

ISSUE 01

elysian

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BOB PHONDO

TALKS BUSINESS IN LIGHT OF A NEW GOVERNMENT

WHAT
BUSINESS
SHOULD I
START?

IS BLACK TAX
KEEPING YOU
BROKE ?

10 WAYS TO
NETWORK



WINNIE ADORHA TIONE

Your definition of adventure might not be the same as mine but one thing I've learnt in this life is to always live a life that feels true to you while paying attention to the miracles that come each day. Life is for the living, so just live it.

Founder & CEO - W.A.T Events Planning Company

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WITH BOB PHONDO

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TEAM

EDITOR Thoko Kadewere

ASSISTANT EDITOR Michael Odala

CREATIVE DIRECTOR Samuel Keith Lungu

CREATIVE DIRECTOR - PHOTOGRAPHY Tapiwa Hasha Dube

CONTRIBUTING PHOTOGRAPHER Marumbo David Hara

Manifest

MARKETING Precious Kulaisi

Timothy Dalitso Mizaya

STAFF WRITERS Lessa Mayankho Sande

CONTRIBUTING WRITER Tinashe Enerst Mukwani

EDITORIAL OFFICE

+ 2 6 5 - 9 9 8 - 9 3 3 - 4 4 8

elysianmagazinemw@gmail.com

Editor's Note



"It's not that Malawi lacks innovative ideas or passionate people. We have lots of that. What we don't have enough of is transparency concerning information that is imperative to the success of these ideas."

Welcome to the first issue of Elysian Magazine! You are the first to anticipate the fruits just as the seed has been planted and I cannot express my gratitude.

The Elysian dream is to provide business education, mentorship and consultation to individuals and brands who cannot afford to go the "usual route" of paying their way through university. A lot of entrepreneurs ask "What do I do?" at almost each stage of their entrepreneurial journey. We at Elysian are here to help answer those questions on and off this platform.

This issue focuses on one main topic: how can my business survive amidst shifting political grounds and the changes that happen in the business realm as the government settles in? We hope you get some ideas that can help you and your business remain rooted.

Expect a lot of changes as we grow our platforms, forge new partnerships and expand our territory.

THOKO KADEWERE
EDITOR



THE BUSINESS CORNER



Lessa Mayankho Sande also known as Onabanda is a business owner and a commercial farmer. She is a holder of a Business and Marketing Degree and a Banker by profession.

The truth is the world revolves around business, nations move by economy and households survive from business too. You don't believe me? Listen: have you ever wondered why you go to work? To earn money, right? When you have the money, what do you do with it? Buy food, clothes, pay bills and pay rent. You are basically on the other side of the business. Like I said, business is buying and selling of goods and services. The individuals and companies like ESCOM that you pay your bills or give your money to are simply selling their services to you as a consumer. With that in mind, it would be in your best interest to own or start your own business. Why, you ask? Firstly, at household level, it will make you financially independent. Let's face it; salaries have not or will never be enough for most of us. We almost always need an extra supply of money to be able to afford not only our daily needs but also our wants.

"Doing is what gets us going."

IS BLACK TAX KEEPING YOU BROKE?

- **What Is Black Tax?**
- **How Does Black Tax Affect Financial Independence?**
- **How Should You Deal With It?**

All expenses, whether personal or not, must be budgeted for. It is important to know where your money is going, and to equally understand why your money is going there. Black tax when treated accordingly can be leveraged to build fulfilling lives for both the givers and recipients of it. In the same vein, it can be destructive to both individuals. Which end do you want to be on?

"It is not so much that other people need money for their livelihoods as much as it is their making their livelihoods your responsibility"



DID YOU KNOW?

Black tax stems from the origins of the African family originally sharing in a common wealth. Families co-existed and their wealth was distributed amongst themselves. This was disrupted by colonisation, which separated and pulled families apart. This meant that the large wealth reserves Africans initially had to distribute, were now significantly minimised to individual salaries of working family members.

It has made it more expensive to survive, spreading the available wealth considerably thinner.



Episode #1 Loading...

**The Elysian
Podcast will
be coming
your way this
November!**

#BusinessEducationMadeEasy

