

ONLINE

Shopping

E-CHALLENGE BUSINESS

E-commerce has the potential to uplift many developing economies that are struggling to find avenues for development.

STARTUPS TODAY

If you can discipline yourself to do what you should do, whether you feel like it or not, your success is virtually guaranteed

ET BUSINESS PORTAL

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



Benetsa

MARKETING & COMMUNICATION

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WHO WE ARE?

Benetsa is a marketing and business consulting firm that specializes in providing cutting-edge sales and marketing solutions to businesses through the use of latest technologies, as well as the adoption of new marketing strategies and trends. Benetsa has been working as a small and free consultation agency for the past two years, but it is now seeking to expand into a full-service marketing and communication firm.

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.

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START !



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ONLINE SHOPPING

Customers enjoy online buying because they can do it "anytime, anywhere, and for anything." Online customers benefit from convenience, low prices, a wide selection, and quick delivery.

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DIGITAL MARKETING

A product used to be difficult and time-consuming to find. In most cases, you met someone through a friend or relative; in other cases, you looked for someone by reading newspapers, looking at a sign, .

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TOP FREELANCE

3 best freelance websites to find work in 2022. Now that you've taken the plunge and become a freelancer, it's time to find a meaningful job. Here are the top 3 websites for freelancing to launch your career.

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DIGITAL ART

thiopia's capital city of Addis Abeba is home to the art and design firm Tilla Studios, which mostly specializes in digital arts. Robel Tilahun, a young digital artist, founded tilla studios in 2021, and since then, t

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TENAWO is the first multiuser health service website and mobile application in Ethiopia that play a vital role in the day-to-day health activities of the society.

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I am asking you this question because I have seen one when I was a Medical Intern at Hiwot Fana Comprehensive Hospital in Harar, and want to share my experience.

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ENECHAWET GAMES

The project Guzo Ge'ez is a playful journey in the process of learning Geez with games in a fun way. The journey starts by teaching Geez numbers. The game is prepared in card games format,

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ENTREPRENEURS FAIL

Lack of money is the main cause of failure for entrepreneurs. Only 10% of entrepreneurs may receive their first round of funding, according to current statistics. One of the causes of this is that some firms lack an appealing business

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STARTUPS BOTCH

The startup environment is infamously challenging to manage. 60% of startups fail within the first three years of operation, according to the figures. There are several factors that could cause a firm to eventually shut its .

Online Shopping & Ethiopia

Customers enjoy online buying because they can do it "anytime, anywhere, and for anything." Online customers benefit from convenience, low prices, a wide selection, and quick delivery.



In recent years the online economy has expanded greatly. Businesses are developing new strategies for interacting with customers as more individuals make purchases using their computers and cell phones. Customers' lives have been made easier by online shopping, which provides accessibility and convenience while still enabling price comparison. Businesses have responded to this shift in consumer behavior by opening brick-and-mortar and online businesses that support eCommerce; however, they must ensure that their websites and apps caliber as their physical stores to avoid losing business.



Thanks to developments in digital technology, customers can now make uninterrupted, real-time purchases of goods from retailers or vendors online. Managing online purchases, payments, products, and even client information is the main goal of e-commerce. We cannot think of anything more practical than the opportunity to shop wherever you'd like to, whenever you want. It offers the ease of being able to shop anywhere in the globe without ever having to leave home. Online shopping has developed into a powerful tool for growing an economy by stimulating demand, increasing consumption, and fostering employment. By utilizing computerized book keeping and records management more frequently, operations have improved. The way people shop is one of the most obvious changes brought about by technology in people's lives. Globally, consumers are making an increase in internet purchases. Internet shopping is now a booming global sector thanks to ongoing advancements in internet technology, online payment security, and quick delivery methods. Internet placement saves money on storage and provides clients with quicker and more efficient service. Payroll administration, money transfers, and other online banking services help businesses operate more effectively.



“

ANDREW GROVE;

**MAKE
MISTAKES
FASTER**

Andrew Stephen Grove was a Hungarian-American businessman and engineer who served as the third CEO of Intel Corporation. He escaped from Communist-controlled Hungary at the age of 20 and moved to the United States, where he finished his education.

