come if you don't follow the right planting protocols. Your yields will not come if you don't make the right investment into the right seeds, the right Fertilizer, and the right chemicals. So it's a whole enterprise on its

own, especially for us the young people who see it as a business. Not because we want to farm and feed our families, want to make money out of it. So there should be that approach to it as an enterprise where you plan, invest, review and then speak your earnings and move on that way you'll be able to make some good returns on your investment. If not after a season, you may want to pack your bags and go

MSM: So still on the entrepreneurial journey, starting the business here in Ghana, largely Africa is quite difficult. How did you start

RICHARD: The major challenge has always been the issue of capital, So for me, the advantage was that because I was working at Samsung and I was being paid some good money in dollars. I was able to mobilize some personal money that we started with. But the advantage we had along the way was that because of our approach to farming where we were supporting other small farmers, that support scheme allowed us to benefit from donor funding projects that were ongoing. So at a point, we benefited from the World Bank fund project where there was a \$500,000 matching grant that we used part of the money to invest in an irrigation facility, develop additional lines and brought electricity to the farm. So it is always going to be difficult in starting, but if you're an entrepreneur, you must assume some risk and invest your own money at the beginning. And if you understand the kind of business you are doing, you may be able to model your business along the structure, which allows you to be able to attract other sorts of funding. Because your funds can never be enough to do this.

So that for me was one of the challenges we had at the beginning, because of how we're running the business, we've been able to mitigate some of those challenges by leveraging some of the donor funding agencies and their support of the business.

MSM: I read that you've won an Emmy award as agriculture man of the year 2019. How's that feeling?

RICHARD: Yes, for me, two things. One is recognition for the steps we've taken. Because at the time we decided to go into farming, a lot of people thought it was crazy. It was a crazy idea. Why, Because you are a marketing manager for Samsung for six African countries, and you hardly stay in this country. So what was going through your mind that you leave that job to go and be in the bush, So for me, the award is a confirmation that, well, you took a step that many would not take. We recognize that step. It was also an endorsement of what we're doing, we're recognized for taking the step and we're also endorsed for what we're doing. And today I can comfortably say that the green revolution where a lot of young people are interested in farming and taking that value chain in the agriculture space can be attributed to some of the things some of us have done in the past to be able to keep up the interest of young people in the sector.

MSM: we'll talk a little bit more about law as a career. So how long have you practised law?

RICHARD: on October 4th, I will be three years at the bar. I was called on October 4th, 2019.

MSM: So what, what type of cases do you generally deal with?



RICHARD : We are firm focus primarily in Business. the name of the firm is SUSTENARI ATTORNEYS. The Latin word for Sustainable.

The idea, we have as partners in setting up this firm is to provide services that help businesses to become sustainable. Great. So our focus is businesses, especially small startups, and small and medium-sized businesses.

1 How do we help them leverage regulatory advantages to become sustainable businesses?

2 How do we help them on the journey to becoming the big businesses that we decide to become? That's the kind of focus we have. But also within the practice, we appreciate the need to settle disputes. So we have a dispute settlement unit that focuses on the litigation either in court, out of court settlement matters

MSM: So I know that as a lawyer you get very confidential information from your clients. How are you confident about your client's information?

RICHARD: we lawyers are synonymous or we are likeable to the Catholic bishop. You the bishop hear a lot of stuff, But the bishop is under an ethical obligation not to tell anybody. So for us as lawyers, the reason why we are lawyers is because of our ethical obligations.

When clients come to you, whether you have signed an agreement or not, any discussion in pursuit of the client's business must remain confidential. You cannot seem to be discussing that even with your other colleagues.

You can draw references, you can give scenarios, and you can show examples. But to be specific about client information, to be specific about the specific transactions that were involved will be professional misconduct.

MSM: So talking about clients, who are your typical clients?

RICHARD: our clients are predominantly founders and managers of businesses. we work with business owners. We work with businesses to ensure, like I said, first we assist in ensuring that they have the legal tool kits that will help them in their day-to-day business running.

Secondly, we help them by highlighting transactional pitfalls Okay.

Moreover, we provide commercial business advice on the issues they face. And then we help them put in systems that ensure their regulatory compliance businesses. And then lastly, we assist them in training and capacity building so that they can have internal resources to manage their regulatory compliance issue, that service delivery; We deliver an approach we call the START approach. So that allows us to do all these things once we have a client that we work with us as a business.

MSM: Okay. So a very important question here. What would you do if you had to represent a business in a case that you were morally opposed to?

RICHARD: To a large extent, client representation is the decision of a lawyer. So you have to assess the case not only on your principles but also on issues of conflict of interest. Because



you may have represented another client whose interest may be involved in that material representation. when you tick the box on all the things that we are supposed to tick as lawyers, then the decision to represent now becomes your decision. But because we operate as a firm, we have other lawyers, where you are unable to take up the case because of any other content, other lawyers will be in a position to take it up or your advice would be for the client to look for another lawyer to represent him or her.

MSM: what has been the hardest case you've ever dealt with since 2019?

RICHARD: I think every case is unique. The legal complexities are there. So we do not seek to prioritize or rank any case as important than the other or as difficult as the other because, for us, we approach every client's business with the same energy, with the same understanding. And we leverage our expertise as we should for every case. because of that priority, we make sure that we deliver the best for a client at every particular time, we see every case as very important and we approach it from that angle. So it will be difficult to pinpoint any of them as the most difficult. Except to say that for us every case is a priority. Every case implies clients' business.

MSM: So do you have specific approaches or an approach or philosophies for winning your cases?

RICHARD: For me, it's always the client's interest first. Because we lawyers are always set to be under instructions. So what we do is to help the client understand the legal implication of whatever situation the client is facing by developing options that a client can choose from. So based on the client's decision as to which best option to pursue. And we work with the client to

pursue that option. So for us, we are more of a client-centric law firm. we allow our clients to choose from the options we propose as lawyers, understanding the implication of the facts and the law. And then the client decides, okay, out of the options we propose, this is what I think we should be doing. Because at that stage, we will be able to explain to the client what the implications are. Then we can follow the client's instructions in delivering the best solutions for the problem.

MSM: With a lot of land and property issues here in Ghana, how can one protect his or her land? How can one protect his or her property?

