DIGITAL
Ethiopia

DIGITAL ETHIOPIA 2025

Digital Ethiopia 2025 national strategy set to transform the country's national economy through four major pathway sectors.

STARTUPS TODAY

Great businesses start with a having great idea, and this foundational principles has inspired entrepreneurs.

ET BUSINESS PORTAL

ET – Business Portal presenting technological and business reviews, updates and promoting new startups for readers,

12345678

WHO WE ARE?

We are young entrepreneurs gathered to improve ways of traditional Sales and Marketing practices thorough automated technological advancements.

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VISION

To be the master of Sales and Marketing expert on this digitalized era, in a year 2025.

MISSION

To provide exceptional service with excellence management.

OUR MOTTO

Ambition is the first step toward the future.

REVIEWER

Bethlehem Ghidey

READ AHEAD

BENETSA BUFFET

Digital Ethiopia 2025

Traditional development windows may be closing, but new, technology-driven pathways are opening for countries that are proactive and able to adapt to change.

Digital Job Opportunity

We've recently witnessed the sudden burst of digital startups operating in different sectors like Ecommerce & Retail, Delivery, Transportation & many more.

Startups Today

There is no real definition of the phrase #Startups, but it is a common understanding it has something to do with Tech.

Best Ethiopian Apps 2022

Best Ethiopian Apps for 2022, the apps selected from Financial, Transport, Delivey and Economic purpose.

The Upcoming Stars

Tegwaze, which quite literally translates into "traveler" in English is a product of Elilta Technology PLC still under-development.

Benetsa Entertainment

Culture, History, Movie, Music, Mind Games and so more fun from Benetsa Entertainment enjoy your stay with us while witnessing the digital changes in Ethiopia.

Digital Marketing in Ethiopia

The development of the internet, makes digital marketing strategies increasingly in demand.

Technology and Business

Yene Stock and Yene Property developed by Dunya Tech that help companies and individuals finding the right propery and manage their stocks.

DIGITAL ETHIOPIA 2025

Traditional development windows may be closing, but new, technology-driven pathways are opening for countries that are proactive and able to adapt to change. The Fourth Industrial Revolution has started, technological changes are fundamentally altering the way people live, communicate, produce, work, and trade. While historically, manufacturing has been a major development driver, labor-substitution effect of automation may be closing the window for developing economies to leverage manufacturing for job creation and broader development.

However, the narrative on automation and technological advances, which focuses solely on job losses, is misleading. Alterative analyses that are open to disruptive new models are needed. While the last industrial revolution did lead to substantial worker displacements before living standards increased, today's changes are taking place at a time where there is a better understanding of what governments can do to support and steer their economies through these times of disruption. The misleading narrative arises because change is commonly analyzed using traditional thinking - rather than taking into consideration fundamentally new and disruptive models. Digital transformation is the journey from an analogue society where government, business, and social interactions take place in person, to a fully integrated inclusive digital economy where transactions are made faster, cheaper, and more secure using technology and where most of the interaction takes place online.

The 'digital economy' refers to economic activity that utilizes the enhanced interconnectivity of networks and the interoperability of digital platforms. It is born through the combination of two key network developments:

Internet and IP-enabled communications systems, that includes mobile networks, electronic payment systems and public service networks. Critical to developing a digital economy is innovation, which creates new and improved goods, services and business practices, through the creation or adoption of new technology; repurposing existing technology for a new use; or introducing existing technology to a new geography and user.

Ethiopia is already on a journey of transformative growth and development. Gross domestic product (GDP) has risen from USD 8 billion in 2000 to USD 84 billion in 2018. During the same period, life expectancy increased from just under 52 years to nearly 66. At the start of the 21st century, less than two in five primary-aged children were enrolled in school, some twenty-percentage points below the Sub-Saharan Africa average.

By 2015, primary school enrolment in Ethiopia had reached 85%, nearly ten percentage points above the Sub-Saharan Africa average. The government of Ethiopia is keen to continue this growth and development and has set itself ambitious targets including becoming a lower middle-income country by 2025. For example, the government is targeting the creation of three million jobs (including 300,000 digital jobs) by 2021; an improvement in the Ease of Doing Business ranking from 159 in 2019 to the top 100 also by 2021; and liberalization of key sectors like telecommunications.

Countries that have a Digital Transformation Strategy have selected a set of prioritized pathways that are most applicable and optimal to take along their Digital Transformation journey. Based on current economic drivers (i.e. Agriculture and Manufacturing) and the national vision Ethiopia has embarked on (i.e. jobs creation, foreign exchange earnings and inclusive prosperity), four pathways were selected to analyze opportunities and frame Ethiopia's digital journey, the Four Pathways are considered to take Ethiopia through the Digital Transformation journey. Those are, Unleashing Value from Agriculture, The Global value chains in manufacturing, Building the IT enabled services and Digital as the driver of tourism competitiveness.

Read More :
https://tapethiopia.com/wp-content/uploads/Ethiopia-Digital-Strategy-2020.pdf
Digital Ethiopia 2025 -A Strategy for Ethiopia Inclusive Prosperity

" I invite all those committed to a prosperous future for Ethiopia to join together and contribute all they can. I am confident we can do it together."

PRIME MINISTER DR. ABIY AHMED ALI (PHD)

The Wake Up Call !

Neftalem Fikre | The wake up call for startup's

Neftalem Fikre is an Entrepreneur with a decade of experience in International development, Job creation, HR, Digital Literacy, Renewable Energy sector and Business Development. He currently runs a Business development consultancy in Addis Ababa, Ethiopia.

Scan or press the Qr Code to get
Niftalem Fikre LinkedIn Address.

Startups - A Wake up Call !

