



## KOSHA Management NewsLetter: July/August 2020

Dear team,

I trust this note finds you all well and safe in light of this ongoing global pandemic.

As you are all aware, so many changes have been put in place at KOSHA|Jungle in the last few months all in an effort to deliver the best for all of us and our creative dreams. This year has allowed us all to slow down, and really critically look at our business operations and map out a way forward. As ever, we always intend to move towards growth and success.

I am excited to announce that KOSHA Management has recently engaged two equity-partners into its business. The following considerations were critical in my deliberations and decision as MD:

- **SCALE UP:** To maintain our competitive edge, KOSHA must re-join the international league, and stop playing local champion. And to that end, my ongoing development as MD is essential. Brokering international strategic relationships for KOSHA and our listed brands is key to our success especially post COVID. Relying on corporate Zimbabwe or our local economy is never a wise venture. In my capacity as Senior Consultant at KOSHA and Vice President of Jungle, our scale up mission will require that I am more mobile in 2021 - meaning an invested (in more just a mere pay check) and trusted Business Leader who understands the vision, can maintain growth, and optimum operations was needed.
- **SHARE THE TASK OF DREAMING FOR AND RUNNING KOSHA:** Our business now requires more than one head to determine how we move and grow. One person deciding the fate of 12+ visionaries is limiting, and also too great a responsibility. Discourse is essential, if it inspires and serves us with sharper solutions.
- **NEW BRAND PERCEPTION:** Over the years, through all the changes (good and bad) the industries perception was shaped by their appreciation or lack thereof KOSHA. We think it is time to dilute that perception.
- **STRENGTH IN NUMBERS:** There truly is power in numbers. With these two partners, I am confident we will truly become a movement as KOSHA.
- **INSPIRE CONFIDENCE:** Not only do I believe that these partners communicate growth to us internally, they will also do the same to our external stakeholders, the industry, and most importantly investing bodies. In 2021, we seek to engage financial investors, and such a move will serve us positively.

The engaged Equity-Partners are:

**Mr Zorodzai Makani**, known in the entertainment circles as Marcques. A friend of KOSHA's since our first foray into talent management. He has watched and supported our evolution over the years, and proved a major asset to us in strategic conversations, and served as wise counsel. He will be championing the Business Development office. With the mandate of ensuring that our brands achieve commercial success beyond their core talent. Brand building is the beginning of the journey, and commercializing those brands is the second part of the journey. Successful brands have the ability to inspire buyer behavior, and purchase decisions, and in 2021, that is truly what we intend to realize for all of our listed brands.

**Mr Ashley Chabura**, our much loved and respected colleague since 2018. His loyalty and dedication over the years to our dual visions as KOSHA and Jungle Entertainment Ventures inspired this promotion. But beyond that, in his role as General Manager of Jungle South; he has not only transformed the revenues of that business, but he has also afforded me the much needed time to attend to KOSHA and deliver for our team and brands. His dedication to his job, work ethic, and mindset, embody the values we advocate and work by at KOSHA and Jungle.

Do join me in welcoming Mr Makani, and in congratulating Mr Chabura for joining me as Partners.

I thoroughly look forward to bigger and better success as we move towards Q4 and beyond.

Best regards,

*Tannia Ngwenwa*

*Founder, and Senior Consultant*

**KOSHA Management**