RICHARD: To protect your land Starts with your due diligence process before buying. Because you can't protect what you do not have or you have not legally acquired. So the procurement process is very important as protection you want for the property.

It begins with undertaking proper due diligence on the property. By conducting the right searches at the lands commission; visiting the site, and speaking to people who are already in the location on their properties.

People know stories around the land. Get a lawyer involved to draft the right contracts and transfer agreements. And then when all these things are done. the other step you also need to take is to show some evidence of procession because you will not be deemed to be in procession when you have land and you don't, for instance, you don't have anything on the land to show.

that's why people say that when you buy land do some small boys' quarters and fence the property, all those are acts of possession. You are indicating to anyone to who they may come to show that land, because of multiple sales that somebody already owns it or is



occupying it. So those are some of the steps you take and ultimately register the land and then get the land title or certificate

MSM: what do I need to know about choosing a name for my business?

RICHARD: In choosing a name. The first writing principle is whether or not that name is acceptable legally. Because you have to go and register it at the office of the registrar of companies. The registrar has the power to reject and accept the name. you need to check to ensure that it is legally compliant. It's a name that the office or the register of companies will accept and register. It should also be a name that connects or tell the consumer or whoever the targeted audience is, of the nature of the business you are doing.

Because you need to be able to leverage the name to build a certain brand equity and affection for your product. So that decision is also very important, not only to comply with the law but to also see how you can leverage and name your marketing effort.

MSM: So drawing the curtains for today's interview, What are your final words for entrepreneurs, young people who are coming up, young people who want to go into law, and young people who want to go into agriculture?

RICHARD: I discussed this with a friend and said, we seem to be too focused on success stories. Someone was successful doing something, so I also want to do it but my path may not be the same. So we should be original. We should be ourselves, The best thing we

should do is to learn from those people. Learn the mistakes, understand their difficulties, and see how you can use that to your advantage. And we should try as much as possible to be ourselves. Because being ourselves is the only way you can truly discover your potential and using to your advantage.

So for young people, for me, my best advice is to be yourself, do, what is right and stay on track. The dots always connect.

MSM: Thank you so much Lawyer Richard Nunekpeku and thank you for having us.







Amb. Didi Nwala Awachie

Meet Amb. DIDI NWALA AWACHIE A professional network marketer and a top consultant at La Buena Vida Project, Nigeria.

My name is Amb. Didi Awachie. I am an award-winning business connector committed to helping people upgrade their lifestyles by improving their finances through the Connected Economy.

Usually what drives a lot of people to success is when they come from lack. But that wasn't entirely my story. Even when things were fairly good, I was still unsatisfied.

I had always known that away from riches and fortunes I wanted to lead a life of impact, my life could be so much better that way, and thankfully I realized that at an earlier age. The sad part was, I am an introvert and just like many people, that hindered me a lot from reaching out immediately for the things I wanted.

I started working on the radio. What happens when you are both desperately passionate and desperately hungry? The reality check is like an open wound. It became obvious after a year that if I continued on this path, earning less than 40 dollars monthly, I would wake up one day, working so hard but broke and depressed. I had to chart a new path for myself.

Today, I am a Network Marketing professional. Having served my company (Empowered Consumerism) successfully for 6 years, building a large team of over 45,000 people with over 1000 Mentees successfully building their teams, I was recognized as a top leader and attained the rank of Global Ambassador at the company.

Now, I serve at the highest level in the industry and still working

to push the standards to new horizons. My goal is to be a reflection of the type of life you can create for yourself in the network marketing industry, giving it its deserved apex position among lucrative money-making ventures in the world, and mentoring as many people as possible to live by design and achieve the level of success that is possible.





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As a business network and cooperation platform aiming to increase business and investment volumes between states and companies; organizes investment summits and trade fairs to discover new opportunities, and brings trade delegations together.

It facilitates the sharing of common commercial interests between Türkiye and Africa by cooperating with other organizations with similar goals. It also organizes meetings and initiates and oversees transactions to maximize opportunities for members.

TATIC is a driving force for international trade between Türkiye and Africa. It encourages foreign investment in Africa and helps African businesses explore new markets around the world. In line with these goals, it acts as a representative on behalf of the private sector in the Turkish - African trade axis.

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About the CEO:

Meet Rola Sultan, The CEO of ROLA' s
REALTY.

She's a Luxury Real estate agent and CEO of
Rolas realty agency in Ghana and the exclusive
representative for Tufan Group in Fethiye,
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Minicheps:

The sensational Artist from Kenya



Jepkemboi, who goes by the moniker Minicheps on social media, says her nickname is inspired by how she manipulates the images to turn herself into a tiny human being doing strange activities that create a visionary allure.

The artist who is a stay-at-home mum and a Standard Eight dropout says other than spending most of her time taking care of her children, her art is her number one priority. She says her partner who is an animator, noticed her passion for photography and challenged her to start creating miniature images of herself. This would set her apart from fellow artists and position her brand. "My work is unique, authentic and personal. It means 'this is Chep', " says Jepkemboi.

On the software that she uses for her work, Jepkemboi is hesitant to share details on how she creates her concepts.

"That is my secret. I cannot share please," she says firmly, perhaps wary of potential copycats, who will try to do exactly what she does and dilute the charm of her art.

Jepkemboi says although the process of creating the images begins with photography, she puts a lot of thought into every idea. "Before the final product comes out, my partner and I sit down and discuss various experiences we have had, as well as ideas. Afterwards, we go out to look for affordable objects and items that can be used for the day's work," she says.

With their newfound fame, Minicheps who began posting her work on her social media in 2019, is excited about her increased social media following and hopes it will transform her professional life as an artist.

Follow her on Instagram at : Minicheps

Source :

<https://www.standardmedia.co.ke/entertainment/amp/news/article/2001404001/minicheps-artist-behind-viral-edited-photos-speaks-on-newfound-fame>





Franklin Peters

Franklin peter-Odoemenam, the founder of Bitfxt Technology, is a Nigerian computer scientist, Business mentor and entrepreneur. Bitfxt is Nigeria's fast-rising blockchain company aiming to create simplified products for the ordinary person.