There is no real definition of the phrase #Startups, but it is a common understanding it has something to do with Tech. It has something to do with Innovation and Disruptive system. It also has to do with investment. One always hears of valuation of startups ("Unicorn" comes to mind). It also has to do with Silicon Valley, Tedtalk, Shark tank etc. Add on a little bit of youth& women and "changing the world" boom! You are now an expert on Startups, just like me! But startups were not always like this, they actually ones had a clear goal. "A business that works smartly to solve a problem by selling its solution in the market." So how did we end up here?

Every Startup wants to be Tech. because it wants to be the next Google & Facebook. It's safe to say if one creates 5 categories of business segments- majority of startups will fall into them. Many will say they use "Artificial Intelligence" (they don't) because Google Facebook say so. Many will say they use "Nano, VR/AR, biotechetc. (and some nonsense about "the future is now") because Google Facebook said so. In a way, the dream is that they will one day be picked up and sold to the likes of Google Facebook (even though in public they say "I want to be the next Google or Facebook) because they want to become an overnight billionaire (remember without sales but ideas-thus the crazy valuations -to drive up "sales"). Today's startups have becoming an incubation of ideas with unrealistic expectations and unattainable goals.

"You are NOT special"

I know no one wants to hear this (personally my mum always told me I was special)-but yes you and I –We are not special. Majority of our behaviors can be mapped and predicted and put into world population clusters. Yes, we have some free will but even that is debatable. So if we are not special- why do we believe and behave as if our startups are? My theory could be the misdiagnoses of the role models many startups look up too. The Steve Jobs and the Elon Musk- the" bad boys of the nerds"; who changed the world. But this is not really the case. Sure it's debatable how much they changed "the world" but what made them who they are today is not that they were "special"- it was the fact that they were "Smart", smatter than the guy who had the same idea. Smart in marketing, smart in creating a business model that beats the competition and in the case of Jobs, a ruthlesscapitalist if they was ever one (maybe less capitalist and less ruthless thanRockefeller, but just). So the message for startups is, get of your high horse of thinking you have discovered something no one has before and focus on one simple question- How smart am I?

"If you don't sale, you are not an Entrepreneur!"

In 2020, a renowned African Entrepreneur by the name of Vusi made the statement above. It was simple and easy to understand, "If you don't sale, you are not an Entrepreneur"-it seemed even logical right? yet it felt controversial. The reason why it felt controversial even though it was said in a business workshop could be because it was a startup workshop. For some reason, Startups had forgotten they are a business first and like any business your main objective is to sale. Yet because of the notion that startups are "revolutionary" and "world changing"; sales seemed to be of secondary importance. Therefore, the focus was how to raise capital (proposal writing, marketing, pitch deck etc.) thansales. The focus was on "How do I get an investor?" than "How do I get a customer?".

Time to come back to our senses .

What use to make startups special was their risk taking, all in approach to give the customer what they wanted. Now the customers are the funders. What use to make startups special was going to the market with a "smart" solution to a problem rather then what has become; selling an "idea" of a smart solution to the Donor. People forgot, startups are made to fail or morph into a company; that's is why they are chaos yet orderly, risky yet disciplined. It's time for startups to come back to their senses and become a business again, embrace their past. To actually go to the market and pay the hard price of getting the customers, selling and growing into a formal business. If they want to be disruptive that's great, but if they do not, that is fine too. Not all startups need to be Tech based & disruptive; they just need to be smart. Smart in their innovation and smart in their business model. They need to be profitable before they change the world. The need to be a business again.

Tegwaze

Are you tired of going to bus ticket offices just to find out that there are no seats available?, Are you a university student who is unable to go home during breaks due to over-booking of bus tickets?, Are you a traveler who does not know where to find bus ticket offices?

Tegwaze will handle all your concerns.

Tegwaze, which quite literally translates into "traveler" in English is a product of Elilta Technology PLC that is still under-development. Ermiyas Solomon, Co-Founder of Elilta Technology PLC, mentioned that this platform is being created in order to bridge the gap between customers and bus companies, and decrease the amount of energy customers waste while trying to acquire tickets.

Tegwaze provides both electronic management for bus companies and digital ticket sells for customers, which creates a win-win situation that helps both sides save time immensely. Tegwaze is a rapidly growing startup and if you are a traveler this is going to be your best friend to plan your trips. In the near future they are coming out with a website and mobile application, so traveler or not stay tuned and support their journey to becoming the biggest startup in Ethiopia.

During our interview with Ermiyas we found a few interesting facts.

Question:
What is your inspiration behind Tegwaze?

"I was also once a university student who suffered a lot while trying to come home. Cases when ticket rates would double because of the demand, cases when I stood in line for more than 5 hours just to find out tickets have been sold-out when I had only one person left in front of me, and times when I had to wake up at 3AM in the morning to go to the ticket office. I noticed this problem on almost every university student and given my computer science background this pushed me to think of a digital product that would solve it."

Question:
What are the challenges you are facing while developing Tegwaze?

"One of our biggest challenges is trust building with both bus companies and customers. Bus companies are reluctant to work with us in fear of trying a new technology that will break them out of their comfort zone. Second is promotion and marketing our product for it to reach into every traveler that needs it."

For More Information

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Mexico KKare Building Number 01

"

AARON PATZER:

TURN A PERCEIVED RISK INTO AN ASSET.

Aaron Patzer is an Internet entrepreneur and the founder of Mint.com, a financial management tool which was acquired by Intuit and had over 10 million users as of mid-2012.