”

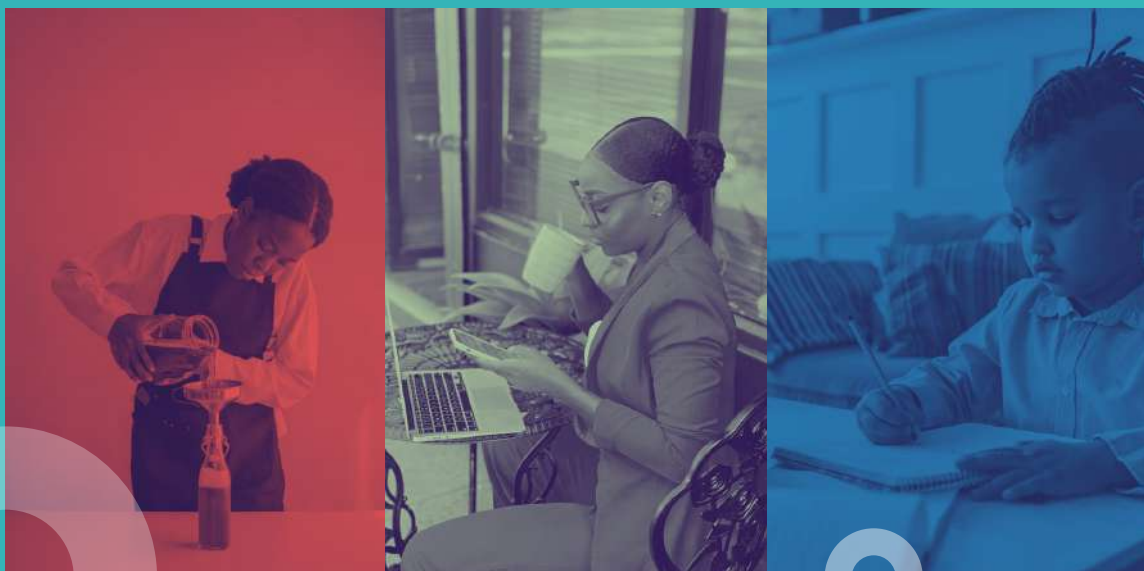
HOW DIGITAL MARKETING IS CHANGING THE WORLD?

A product used to be difficult and time-consuming to find. In most cases, you met someone through a friend or relative; in other cases, you looked for someone by reading newspapers, looking at a sign, etc. What's significant about these conventional search techniques is that your search radius was constrained to the sources you already believed in, was familiar with, and read. There was no quick way to leave your circle without wasting your time, resources, and most importantly, your own energy.

Sure, you could hunt up service in your area in the newspaper listings, but it happens infrequently, and all you'd actually get is a name and a phone number. How can I determine whether this guy actually knows what he's doing? would be the constant inquiry. You wouldn't know unless you made the effort to go to his office and speak with him, and a fifteen-minute encounter wouldn't necessarily provide an answer either. As a result, people stayed in their social groups and were typically content.

Of course, digital marketing turned the entire industry on its head. It's true that contacting a service through a friend is still a viable method of doing so. However, why would someone do that? After all, everything is available online. With simply a click of a button, we can access the greatest goods in the price range we can afford.

However, digital marketing has made it much simpler to connect with people outside of your network. Nowadays, you can virtually learn everything there is to know about a service by clicking a button, without leaving your home or speaking to a single person.



FREELANCE OPPORTUNITIES

*3 best freelance websites to find work in 2022
Now that you've taken the plunge and become a
freelancer, it's time to find a meaningful job. Here are
the top 3 websites for freelancing to launch your career.*





upwork

Upwork Global Inc., formerly Elance-oDesk, is an American freelancing platform headquartered in Santa Clara and San Francisco, California. The company was formed in 2013 as Elance-oDesk, after the merger of Elance Inc. and oDesk Corp. The merged company subsequently rebranded to Upwork in 2015.

fiverr.

Fiverr, the world's largest marketplace for digital services offers both buyers and sellers a digitally streamlined transactional platform. The unique term for a service offered by a seller on Fiverr is called a 'Gig.' When creating Gigs, sellers can choose their starting price point.



freelancer

Freelancer is an Australian freelance marketplace website, which allows potential employers to post jobs that freelancers can then bid to complete. Founded in 2009, its headquarters is located in Sydney, Australia, though it also has offices in Vancouver, London, Buenos Aires, Manila, and Jakarta.

Tilla
studios
TILLA STUDIOS

ET



off
the
radio

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Ethiopia's capital city of Addis Abeba is home to the art and design firm Tilla Studios, which mostly specializes in digital arts. Robel Tilahun, a young digital artist, founded tilla studios in 2021, and since then, the company's name has become well-known in the digital art world. Tilla prioritizes client projects and conceptual designs. Tilla Studios primarily offers services such, as artworks, commissioned portrait works, logo designs, sticker printing, illustration, and other kinds of graphics designs.