He launched the first Peer-to-Peer IEO startup which revolutionised the way IEOs are run on exchanges. Franklin has been featured in TEKEDIA MINI MBA, Fintech Nigeria, and the digital intelligence series. He regularly shares insights on blockchain and its impact on the future of finance and other related technologies, and that's one reason he is fondly referred to as BLOCKCHAIN ORACLE.

Franklin Peters is a computer scientist, author, business mentor, blockchain enthusiast, and entrepreneur as well as the founder of boundlesspay, a cryptocurrency wallet that solves the problem of global remittance.

He is a fellow at the Institute of Management Specialists and a VP at the Stake Holders in the Blockchain Association of Nigeria.

He is a fellow at Tekedia Institute and has been featured on Vanguard, Fintech Nigeria, and other intelligence series where he regularly shares insights on blockchain and its impact in both finance and tech. His accuracy in projecting blockchain trends and evolutions is the reason why he is popularly known as the Blockchain Oracle.

He is the author of 'Mistakes Of A 1st Time Millionaire'.

And some of his quotes are :

"If you are consistent, soon enough people will start trusting you like a demigod".

Rule of thumb: slow is fast; fast is slow".

"If you can build a community of people you can always leverage

on, that's capital to you".

The Journey :

Franklin Peters, CEO of Boundless Pay, spoke about the power of blockchain in making remittances less stressful. He started building tech products in 2016, at the University. Before that time, in 2014, he had a terrible experience where he needed to make a transfer using Western Union for a business related to China. After making arrangements, he got to the bank, but this transaction was declined.

The cashier told him that the quota for that week to transfer money to China was over as only one transfer was possible every other week. This experience made him lose the Chinese business connection. The stress, the time it will take for the money to get to China, and the fees were major disadvantages.

However, in 2016, the story changed. "I was sitting in the comfort of my room, in Festac Lagos," he said, "and I remitted over a million dollars to China, in a single transaction, and I paid less than \$1 as network fee." The secret? Bitcoin.

As part of his conversation, he pointed out the importance and robustness of global remittances. For Africa and Nigeria, remittances are channelled towards school fees, businesses, family support as well as other key responsibilities.

He highlighted that diaspora remittance for Nigeria rose by more than 10% from 2020 to 2021 (\$17.21 billion to \$19.2 billion) showing that the demand for remittance is ever-increasing. This means that there is a need for a faster and quicker remittance system, thereby reducing about 5% of this remittance lost during the movement of these monies.

But with blockchain technology, Peters believes that this challenge can be solved. Apart from being used to solve the remittance challenge, the CEO of Boundless Pay also explained that with

blockchain, financial fraud like money laundering can be controlled by making sure all transactions carried out in a network is visible to everyone. This is the opposite of what is seen in the current global centralized financial system.

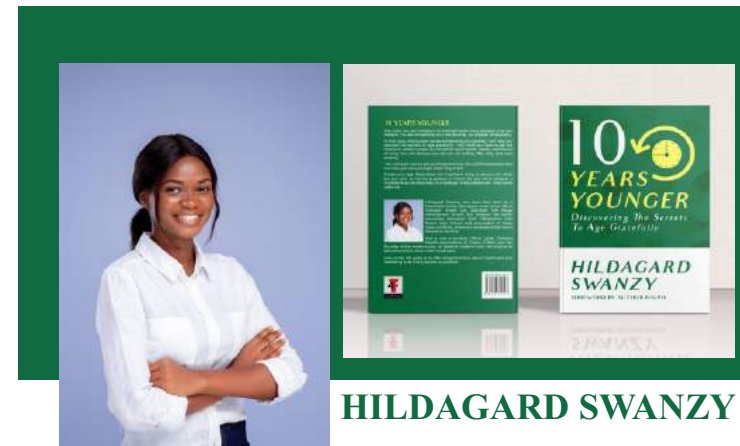
Lastly, the vision behind Boundless Pay which he founded is to make payments easier for anyone around the world starting from Nigerians and Africans.

Sources:

1. <https://cryptotvplus.com/2022/06/i-paid-less-than-1-fees-for-remitting-over-1-million-says-franklin-peters/>

2. <https://franklinpeters.com>

3. <https://boundlesspay.com>



HILDAGARD SWANZY



What Does My Liver Hate?

Do we ever consider our liver health before deciding on what to eat? It is highly unlikely that many people think about their liver at all until they fall into severe pain. We can barely survive for more than two (2) days without our liver. This shows how important our livers are. The liver is where health begins. It supports every system, and serves as a detoxifier for everything we eat, absorb or inhale. It converts food into energy and stores it as glycogen.

Fresh fruits and vegetables, oatmeal, coffee, green tea in moderation (1-2 cups per day), nuts, eggs, and grapes nourish the liver and make it healthy. But do you know the foods that cause harm to the liver? Keep reading to know more about such foods.

1. Fatty foods

Fatty foods are poor choices for keeping the liver healthy. Foods like burgers and fries are high in saturated fat, which makes it difficult for the liver to do its job. Eventually, intake of these foods may lead to inflammation of the liver, causing cirrhosis.

2. Fizzy/aerated drinks

Occasionally, our bodies can accommodate the intake of aerated drinks. However, regular consumption of these fizzy drinks can damage the liver, and eventually, develop other liver complications. It is also a cause of weight gain and obesity in people.

3. Foods rich in sodium

Intake of too much salt can lead to water retention in the body. One must avoid the consumption of canned soups and processed food items that are rich in sodium content. Also, avoid packaged savoury snacks like chips, and salty biscuits, among others as they are rich in saturated fat and salt.

4. Red meat

Red meat, although known to be a good source of protein, can create a tasking job for the liver concerning digestion. Excess protein buildup in the liver leads to fatty diseases that have adverse effects on the kidney and brain.

These foods are bad for the kidneys and the liver. It's advisable to eat in moderation, but the moment you cross the limit you risk your liver.

Boosting confidence each day is very vital to your success and productivity each day. Here are three ways you can do that each day.