"

Digital Marketing & Ethiopia

The development of the digital world, especially the internet, makes digital marketing strategies increasingly in demand.
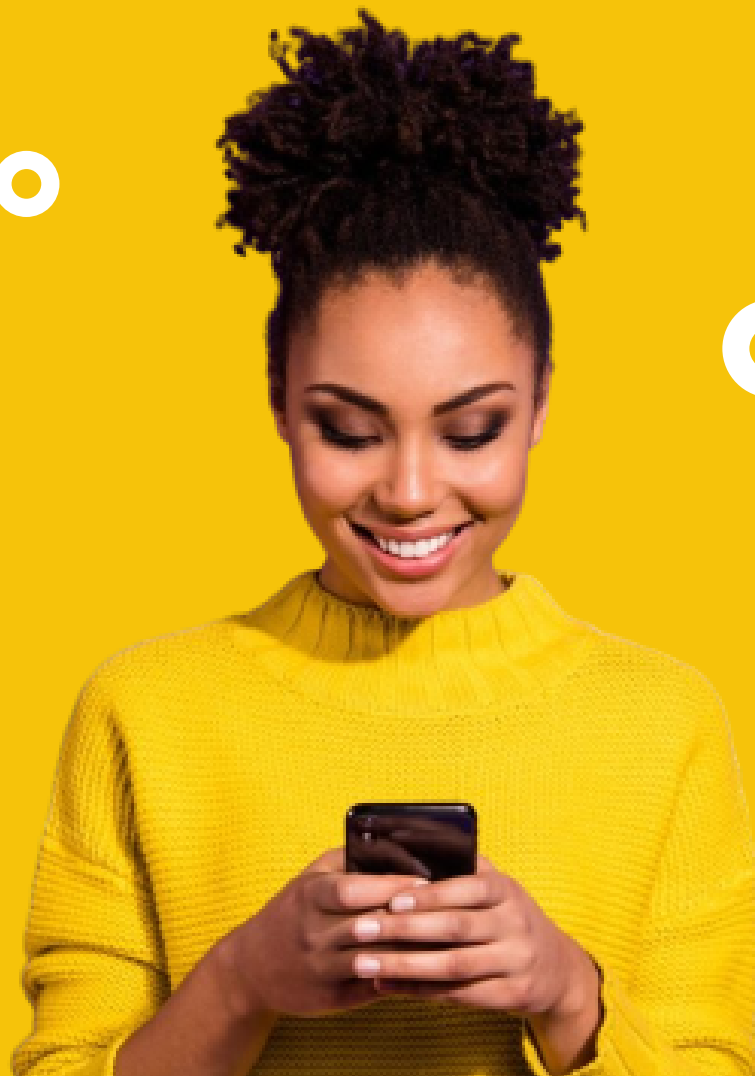
POSTING AN IMAGE ON SOCIAL MEDIAS DOESN'T MEAN YOU ARE DOING A DIGITAL MARKETING.

companies promote and sell their products and services online through the help of digital technologies. Digital Marketing is just the way, how to handle our marketing activities using the internet. Most of the time, businesses owners in Ethiopia fail to understand the main concept of marketing; with this they outsource their digital activities or hire digital marketing experts from an IT field. Why did they hire these experts? Because most companies seem IT field is more related/favorable with the digital marketing part. Is this the right thing?

Let's see, what does it mean by digital marketing? Digital marketing is defined by the use of numerous digital tactics and channels to connect with customers where they spend much of their time: online. The best digital marketers have a clear picture of how each digital marketing campaign supports their overarching goals. And depending on the goals of their marketing strategy, marketers can support a larger campaign through the free and paid channels at their disposal. Digital marketing is vital for companies business. It seems like every other brand has a website. And if they don't, they at least have a social media presence or digital ad strategy.

Digital content and marketing is so common that consumers now expect and rely on it as a way to learn about brands. Because digital marketing has so many options and strategies associated with it, you can get creative and experiment with a variety of marketing tactics on a budget. The **potential** customers you can find online is a much larger group than you'll ever be able to attract only locally. Using digital marketing techniques, you can reach a global audience in a way that's cost-effective, scalable and measurable.

Businesses in Ethiopia and those intending to penetrate the Ethiopian market must now focus on integrating Digital Marketing into their overall marketing strategy. That is the opportunity and those who seize it will reap handsome rewards.

Digital Marketing is still something of an unknown to many companies and organizations in Ethiopia. Definitions vary but It would be define as "reaching out to an identified audience with a targeted marketing message via the web and Mobile media to conduct profitable business".

WHY DIGITAL MARKETING FAILS?

Many business executives realize that in today's environment, they must have an effective digital marketing plan to achieve their business goals. However, many of their digital marketing campaigns do not achieve their business objectives, leaving executives and managers scrambling to determine why their efforts failed.

Most companies, and even digital marketing agencies, do not develop a comprehensive digital marketing strategy before they delve into their marketing efforts. Instead, they quickly launch digital campaigns to see what works. Even if you know and use best practices, without an effective digital marketing strategy, you will only waste time and money.

Many executives have lofty goals, but generally want to spend the minimal budget necessary to get there. So, they sign up an agency or push their internal marketing team to meet revenue and customer growth goals. But many times, they push to achieve aggressive market goals on a minimal budget. That's because senior executives typically lack a foundational knowledge of digital marketing. A digital marketing strategy will identify not only the SMART goals needed to achieve the overall goals, but also the estimated resources required to achieve these goals.
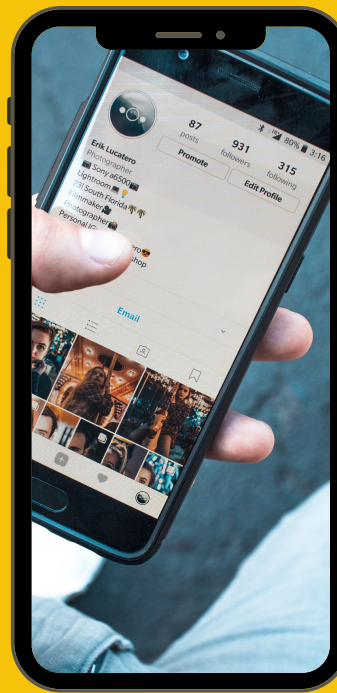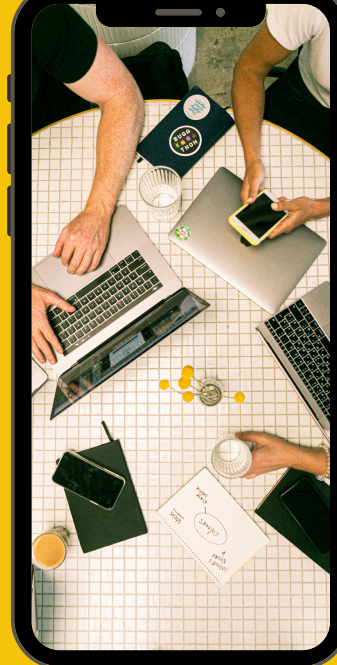
GROWING DIGITAL JOB OPPORTUNITIES IN ETHIOPIA