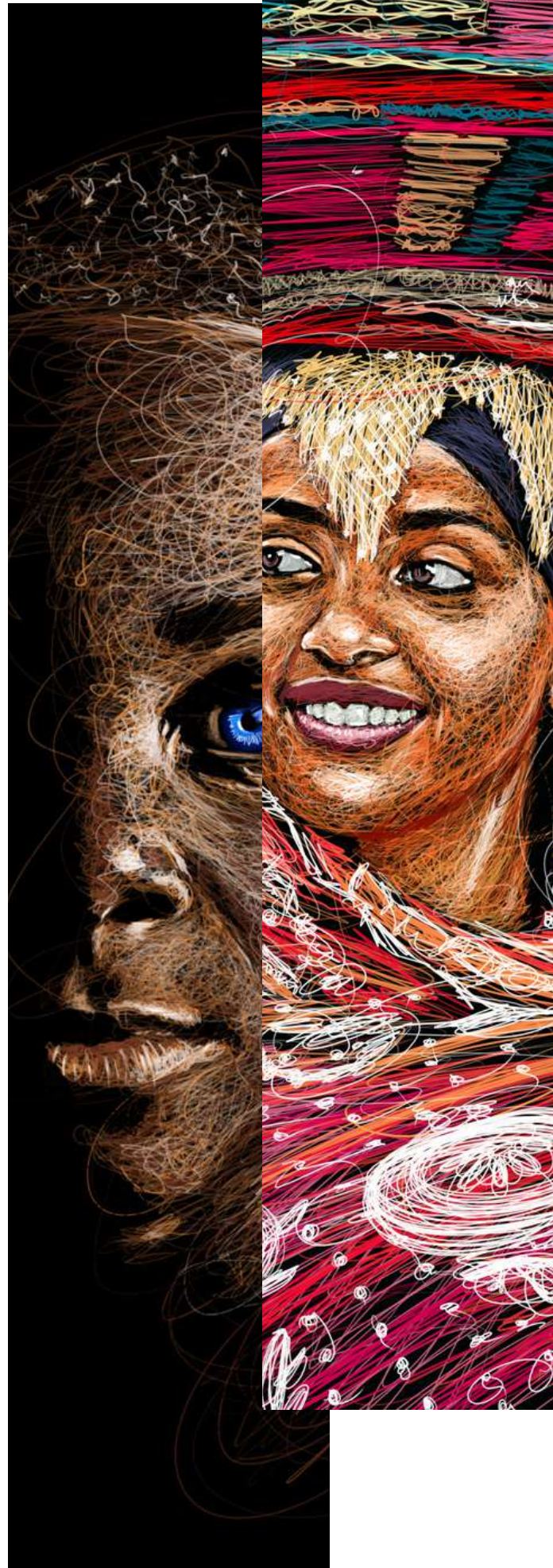
What precisely is digital art, how does it function, and what does a digital artist do? A creative endeavor or work that uses digital technology in its conception or production is referred to as "digital art," as computerized art that makes use of and engages with digital media. When did digital art first appear? After some initial resistance, the impact of digital technology has transformed endeavors like writing, painting, sketching, and music, while fresh strategies like digital installation art, net art, and virtual reality have emerged. On a Commodore Amiga, Andy Warhol created digital art that was formally unveiled in July 1985 at the Lincoln Center in New York. A video camera was used to capture Debbie Harry's image in monochrome, which was then edited using the graphics program ProPaint. Using flood fills, Warhol gave the picture some color.

Is digital art authentic art or only a current fad? There has been a lot of debate and controversy about whether digital art is considered to be true art. If by "real," you mean did the finished product actually use real, tangible tools to make real, tangible things? So, no. However, because it requires many of the same creative faculties and techniques as conventional art, digital art may also be referred to as legitimate art.

No of the medium, the primary objective of all art is to express the feelings of the author. The same amount of talent, originality, skill, and work is required for the development of digital art as it is for the creation of traditional art. No matter the subject, every artist must learn to master their tools.

Has the popularity of digital drawings surpassed that of traditional artworks? You might know more about digital art because of your online presence, but it's hard to say whether it's really more popular. Digital art is very popular online since it is much simpler to share and publish than conventional art. Digital art is also liked by many beginners due to its convenience.