1. What You Wear: Always look good! Observe yourself and know the things you wear that boost your confidence and how you see yourself. Be intentional about how it looks; it affects how you feel about yourself

2. How Your Space Looks:

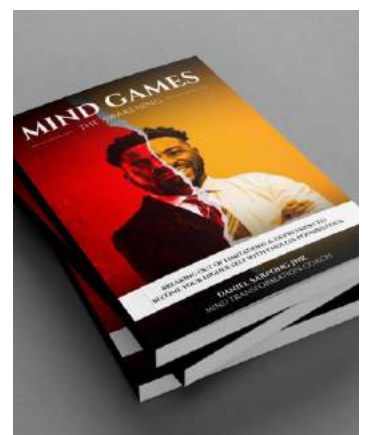
If your room is messed up & dirty, it affects how you feel about yourself and delivers low energy! How your space looks mostly is a reflection of how you feel within. Maybe use a reverse card; clear your space to feel that positive energy.

3. How Far You Have Come

We often are so focused on what we desire to achieve that we forget how far we have come. List down all the low moments you have had in the past and how you overcame them. List your achievements and practice gratitude. You're doing well

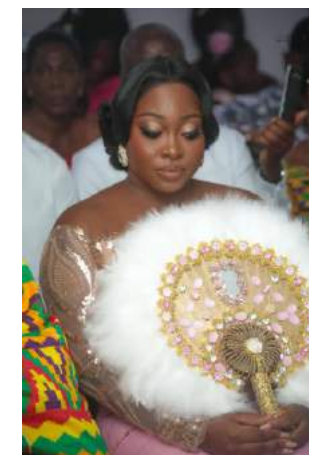
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Kinesh Creationz



Meet Christiana Adjei Osekyerah . A degree holder in Psychology with Philosophy from the University of Ghana. She had her secondary education at Pressec Tema and Basic Education at Tema Micheal Complex School. She' s a Christian and a Chorister at International Central Gospel Church (ICGC). Christiana is a Krobo/Akwapem from Larteh. She comes from a family of 5.

Christiana is the founder and CEO of Kinesh Creationz, it' s a bridal accessory venture with much interest in Bridalfans, Fascinators, Bouquets, Headpiece and Tiaras, Engagement Wrapping, Bridal Room Styling, Balloon Decor Gift and Souvenir Packaging. Her company also trains people on how to make these accessories.

A self-narration of how she began her journey into making bridal accessories;

I started my business at the University of Ghana somewhere around Level 300 after consistently listening to a program held on Radio XYZ "to be an exceptional person and graduate " with Duke Ampa and others

So as we resumed school that year, I asked my friend, Akosua Acheampong, to teach me how to make fabric bags. But upon seeing how that business was going down but bead making springing up, I asked her to teach me how to make bead slippers. I also asked another friend and coursemate to teach me how to make a beaded purse. Now I did a little advert and people started buying.

After school the beading business also started fading out and as someone who loves Ghanaian Weddings, I saw a friend post fabric fans on her WhatsApp Status, I asked her about it and she gave me clues on how to venture into that area of business. She challenged me to go the extra and do more.

I started making Bridalfans, polished up my skills and started doing other bridal accessories.

Throughout my journey, one main challenge that I encounter is access to materials, especially after covid, which shook up the accessories business, there was a shortage of Materials thus there were

limited supplies. But we are currently picking up through this challenge.

Besides the challenges, we have some few successes to our credit; we've worked for over 500 brides, and trained over 100 students which have made great impacts and brought smiles to many unemployed people.

You can contact us for all your bridal accessories and training on all social media at kinesh_creationz or contact us at +233- 554-668-563





Nana Achau

Meet the Founder of the Fastest-Growing Black-Owned Rice Brand in the World

Mr. Owusu- Achau serves as the CEO and founder of Kings Innovations, a group of companies including Kings Realty, Agro Kings, Rakata Tech, Rakata Impressions, Cacti, Daachi, Fashion Nest, Golden Motions and Kings Legacy. His Agro Kings produces the Nana's Rice brand. Mr. Owusu- Achau is committed to advancing human lives through relevant innovations.

MSM: To begin with, looking at the current economic situation in Ghana and comparing it with the agro-businesses, how has business been?

Nana Achau: I think Covid taught us a very important lesson, up until Covid, nobody considered something essential versus non-essential services.

So I'll borrow that concept since Covid and say that food happens to be in the category of essential services. And so, no matter how terrible the economy is, there's a need for investment in food. That's one aspect. It's always going to be good and it's always going to be important just because in the part of the world where we find ourselves in Africa and Ghana, we import a lot, therefore, we may be in trouble when there is a ban from the source that we get our import from. And so the investment is necessary.

However, I also have to speak to the reality on the ground, which is that, for instance; just recently, we were looking to buy some fertilizer for our farm and it was unavailable.

We couldn't even find the fertilizer to buy, to be able to produce. And so, the economic challenge we find ourselves in may be tight, but no matter how tight it is, we need to eat. However, if we need to eat, but we do not have the resources, or we do not have the raw materials to produce the food, then we may be having a different level or different kind of crisis.

I've been informing some of the people I get an opportunity to speak to that the dollar will be the least of our consent over the next few days. I thought we had some time, but now that time is drawing closer and closer. Cause for instance; retail and wholesale shops are hoarding their produce. So you can imagine what a country will do when things get tough.

And so at this point, those of us in the agro-business just have to brace ourselves because we are in the place of essential services. Let's call ourselves this season that we are the front liners. You know, during the Covid era the nurses were the front liners. Now agric and food entrepreneurs are the ones who are going to be on the frontline.

MSM: This is very thoughtful.

Going forward, what was your childhood and growing up like, would you say it influenced your choice of a career path?

NANAACHAU: I don't think so. I don't think my childhood influenced the choice of my career path. And I'll tell you what I think made a very big difference for me.

So I grew up in a family of five. Mom, dad and I have two other siblings. I'm the first of three kids. I grew up in Accra. I was born in Accra and I grew up in Accra. I went to a school that was not too far away from my house. So we most of the time walked to school in those days and the day when we were driven to school, was considered a privilege. And then when I finished that, I went to Prempeh College in Kumasi.

That was the first time I was leaving Accra or leaving my parents to be alone, it was fine. Honestly, my parents didn't have the opportunity to go to any senior high school. So I didn't have one of the childhoods where you have to go to your father's school or, you know, that kind of thing. My mom decided that she knew one of her good friends who went to Prempeh College so I didn't have a choice as to where I wanted to go, I didn't mind.

At the time I was good at math and science and obviously in Ghana when someone is good at these subjects they'll ask you to either become a Doctor or an Engineer, so I studied science.