Nahom Abera

Co-founder & CEO
Digitalize Addis – Digital Marketing Agency

According to https://www.statista.com/ , the number of jobs requiring digital skills in Africa is expected to grow in the coming years. The forecast states that around 28 million and 17 million jobs in Nigeria and Kenya, respectively, would require digital skills by 2030. Such employment opportunities would mainly be in the services sector. In addition to that, The Covid-19 pandemic has boosted demand for digital solutions in Africa and more and more countries are starting to realize the importance of digital transformation in creating quality jobs and the economic recovery of post-pandemic African countries.

In Ethiopia, we've recently witnessed the sudden burst of digital startups operating in different sectors like Ecommerce & Retail, Delivery, Transportation & Mobility, Software & Data, Financial Technology, Marketing & Sales, Health and many more. This phenomenon not only impacts our economy greatly but also creates massive employment opportunities for the youth. Furthermore, the need for Digital Transformation in Ethiopia by using digital technologies to modify existing business processes, culture, and customer experiences to meet changing business and market requirements is demanding more and more tech savvy people to work in various sectors both in private and governmental organization.

Entry-level digital skills

- Computer literacy
- Data entry
- Social media
- Web-based communications
- Research word processing
- Email and chat
- Secure information processing
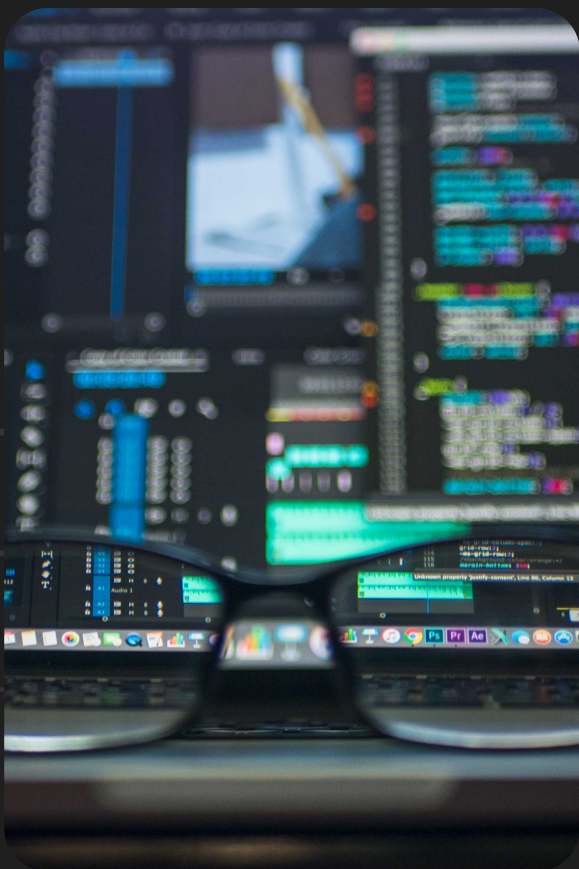
Advanced-level digital skills

- Programming, web, and app development
- Digital business analysis
- Digital marketing and content creation
- Digital design and data visualization
- Digital product management
- Data science
- User experience design

The need for digitally-skilled labor in Ethiopia is growing by the day.

HOW CAN THE YOUTH TAKE ADVANTAGE?

The youth in Ethiopia needs to wake up and start seeing the opportunities this digital era brings. Everywhere we look, we see young people in Ethiopia using digital tools, electronic devices, computerized and internet technologies as an entertainment & social interaction platforms. And honestly, that is a pure waste of time, resources & human potential. And since they are online anyways, the same time that is being wasted can be used to easily access information to inform and educate themselves, build their personal brand, connect with the right people professionally and get a piece of the up and coming digital job opportunities. We also believe that schools should start incorporating Digital Skill Courses more and more in their curriculum to make the coming generation more familiar with the tools and how to use them for their advantage.

The government of Ethiopia recently announced The Digital Ethiopia 2025 national strategy set to transform the country's national economy through four major pathway sectors including agriculture, manufacturing, IT-enabled services and the tourism. The digitization of these sectors is expected to boost the economic transformation of the country in the coming five years to drive its status to the middle- income countries of the world. And although this is a good start, we believe there is still a long way to go in generating a capable digitally skilled workforce in Ethiopia.

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Top 6 Ethiopian App's for March, 2022

With more than 5 million apps on the Google Play and App Store, users are spoiled for choice and it can be a bit overwhelming. We've done the work of putting together a lists of best Ethiopian apps across several categories to help you pick the best apps for your daily life.

1) Telebirr

Ethio telecom's telebirr service enables you to **deposit, receive, transfer** and **spend money** using your mobile number. With telebirr you can easily conduct cashless transactions and receive international remittance. Additionally, telebirr app allows you to make payments at shops/convenient stores via QR codes, purchase goods and services online/remotely or even withdraw physical cash at nearby agents.
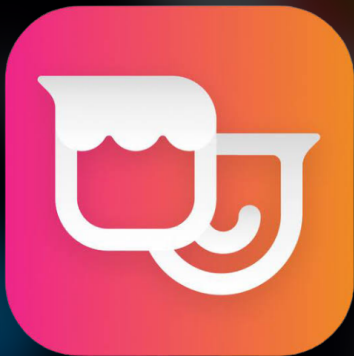
2) BeU Delivery

BeU offers a great selection of your favorite restaurants and shops and a **fast door-to-door delivery** that allows you to have your favorite food just a few taps away and enjoy them from the comfort of your home or office. Order food with us and get restaurant deals and discounts including free delivery on your first order.