Many popular, current exhibitions that are on view all around the world blend elements of digital and traditional art. For instance, Yayoi Kusama frequently draws record crowds to her exhibitions because her work combines traditional and modern mediums. In recent "immersive" digital shows, older traditional works by painters like Vincent van Gogh have been digitally saved, allowing more viewers to experience works that were formerly much more difficult to see.







3 Benet sa

ዓመት በስኬት ከእኛ ጋር!



In today's digital age, empowering our citizens with digital technology has become essential for easy access to services/products that meet their requirements. With the advancement of mobile technology and internet usage amongst the general population, it is of utmost importance to promote the usage of the mobile-based application for online and real-time access to the internet-based world including social media, news, and information, entertainment, etc. During the COVID-19 pandemic, it is widely felt that our people need better and easy access to the healthcare delivery systems with faceless interaction with doctors, hospitals, drug stores, etc. for connecting the patients with the delivery touch points in the healthcare delivery system.

KMS ETH Health Trading SC is the first innovative healthcare company founded by professionals and innovators from various backgrounds from Ethiopia, Canada, the United Kingdom, and the United States of America. We envision a healthy and prosperous Ethiopian society to have access to quality health services and products for everyone. **TENAWO** is the first multiuser health service website and mobile application in Ethiopia that play a vital role in the day-to-day health activities of the society. The company is launched to close the connection gap between healthcare providers, healthcare facilities, and clients. This multi-user application comprises drug stores/pharmacies, laboratory/pathology diagnostic centers; diagnostic imaging centers, private clinics/hospitals, doctor's appointments and consultations, home care services, physiotherapy services, dental clinic services, ambulance services, wholesalers medical tourism, and more. Along with these services, it incorporates the taxi service for delivering the defined healthcare services.



Our mission

- Our goal is to create a healthy society by connecting customers with the best service providers through technology and offering cost-effective medical information and making it possible for our society to discover and access trustworthy pharmacies, medical labs, and other healthcare providers using user-friendly technology. to assist and link patients looking for cutting-edge medical treatment outside of Ethiopia.

Whom do we serve?

- By developing **TENAWO**, we contribute to the development of sustainable, people-centered health systems in our society. Using GPS location within a 500-meter radius, an application that is great technology can save time and money for our customers as well as our vendors and healthcare service providers like private pharmacies, labs and pathology services, diagnostic imaging centers, hospitals and clinics, doctor's appointments and consultations, wholesalers, ambulance services, home care, oxygen plants, medical tourism, and taxi services.

Our priorities?

- Our top aims are to please our customers by offering better and quicker services, saving customers' time and money, and benefit vendors and healthcare providers. the adoption of relevant, accessible, cheap, scalable, and sustainable person-centric digital health solutions, the digital transformation of health and social care, and other factors to deliver the finest physicians, hospitals, and pharmacies based on evaluations.

Why are we different?

- **TENAWO** can release some of the monetary pressure on the system and enable many non-traditional avenues for medical care delivery that promote better coverage and accessibility.
- We aim to help you reduce & minimize the time you'll spend finding healthcare services.
- Unlike traditional and inefficient telephone access to physicians and healthcare organizations, **TENAWO** enables.
- Patients to quickly find the nearest pharmacies.
- Schedule appointments with hospitals/clinics.
- Connect to providers 24/7 for online consultancy.
- Provide easy & fast payment methods like tele birr, mobile banking, and cash.





TENAWO has the prospect to save clients, doctors, and all institutions valuable time and money when used properly.

Outcome

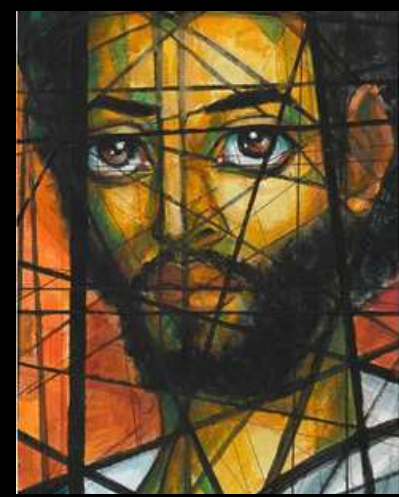
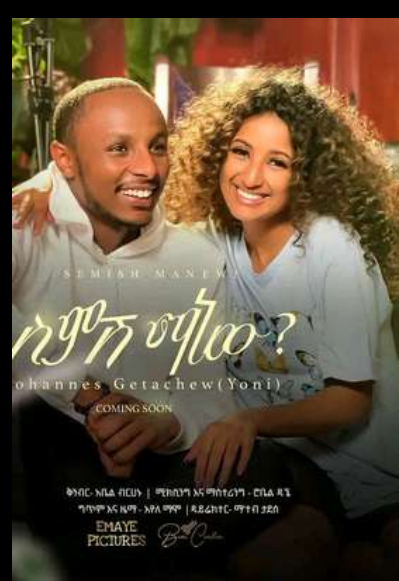
- Engaging the community in TENAWO web and mobile app service utilization will help to advance their health status and save their resources from unnecessary expenditure.
- By using this medical technology, the medical service providers will also simplify their services, make their services more reachable to the wider community, and make their services more reliable for their customers.