During my time when you finish your secondary education, there is a year gap before you enter the university. So during that year gap, I worked at the US Embassy as a volunteer. My job was basically to help students who wanted to study in the US to sign in and then go to school. I got this job mainly because I went to meet somebody who was supposed to be like a



mentor to me.

In doing that work, I found a school in the United States that I then attended between 2008-2012. And in 2012 I moved back to Ghana. Though I had the opportunity to live there, I decided that there was a reason why I was born in Ghana.

So that is a bit about my journey.

You asked whether it influenced my career path.

I think that the childhood path that influenced my career the path was the concept of science and math. I found out that I was good with those subjects and it meant that you become an engineer. So initially I wanted to become a pilot.

I think when I was very young, I wanted to become an accountant because they thought I was good at math and as I graduated and they said I was also good at science, I added that I will become an engineer instead of an accountant.

Then later I graduated from engineer to becoming a pilot. Because I think I enjoyed the idea of flying in the end. I thought you could go to different countries but then I woke up from that reality quickly when I got to university, I wanted to become a mechanical engineer. So you realize that I was only choosing the things that were good in science and math for the longest time because that's what it had been ingrained in our minds that once we're good at math, this is what you should do.

However, there's something unique that happened to me in university and I owe a lot to the university for this. And it's something I continue to do in my life.

while we were in the university, they allowed us to do what you call a mentor visit. So they will tell you that based on the career path you hope to go into, and this was my first year, you can go and visit somebody who has been in the school and is in that current career path at the high level.

And I think that that was a defining moment for me because I was then connected to somebody who was an engineer at General Motors, which was a car-making company.

He was a mechanical engineer. Even though I wanted to be a pilot my school course was mechanical engineering. When I visited the guy for a day, I realized this is not what I want to do. Because he had done that job for about 30 or 40 years which didn't excite me.

And so ever since then, I began to have a change of mind about what I wanted to do. Because I realized Ghana does not have the resources that this guy is working. So I then began to think, what are some of the things that I think Ghana needs or Africa needs? And then I realized that was actually around the area of Information Technology because there was a lot of technology I was experiencing in the US that I realized was not being used in Ghana and Africa

And so at that time, I decided to transition and take a few more courses in computer science and IT (Information Systems), and eventually, I graduated with Information Systems in Computer Science and Business degree with a minor in engineering. I did engineering for two years and then I did computer science business and information systems for all four years.

So that gives you a bit about what has influenced my career path.

MSM: I also read a bit about your profile and I realized you even entered into real estate.

Nana Achau: Yes, In fact, I still do all that real estate business. This started when I moved to Ghana in 2012. I worked for a real estate company, which was owned by my dad. I didn't start there. Though I was looking to work at Price Waterhouse Coopers (PWC), I decided to take a job with my dad as a business development manager which I did for some time and then in 2013, I started my own real estate company.

I built our first house in 2013 for a client who just decided to give me a chance to build a house. And so when I built that house, of course, I got good feedback from there. I got referrals from him. I built a school, and then we continued to build houses from there. So yes, real estate was my main business when I moved back to Ghana.

MSM: the awesome journey so far; how did you finally venture into agriculture?

Nana Achau: So, as I continue to pursue my real estate ventures, one day I was going to meet one wealthy man who had come to see me about building a resort on an island around the AKUSE area(a town near Akosombo). You know, there is a lot of water around that site, so we went out there to go inspect the island project site.

The chief who happened to take us there at the time introduced me to Rice.

But let me backtrack a little bit. This, this time when I went to look at this island was in 2017.

However, in 2015, a friend of mine who went to Prempeh College and is an agriculture engineer kept telling me to look at agriculture, agriculture is the way, and there's a lot of money in agriculture. And then he shows me an Excel sheet about how good the numbers look once we can produce, you know, how much we can sell it for. So he kept knocking on my door to do maize. At that time in 2015, I took some of the money we were making in the real estate business to try out, in fact, kind of supported him because of the time he was going to school and thought it was time for him to apply his knowledge. So I did a small investment where the idea was to form an Agric company, in which he and I will be co-partners.

I invested but it didn't go very well. He took the money and we visited the site and started working. I travelled for a while, for about a month. I wasn't on the ground. And one day I paid an unannounced visit to the place. I realized that he was not staying there and he hadn't been there in about two or three weeks. The caretaker there said he had not been there in about two or three weeks. So then I began to get a little consent. And then I realized that there were a lot of things that were not going well because he was not paying attention or focusing on them. And I think part of it was also because where we were doing this maize farm was about an hour and a half drive. It was around the Akuse route. So that venture fell through the cracks. We were never able to harvest the produce because it had been left there to rot, so I just let it go. And that was just the ending. So I stopped working with that particular friend, and he continued to be a friend, but we didn't continue that venture anymore.

But that was my first venture into agriculture. So let's say I left it in 2015 and sometime in 2016, I met another friend of mine who was doing cattle rearing and convinced me to invest in such a venture.

I decided to make another investment again, because again, in agriculture what happens is that the more you know about what the situation is, the more you are driven to do something but you'll always need the right team to work with.

The business of it makes a lot of sense and it's very simple. I realized that any cow that is more than two to three years old is not very good for consumption.

I did that for about a year and the guy disappointed me. Fast forward to 2017, when I met this chief who gave me some rice to try from his community. I loved what I ate, so I said, let me continue to buy this rice. But the second time I went to that community following up on my real estate project, the rice was not as good as the first one I tried.

The chief made me know that producing that type of rice was a little bit more expensive. But I said, well, the quality was also very good, so why don't you just, you know, pay that additional money to get that kind of quality and then I will continue to buy from you. Then he said, well, the farmers don't have money. So then I said, okay, I'm committed to giving the farmers some of the money so that they can produce that high level of quality and then I can eat it myself even if I'm not able to sell it. Anyway, so I never had the intention of doing this to produce a rice brand. The goal was that I wanted to produce this rice with that level of quality so that I could get some to eat. And then they said it also made business sense because of course, once you produce that level of quality, there's always demand for that level of quality of rice.

However, when it was time for us to harvest, and I was expecting them, the person who had come to pay for the rice, when the person came around, the person said, oh, they need to pay me half. And then they'll go to the market and go sell, and then they'll come and pay me the other half. And I said, what at all is special about this market? They're going that I can't go there myself.