3) Room.et

Room.et is **online hotel booking** platform in Ethiopia. Take a business trip, family trip, or travel with friends and find best suited hotels near you via Room.et app. You can plan your next booking in Addis Ababa, Ethiopia and book hotel rooms at the best prices. You can find Nearby hotel rooms or Search your location and find hotel rooms for your long stays or weekly stays, leisure trips, and/or business trips.

4) Awtar

Awtar is a user-friendly mobile application where users can go through a well-organized **Ethiopian music archive**, easily search and find their favorite Artist, listen to a preview of any song before purchasing, discover details of every musical work and enjoy the latest Ethiopian music videos.

5) GuzoGo

BGuzoGo is a user friendly and intuitive platform that lets you book your flight in a simple four step process. All you need to do is **search**, **filter**, **book** and **pay** to complete the booking process. An e-ticket will be sent to you shortly afterpaent confirmation.

6) Teraki

Teraki is the first Ethiopian app to put together all your favorite Ethiopian **podcasts** and **audiobooks** by working directly with creators. By easing your listening journey, Teraki aims to bridge creators to listeners by bringing the most user-friendly surrounding. Browse Teraki app's growing list of Audiobooks and Podcasts with 100+ podcast episodes and 30+ audiobooks and more added daily.

®

Enjoy the moment

Notice; Prices for all items might be change due to economic changes, sicnce Zelela Restaurant recommendations and reviews.

Zero Degrees

- Special Icecream & Holiday Special (Milkshake)
- Price was ETB **250** & **280** including tax
- The place got different kinds of Icecream flavours and milkshakes, we recommend that you try their Special Ice cream.
- The place is small but cozy. If there are no seats available you can take your Icecreams to go.
- Place is great to chill with family or friends
- Place is located at Bole in front of Kebe Cake.
- Press the image to get the map.

Juicy Generation

- Strawberry Yoghurt
- Price for Strawberry Yoghurt was ETB **190** including tax
- Place has got different kinds of sandwiches and different kinds of yoghurts. The yoghurts are made uniquely in a way that is different from any other yoghurt places and their taste is exceptional. We highly recommend that you try their Strawberry Yoghurt.
- Place is located at Bole, in front of Millennium Hall besides Dumerso Coffee.
- Press the image to get the map

Cafe Du Louvre

- Spaghetti beef or chicken, Pepper steak and Chocolate Mousse (We recommend you this one)
- Price was ETB **350**, **391** & **250** including tax
- This place is a French restaurant, they serve foods like spaghetti, chicken and steak among others. They also got deserts like cake and chocolates. We highly recommend that you try their Chocolate Mousse. It's delicious. The place is kind of big and fine dining. Great place for a date or for family gatherings.
- Place is located around signal.
- Press the image to get the map.

ADWA
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"Adwa reminds us that the only freedom we truly possess is the freedom we are able to defend. Only on the scale of Ethiopia itself could resistance have succeeded."

By Raymond Jonas

On 1 March 1896, the First Italo-Ethiopian War reached its dramatic climax at Adwa, a decisive battle that secured Ethiopia's independence and soundly defeated Italian colonial designs for an expansive East African empire. At the moment in which European powers scrambled for the Horn of Africa and France, Britain, and Italy each competed for and claimed their respective territories, Ethiopia or Abyssinia, as it was typically known at the time managed to evade European colonial rule.

It is a battle of legendary status in the collective memory of many Ethiopians, inscribed and re-inscribed through stories and commemorative acts of the state; it is also an episode that figures heavily in the imagination of the African diaspora. The heroics of Ethiopian emperor Menelik II and the imagery of an Ethiopian army overpowering an Italian invading one reverberated across the globe, while the successful defense of Ethiopia's external sovereignty enabled the emperor's control and consolidation of central state power at home, in what he saw as the restoration of the Solomonic dynasty's ancient glory. In Ethiopian art depicting the battle, Saint George hovers over their soldiers, offering divine assistance as the patron saint of Ethiopia, of God's chosen country.

For the black community, Adwa seemed to confirm Biblical prophesy that "Ethiopia shall stretch forth her hands unto God" (Psalms 68:31), a verse that took on unique significance in black religious traditions forged in a context of enslavement, racial oppression, and disenfranchisement and emphasized black liberation and emancipation. Though in classical texts, Ethiopia stood in for Africa is a whole, Adwa fused this symbolic Ethiopia with the contemporary Ethiopian state in the minds and hearts of the Africans.

It produced and proliferated a particular idea of Ethiopia in Pan-Africanist thought, one that saw Ethiopia as the vestige of black freedom in a world where black people whether in the Americas, Europe, or Africa   were subject to racial domination and exploitation. Indeed, at the first Pan-African Conference in 1900 – where W.E.B. Du Bois uttered his famous statement that "the problem of the twentieth century is the problem of the color line," delegates declared the Ethiopian emperor a "Great Protector" of African peoples everywhere.

The Battle of Adwa (አድዋ)
The ghosts of Adwa | www.africasacountry.com

THE LOST CITY
RELEASE DAYE: MARCH 19, 2022
COMEDY/ACTION

Reclusive author Loretta Sage writes about exotic places in her popular adventure novels that feature a handsome cover model named Alan.

SONIC THE HEDGEHOG 2
RELEASE DATE: APRIL 8, 2022
ADVENTURE/SCI-FI

After settling in Green Hills, Sonic is eager to prove that he has what it takes to be a true hero. His test comes when Dr. Robotnik returns with a new partner, Knuckles, in search of a mystical emerald that has the power to destroy civilizations.

