

## **Books Publication and Production Business Opportunity**

An opportunity exists for an investment in one of the MSMEs that have been growing in the Zimbabwean educational publications sector with operations currently located in Harare. The company was established in 2014 with the aim of producing quality pre-school to tertiary level books. The company publishes different books, novels and educative material for primary, secondary and tertiary schools as well as individuals in Zimbabwe. They also offer services ranging from book translation, editing, type setting, evaluation, publication, selling, to publication consultancy. The company needs USD50K in the form of debt and/or equity which will be used to improve their production capacity through the purchase of new printing machines.

- The company supplies material (fictional and nonfiction books, novels, set books and chats) to institutions and also evaluates content, structure and layout on behalf of writers so as to meet the curriculum syllabi and demands of educational bodies such as The Ministry of Primary and Secondary Education, Curriculum Development and Technical Services (CDTS) unit and ZIMSEC.
- They also supply books, novels and educational material to bookshops and schools in Zimbabwe.
- The company also helps emerging book publishers and individuals to publish their works and deliver their objectives through intense capacity building and business development.
- They have managed to develop relationships with schools and educational institutions nationwide who they supply with books and material as well as evaluation services.
- The company is in its early stage of development but has managed to establish a footprint in the market as evidenced by the increased demand for their books, material and services.
- Their current production capacity is at an average of 300 books per day and this has resulted in a turnover of ZW\$1.9 Million in February 2020.
- The company experienced an increase in turnover from ZW\$385K in January 2020 to ZW\$1.9 Million in February 2020, and this growth level is likely to be sustained, even if no new equipment is acquired
- The company is currently operating from rented Harare offices and sells an average of 8000 books per month.
- The company seeks to acquire 8 additional printing machines that will boost production to 1700 books per day if they are operating at 60% capacity or 2300 copies a day at 80% capacity.
- This increase in production will significantly increase the generated turnover, hence allowing for growth.
- The company has a good reputation that has been established and maintained since its start in 2014.
- They have a skilled and competent management team with knowledge and experience in education which will enable them to fully utilize the required capital investment.

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