So it's at that point I began to entertain the thought of, why don't I just cut out the middle man and just go to the market myself then sell some of the rice? So I told the lady to give me some of the rice. I did a very interesting packaging and I think there are pictures of that packaging online was a normal pack. We did it in about a week and I had about 36 (5-kilo bags) I packaged that and put it on WhatsApp. And I sold it out in about two hours. So that's how Agrokings scaling up happened.

MSM: This is very interesting. Going back to some of the failures you had when you started the business, how did you deal with the pitfalls and how did you gather yourself back to redo what you are doing?

Nana Achau: I think the most important thing always for anybody to do, and this is not just for an agric business, it's just for life, whatever pitfall you go to, you need to do a good assessment of what happened. For instance; I'm able to articulate for you why the maize and cattle farming failed and even for our rice project it wasn't all rosy, I mean after I worked with about 25 farmers, of which four of them defaulted. But for me, four I saw the four who defaulted as not trustworthy and couldn't continue to work with them.

And so once we do an assessment, we can know the problem and then quickly find a solution around it.

At times it may be the person you are working with other times it may be a climate challenge.

In all there was no sense of desperation anytime I faced a challenge. I was taking my time, accessing good opportunities and working with such.

For instance, about my rice farmers, due to my last experience,

I made it clear this time around to look for someone who lives in the village to support as opposed to finding somebody from Accra sending the person to the village and then hoping that the person will follow the protocols.

Because sometimes my different learnings taught me different things. I think that is what gets me going. The fact that I had a reason why things failed. I think that I had a good motivation and a good target that I should at least contribute a little quota to preventing the import of food.

MSM: So would you say the RICE project has been one of the greatest accomplishments?

Nana Achau: To be honest, I don't think so. maybe I also don't look at things like that. Though my farm is big, the farm size is about 10,000 acres I've cultivated maybe around 700 or 800 acres but I have 10,000 to go.

I'm not there yet. I take my day one at a time. I do my best on each particular day. There are things I've done with my real estate that I'm very proud of. For instance, I use shipping containers to build houses. Before that, we built a whole school campus and within 6 weeks we put up 10 classroom blocks with about five science labs and things, and it's an existing school. So there are a lot of things that might look worthy, but I would not say it's my greatest accomplishment.

I think I'm very happy with what we gave done and we thank God for what we are doing. Our rice project has caught the attention of certain international organizations and the government.

I live by scripture which says in Mathew 5:16

“Let your light so shine before men, that they may see your good works and glorify your Father in heaven.”

Through my interview with Wode Maya, I inspired a lot of people to do something in their given space, so I'm happy to be a light to some people, and I hope that in doing that, they don't just see it as a clap for me, but they see it and take a particular action. I think these are my most exciting accomplishments.

MSM: What are some of the principles or philosophies or values that you ascribe to?

Nana Achau: Of course, my faith is probably the most important. I think it speaks to the fact that you are the salt and the light of this earth. So, that of course is one.

The other thing is also the fact that I've always believed that there's a reason why I was born in Ghana and so I do not take that for granted. I think if God placed us here then there's a reason why He did that. So that's also a very



important pillar.

But besides that, on the business front, I'm always very big on things like mental visits. So in whatever I'm about to do, just recently, I went to Abidjan just to visit a 92,000 - acre farm.

It is a sugar cane farm. But I left Ghana, went on the way to the Ivory Coast, and drove six hours, to a 92,000-acre farm. And what am I doing? I'm trying to understand what it means to run a farm at that scale because you have 10,000 acres, I may not know what that looks like and how I should build a community around that. So I took a trip went to see this 90,000-acre farm.

Before I went to our rice production, I visited almost all the large rice farms, about four of them in Ghana and I have good relationships with the owners of these farms. I visit them to ask questions and to be honest, a lot of Ghanaians do not like to do this, they do not like to share information. However, fortunately, unfortunately, all the very big rice farms do not belong to Ghanaians. They all belong to Brazilian or Indian people.

The one that belongs to Ghana is the Aveyime Rice farm, which is a field farm project, even that I visited because I wanted to understand why did this big rice farm project fail with all the field equipment that I saw.

So once you see someone who is doing something you want to do, I think it's important that you spend some time engaging with them, learning from them, and understanding what they're doing. I think that's another big philosophy for me.

Also in my communications and the things I do you will see that I believe fundamentally that we are blessed to be a

blessing. And so in whatever we find ourselves doing, we must be a blessing to others.

Even in the community where we find ourselves, we created an eater irrigation system that benefits them, they didn't have a light over there so we brought in solar to them. We also invested in some road networks so that whether it rains or it doesn't rain people can still access their homes. So one of our values is that we are blessed to be a blessing.

MSM: What's the future of farming in Ghana?

Nana Achau: The future of farming in Ghana is scary. the future of farming in Ghana, as I've said already, I think everyone needs to get involved in it. Covid came to teach us a very important lesson, thus - essential and non-essential services.

The future of farming requires the youth to get involved. If you look at most farmers, most people think about becoming farmers as a retirement plan. Most people did not start farming from a young age when they had the energy and the strength to do that.

Again you will realize the statistics say that over 50% of the whole of Africa is under 19 years old and all those under 19 years old in about 10 years will start giving birth. So you realize that the growth of the continent will be exponential. Now when that happens, definitely the biggest challenge we'll face would be the food insecurity challenge. And so it's important that we quickly bring the mind of the youth to the production of food otherwise we'll be starving ourselves in the future.

And I think that we also need to move to a more modernized version of farming. There is a way to think about doing Agric. Creating a garden is not the same as building a commercial farm. Even having a farm on 2 acres is not the



same as having a farm on 50 / 100 acres. It requires a different set of thinking and a different set of tools.

We need to make some major investments in Agriculture. And I don't think we are doing that now, but we need to start changing and start working towards that.

MSM: So finally, Nana, what would your advice to others, especially the youth, be about the effects of comfort zones and the importance of entrepreneurship?

Nana Achau: When times get tough comfort zone will not even be a consideration.

I think that it's important for the youth to embrace this reality. Failing to acknowledge reality does not change it. And so at this point, we need to ensure that young people get a little uncomfortable. Like, I'm saying, I currently live on the farm maybe four days a week. my mattress is still on the floor. And it's not because I do not have a place to stay in Accra.