TOP GUN: MAVERICK
RELEASE DATE: MAY 27, 2022
ACTION/ADVENTURE

Pete **"Maverick"** Mitchell keeps pushing the envelope after years of service as one of the Navy's top aviators. He must soon confront the past while training a new squad of graduates for a dangerous mission that demands the ultimate sacrifice.

NINA GIRMA - ያሰላሴ

View - 980,000 +
Channel - Awtar TV
Released date - Feb 16, 2022
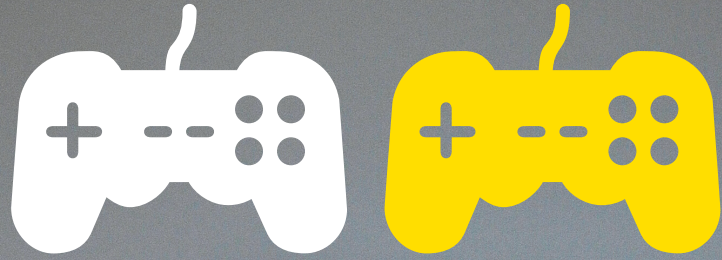Press the image to get the music

ANDUALEM GOSAA -GUMGUME

View - 2,330,000+
Channel - Vision Entertainment
Released date - Feb 11, 2022
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MULUALEM TAKELE - ውዴ

View - 980,000+
Channel - Minew Shewa Tube
Released date - Feb 11, 2022
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Benetsa Brain Game
(Logic Puzzle)

Benetsa Brain Game
(Logic Puzzle)

- You're at a fork in the road in which one direction leads to the City of Lies (where everyone always lies) and the other to the City of Truth (where everyone always tells the truth). There's a person at the fork who lives in one of the cities, but you're not sure which one. What question could you ask the person to find out which road leads to the City of Truth?

- A man has 53 socks in his drawer: 21 identical blue, 15 identical black and 17 identical red. The lights are out and he is completely in the dark. How many socks must he take out to make 100 percent certain he has at least one pair of black socks?

- Four people are crossing a bridge at night, so they all need a torch—but they just have one that only lasts 15 minutes. Dani can cross in one minute, Hani in two minutes, Lily in five minutes and Abdi in eight minutes. No more than two people can cross at a time; and when two cross, they have to go at the slower person's pace. How do they get across in 15 minutes?

- A man is caught on the king's property. He is brought before the king to be punished. The king says, "You must give me a statement. If it is true, you will be killed by lions. If it is false, you will be killed by trampling of wild buffalo. If I can't figure it out, I'll have to let you go." Sure enough, the man was released. What was the man's statement?
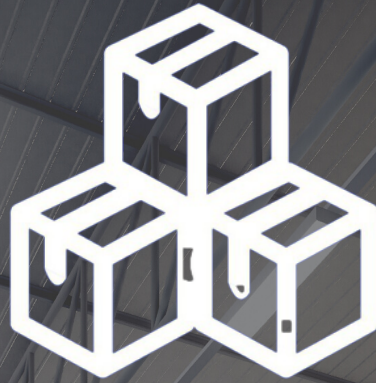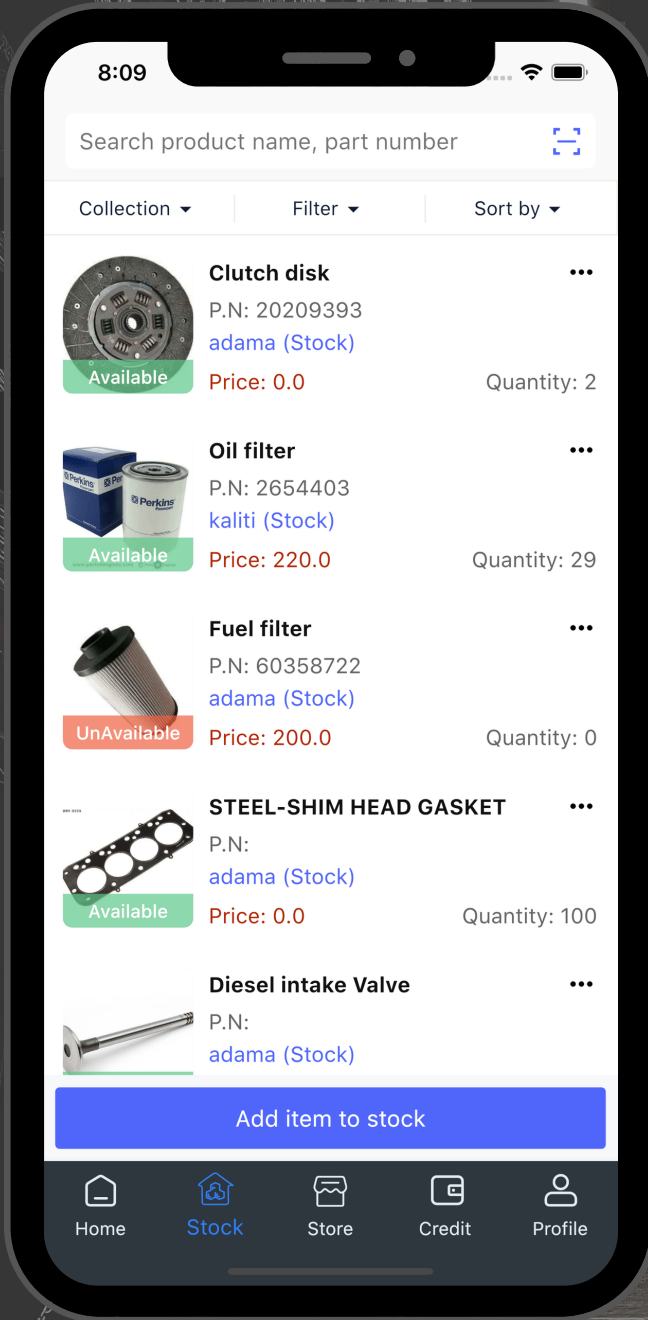
stock

Dunya Tech is a full software development company that is all about excellence, passion, and flexibility. We work on diverse projects ranging from simple information systems and websites to complex software like a delivery app. We follow three main rules to gate to our goals: do it on-time, do it within scope, and offer the best service at a lower cost.

What does Yene Stock App do ?

Stock in and out
Stock in and out quantity is applied to total inventory in real-time. All actions are saved in your general history.

Accurate Barcode scanning
Select product, insert quantity, and done! Smartphone barcode scanner will save you time inventorying.

Safety stock
With safety stock, you know when to stock your inventory! - Add quantity for the product's safety stock. - you can get notification when the quantity is low. - Easily check low quantity products at once.

Product Expiry reminder
Keep track of product sell by dates! - View products by there upcoming sell by date. - Get notifications before they expire.
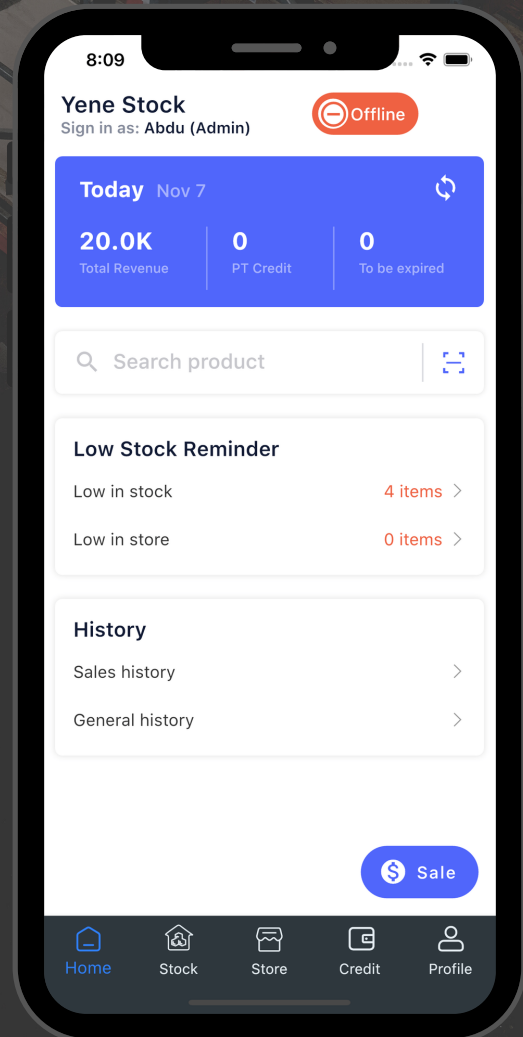
Sync data (For offline service)
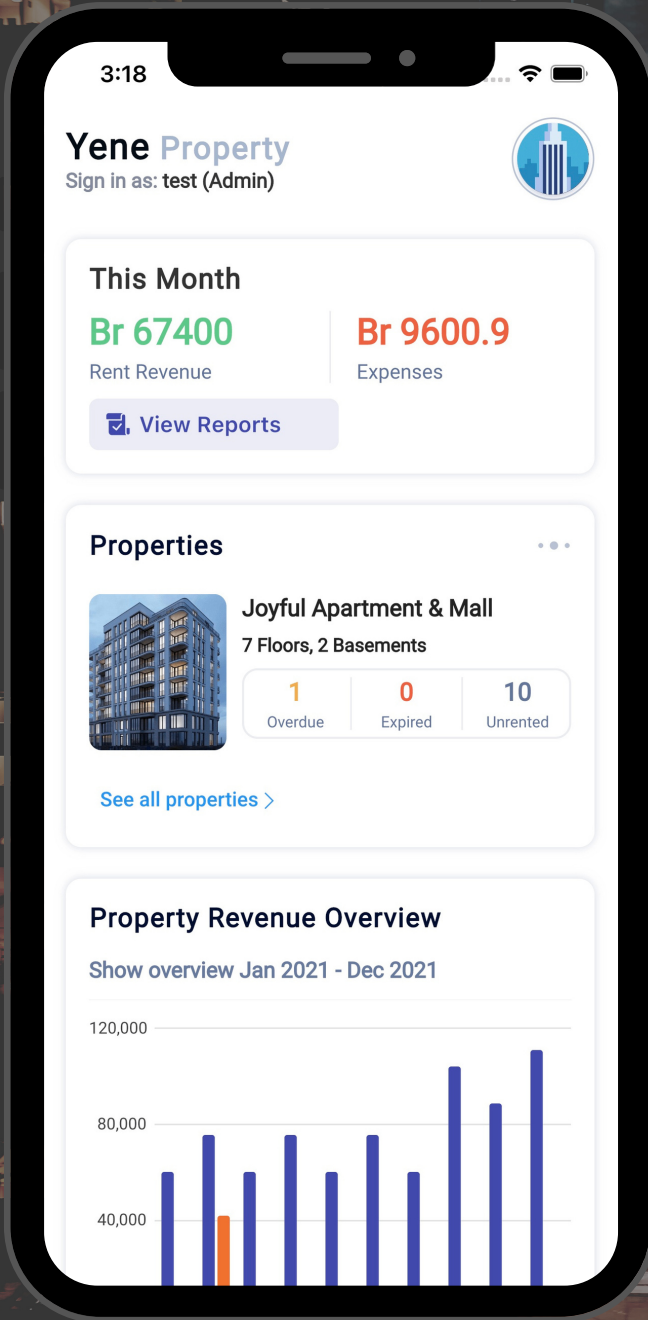Your local data will always be backup automatically to your google drive.