And it's also about just realizing that we've got to do what we've got to do otherwise we will all be where we don't want to be. Because hunger does not know the rich and does not know the poor. Somebody can be holding money and still not be able to buy food and they will not be any different from the person who is not holding any money and still does not have access to food.

So at this point, I will call it a hands-on-deck situation for the youth of this country. It is time we got off our comfort zone, and I don't know who gave us the ideology that sitting in Accra is a way to go or getting a job in a bank.

Over the next few weeks or months, we'll see what will happen with the banking sector and how many people have to be laid off.

Because there's no point in going to the bank if you cannot even find food to eat.

At this point, we should reduce our dependency on the Ghana government.

What are you as a young person doing? The opportunities are real. Almost every young person has a village, in your village I'm sure there's an area that is just growing weeds. Growing something as basic as lemon grass is a very big business. Lemon

grass in Ghana goes as a weed but that weed can be turned into essential oils for skin, hair, and body products, even perfumes.

So no youth has an excuse that we don't have a job. if there's an area in your backyard and you are not even yet grown lemon grass, do not complain about what is going on in the economy. Because you could have turned the economy around.

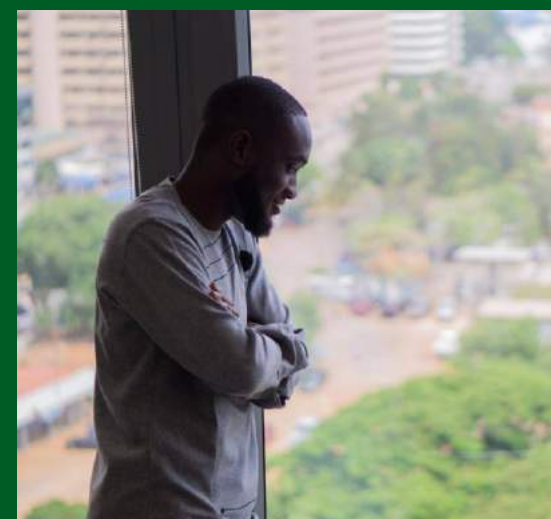
This comfort zone conversation is so ingrained in the youth of Ghana today. I don't know where we got it from. And it may have been our educational system, it may have been the way we preach in church. It may have been the way our parents raised us. I mean, I have people who I have employed and their parents complain why are you in the sun?

Meanwhile, what allowed those parents to go to school was their parents who worked in cocoa and maize farms to fund their education. Yet today when a young person goes to a farm parents complain about it.

So it's very very important that this mindset is changed not only amongst the youth but even the youth's parents. Agric is not easy, but it's the only way we have.

When times get tough and people are queuing outside shops to collect rice, we'll not talk about the sun at that point. Let's not wait to get there.

MSM: That's great advice received from you. And it's amazing. Thank you so much, Nana. It's been a great pleasure having you on board and I'm very grateful for your time.





New Year Resolutions Every Entrepreneur Should Make- by Akash Kushwaha

A new year's resolution is a kind of promise a person makes to bring change. Not just individuals make new year's resolutions for themselves, but business owners do it for their businesses too. In 2022, They had taught us many things, the new normal followed by the pandemic is the ultimate truth now. To be prepared for the future and how to manage all things, especially in business. So all businesses want to make 2023 better and the requirements for the organization.

There are so many new year resolutions every entrepreneur should make so that they can see great growth in their respective businesses. Resolutions can be goals you want to accomplish over a short period (short-term goals) or goals you want to accomplish over a year or many years (long-term goals).

The end of the year is the time when all businesses set up a plan for the next year and fill the gap that is not covered in the past year. In this article, we will talk about some new year's resolutions that every entrepreneur should make for the success of their business. So let us get started.

- Time Management
- Expand Your Business
- Secure Your Business
- Lead Through Crisis
- Work-Life Balance
- Learn Something New
- Join New Networking Group
- Give Back to the community

Time Management

Time management means prioritizing things for one's life and activities. By doing so, you can reduce your stress. The main goal of time management is to be productive. When you are aware of what you need to do, you can better manage your workload. Forgotten items, details, and instructions always make us do extra work.

We often talk about time management in our daily life. But do we really know what it really means? When you manage your time, It means you are prioritizing your tasks. So that you can create more time for other things in your life.

Being on time and working produces great opportunities. By being on time, you are able to start meetings and projects, and your workday is properly managed. Discipline helps you to manage both your time and tasks. It helps you to separate emotions from your tasks. When you are away from your emotions and worries. That is when you perform well.

Initially, start with small goals that are part of a bigger goal. Most bosses and companies make blunders by giving unrealistic targets to their employees, but that always backfires and reduces the productivity of the employees.

Expand Your Business

Growth and expansion are key goals for almost all entrepreneurs. Growing your customer base is important for business success. Most businesses target their sales and marketing efforts to specific customer markets based on demographics like age, gender, location, interests, activities, and values. The idea is to market and sell existing products and services.

Social media is a powerful tool to promote your business to potential customers and gain valuable insight. Analyze new opportunities in business. One of the best and most effective ways to grow a business quickly is to build an email list. Many entrepreneurs find initial success in copying a competitor's business model. But it is not a healthy practice in the long term. It is about making your presence everywhere possible. However, quality should not and must not be compromised over quantity. So select online platforms carefully apart from your website.

It is said that in the 21st century, one skill that requires the most and will be relevant is the ability to inspire others. Personal value is like a magnet that attracts all good things into our lives—the greater our value, the greater our reward. Since the solution to having more is becoming more, we must be in constant search for new ways to increase our value. When you work for yourself, you

inspire others by your action and not by wordSearch volume of "Gym near me" spikes near January every year

Entrepreneurship is always considered a demanding job. Being a businessperson is a hectic job on earth, but so is our health. When we consider the word 'health', we think we have to join a gym or go 10 or 20 miles running or lose weight.

However, health means balancing one's life physically, emotionally, and mentally. In terms of physical fitness, we can follow the WHO recommendation of 10,000 steps daily for adults and for mental and emotional beings, and we can do yoga, meditation, or deep breathing according to our schedule.