Credit Sales reminder
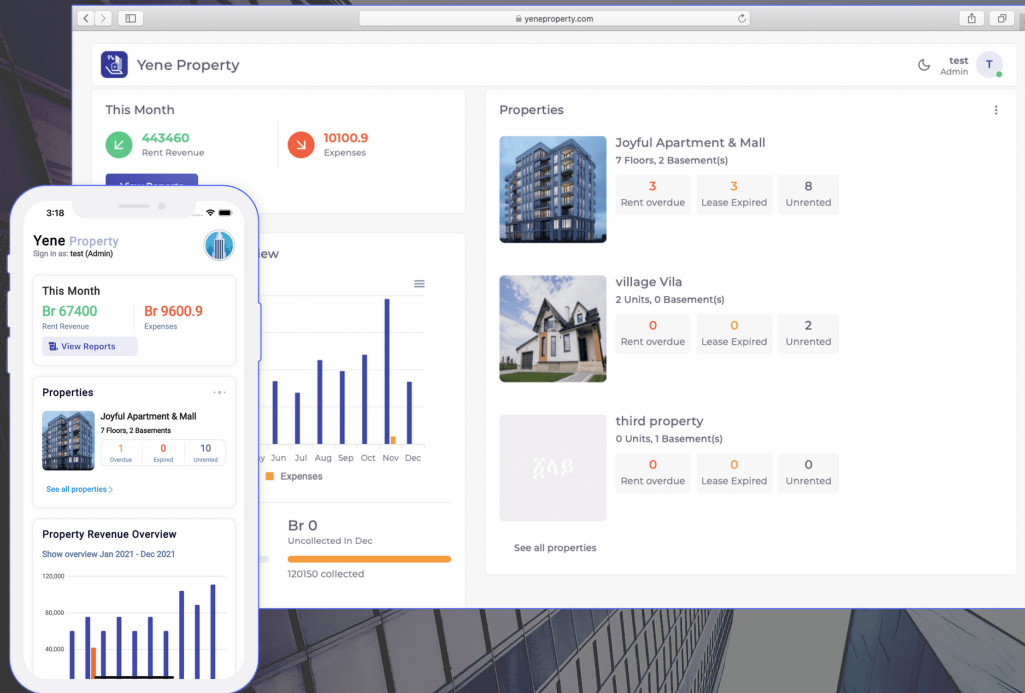Remind your Credit sales activities and more.

Reports
Stock Report
Store Report
Business Report
Credit Report

Rental properties are a great source of income for real estate investors. However, managing and maintaining the property is not that simple!

After you buy a property, you have to take care of its maintenance, advertise the property to find the tenants, and stay in touch with them to make sure their stay is comfortable. But it becomes challenging for real estate investors to manage multiple properties at a time. That's where our property management comes in.

By using a professional property management software like [Yene Property], you can add significant value to your investment and can take some of the heavy lifting off your shoulders by delegating management responsibilities to our software, you can focus on expanding your business operation and client base.

1. Show Rental revenue collected
2. Manage Tenant Details
3. Repair and Maintenance costs recorded
4. Timely and Proper Rental Collections
5. Show detailed report of income and expense
6. Show leases expiring
7. Overdue rent payments report
8. Profit Loss Summary
9. Tenant directory and Unrented unit report

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E-COMMERCE IN AFRICA

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and Toussaint Agadjihouédé*- WTO

Trade improves economic efficiency and contributes to poverty reduction. Similarly, information and communications technology (ICT) can promote economic and social development Trade and ICT therefore have great potential to reduce poverty by improving, among other things, the production and sale of goods. Currently, there is a growing use of ICT by traditional players and the new, digital firms to confront the many challenges facing trade.

Africa has several technological advantages that can facilitate e-commerce. In fact, the Global System for Mobile Communications Association (GSMA) identifies 314 technology clusters in 93 cities in 42 African countries (Mochiko, 2016).

The internet is not only increasingly available, but also increasingly used by Africans. For example, the proportion of the population in Africa using the internet rose from 16 per cent in 2013 to 18 per cent in 2016 and to 25 per cent in 2018 (UNECA, 2014; UNCTAD, 2016; World Bank, 2019).

The continent accounted for 12 per cent of global internet connections in 2013 compared to 8 per cent in 2010, and the contribution of the internet to the African economy was 5.3 per cent of GDP in 2016 compared to 1.1 per cent of GDP in 2010 (Berger, 2017; CEA/BSR-AC, 2018). In 2018, Africa had more than 206 million Facebook users, or 17 per cent of the population (MediaNet, 2018).

In addition to the internet, many of the building blocks required for the growth of e-commerce, including the spread of mobile telephony and mobile money services, increased use of credit cards and increased access to bank accounts, have shown remarkable growth in recent years. Nevertheless, Africa continues to account for a small share of global e-commerce. The limited development of e-commerce despite improvements in supporting technology and infrastructure underlines the importance of identifying the constraints on e-commerce in Africa.

Conditions restricting e-commerce in Africa;

We have shown that e-commerce has significant potential for growth in Africa. However, substantial barriers to e-commerce development on the continent remain, the most important being cybercrime, a poor legal framework to support e-commerce, and inadequate consumer protection.

THE RISE OF E-COMMERCE

ET BUSINESS PORTAL DIGITAL EDITION

DIGITAL ETHIOPIA 2025

Digital Ethiopia 2025 national strategy set to transform the country's national economy through four major pathway sectors including agriculture, manufacturing, IT-enabled services and the tourism.

E-COMMERCE BUSINESS

Electronic commerce is in its infancy in Ethiopia and is rarely used. the government is preparing a draft national law to govern e-Commerce. Ethiopian banks use debit cards and ATM but not begun credit cards.

STARTUPS AND AFRICA

Great businesses start with a having great idea, and this foundational principle has inspired dozens entrepreneurs to believe that idea and a lot of hard work is enough for anyone to become a billionaire.