Secure Your Business

Protecting your business against losses means securing your employees, customers, building, equipment, and revenue-related assets. According to CBS, over 80% of businesses have reported that their systems have been hacked. Security cameras and other technologies can also help protect your company from harassment or performance issues.

The first and most obvious security investment to make for your business is to install surveillance cameras. Modern business is almost impossible without a network where data is kept and shared among employees. If you have employees, keeping accurate records can greatly improve your payroll accuracy and reduce the risk of overpayment.

A recent Gartner study found that 90% of companies that suffer major data loss close within two years and that 80% of business owners have no plan to protect their data.

Lead Through Crisis

"During a crisis, your goal is to reduce loss and keep things operating as normal as possible."- Gene Klann

The Coronavirus pandemic is a reminder of how rapidly things can change for businesses. When you are in a crisis, most people are terrified and unfamiliar with the situation. Effective leaders can remain calm and maintain a sense of perspective.

Organizational leaders faced the current coronavirus (COVID-19) pandemic and associated disruptions in the global economy. Sustainability is going to be a major challenge for a large number of businesses.

To overcome this crisis, it is always advised to think about the long-term rather than the short-term. However, you need to plan and work for small-term goals, which will be part of your end vision.

Work-Life Balance

There is a difference between work and life, which, for entrepreneurs, is rarely true. Deciding when you are available can be much easier than deciding when you are not available. It is hard to inspire and enroll others when you are not healthy. Be "you" in every situation. You should have less stress, more peace, and more harmony in your whole life.

By doing meditation, anxiety, focus, and productivity will be improved. During your working hours, make yourself readily available by phone to your customers. After working hours, communication via phone should only be allowed in an emergency.

Making time for yourself and your family makes for a better personal life, and it also gives you the time you need to reenergize so that you are at your fullest potential when you are working. The most important thing is to learn and grow from mistakes so that you can change what needs to be changed to help you, and your relationships.

Learn Something New

Learning new things has its own set of advantages which brings success and helps you become a better version of yourself. Whenever you make up your mind to take up something new, you get to know different people which helps you get a better idea of life. You can always grow, increase your knowledge base, and improve your skills to better yourself. Developing a new skill will influence the way you do things daily today and it will make doing things quicker and easier, saving time, energy, and stress.

Reading books can be a boon for entrepreneurs. Reading not only supplements us with knowledge and information, but it also increases our focus and analytical skills. On the other hand, a bunch of books on entrepreneurship or critical problem-solving will put you much ahead of your competitors.

Join New Networking Group

Whether you are interested in strengthening your network or furthering your career professional networking organizations can be a great option for you. Professional organizations can enhance your personal and professional development and provide endless networking opportunities. Being part of a networking group gives you a great chance to discuss ideas with your friends and associates.

Network groups are a useful source of strong referrals that can boost your business. Professional organizations sometimes offer courses, seminars, and lectures to keep themselves and their members up to date on the latest industry innovations, research, and trends.

Give Back to the community

As Pablo Picasso said, the true meaning of life is finding your gift and the purpose of life is to give back to the community where we come from. Whatever we earn, not only in terms of money but in every realm of our lives. We should try to distribute to others; that is the way the universe works.

Conclusion

New year resolutions are just a way to give an ultimatum to yourself to fulfill all your short-term and long-term goals. The concept of a New year, a brand-new beginning is taken here and business owners often use this to push themselves to make their businesses bigger and better. The above resolutions are important for every business so that they can enjoy the taste of success.

A visitor once visited Nobel Prize winner physicist Niels Bohr and, having noticed a horseshoe hanging above the entrance, asked skeptically if the professor believed horseshoes brought in good luck for him. "No," Bohr replied with a smile; "However, I am told by the sender that it brings luck even to those who do not believe in it."

The above-quoted line "that it brings luck even to those who do not believe in it" is the perfect fit for new year's resolutions as well. They work for those people as well even if they do not believe in it.



No matter your brand, creating a successful digital business strategy is crucial to success in 2022 and beyond.

When you leverage the power of technology to build your business, you will undergo what's known as a digital transformation. There are so many exciting and new technologies continuing to emerge, which makes forging a digital business model a necessity for your strategy.

“Every industry and every organization will have to transform itself in the next few years. What is coming at us is bigger than the original internet and you need to understand it, get on board with it, and figure out how to transform your business.” – Tim O'Reilly, Founder & CEO, O'Reilly Media

4 Important Dimensions for Creating a Digital Business Model:

WHO is your target customer and what are their needs?
WHAT is the value proposition and which products does it generate?
HOW is the value proposition delivered?
WHY is the business model profitable?
5 Steps for Developing Your Strategy:

1. Prepare a Detailed Business Plan.

Outline what your business is, your goals and visions, and how you plan to achieve them.

2. Identify Your Target Audience.

Narrow your audience down to two or three buyer personas. Outline the solutions that your company will offer.

3. Develop a Strong Value Proposition.

How will your company stand out among the competition? Establish what differentiates you.

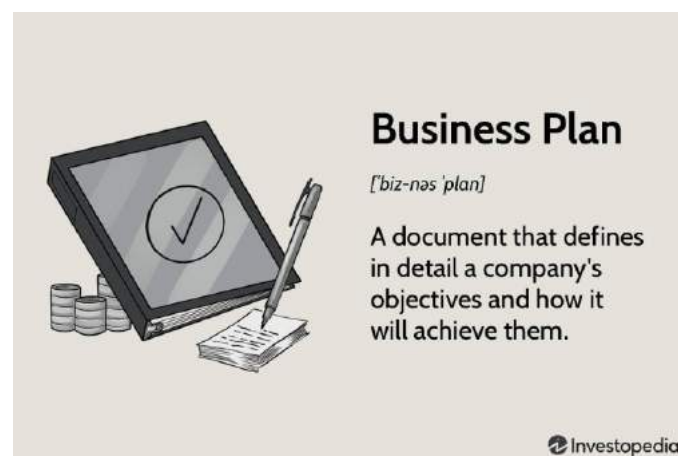
4. Determine Key Business Partners.

Select key partners and strategic alliances that can best help contribute to serving your customers.

5. Allow Room for Innovation.

When developing your business model, leave room for future innovation. It's important to ensure that your plan meets the needs of your customers.

Source : https://www.simplilearn.com/digital-business-model-article#how_to_create_a_digital_business_strategy



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