Why Choose Us

- Saves your time and money
- You can find drugs or services within a 500-meter radius
- 100 % safe and simple

Why do business partners with TENAWO?

- We are the first innovative healthcare company founded by professionals and innovators committed to pursuing pioneering, life-changing connections that address unmet healthcare challenges in our country.
- Innovative collaborations are one of the fulfilling ways we meet those goals and create value for all involved.



ETHIOPIAN AND INTERNATIONAL CUISINES REVIEW



Cuisine Corner

“To ensure good health: eat lightly, breathe deeply,
live moderately, cultivate cheerfulness, and maintain
an interest in life.” - William Londen



People switch to vegetarianism for a variety of reasons, including as their health, their religious beliefs, their concerns about the welfare of animals or the use of antibiotics and hormones in cattle, or their desire to eat in a way that minimizes the use of excessive amounts of natural resources. Because they cannot afford to consume meat, some people eat mainly vegetarian food. The year-round availability of fresh produce, the increase in vegetarian dining alternatives, and the expanding culinary impact of nations with predominately plant-based diets have all contributed to the attraction and accessibility of being a vegetarian.

In the past, studies on vegetarianism have mostly examined potential nutritional inadequacies; however, in recent years, the pendulum has swung the other way, and research is now focusing on the health advantages of a meat-free diet. Nowadays, eating a plant-based diet is acknowledged as a means to prevent many chronic illnesses in addition to providing adequate nutrients. "Adequately planned vegetarian diets, especially fully vegetarian or vegan diets, are healthy, nutritionally adequate, and may give health advantages in the prevention and treatment of certain diseases,"

The operative phrase is "appropriately designed." Being a vegetarian won't necessarily be healthy for you unless you adhere to advice regarding diet, fat consumption, and weight management. After all, a diet consisting of Pepsi, cheese pizza, and candy is considered to be "vegetarian." Make sure you consume a variety of fruits, veggies, and whole grains for optimal health. It's crucial to substitute healthy fats like those in nuts, olive oil, and canola oil for trans and saturated fats. And always remember that you will gain weight if you consume too many calories, even from nutrient-dense, low-fat, plant-based foods. As a result, it's crucial to read food labels, use portion control, and exercise frequently.

Many of the health advantages of vegetarianism can be obtained without turning completely vegetarian. For instance, a Mediterranean eating pattern emphasizes plant foods with a limited intake of meat and is known to be linked to longer life and a lower risk of various chronic illnesses. Even if you don't want to go vegetarian completely, you can change your diet to be more vegetarian by making a few little changes, such replacing some of your meat with fish a few times per week or using plant-based sources of protein, like beans.



Ever since people became more conscious about eating healthily, salads have been booming in French restaurants. This one is typical and is from the southwest of France, which produces the best goat's cheese in the country. It features a basis of green leaves with balsamic and olive oil (or walnut oil, which tastes even better)! Cherry tomatoes, walnuts, slices of apple, or tiny cubes of bacon can be added, if you like. On top, comes the main ingredient: slices of toasted bread topped with warm goat's cheese—and sometimes with a dash of honey. This is one of many gourmet salads you will find in French restaurants nowadays.



EXERCISE FITNESS

An essay by
ETHIO FITNESS

The single most crucial thing you can do for your health is to exercise frequently, ideally every day. Exercise helps to enhance mood, regulate appetite, and get a better night's sleep in the short term. It lowers the risk of dementia, depression, diabetes, heart disease, and many types of cancer over the long run. It's a perfect time to start an exercise and fitness routine, whether you were physically active in the past or have never done so.

Regular physical activity extends life and lowers the chance of premature death, according to a number of studies. There isn't a secret equation that converts physical exercise into additional hours of life, but data indicates that those who are more active tend to be healthier and live longer. Regular physical activity improves bone density, flexibility, stability, and muscle strength. As you age, being physically fit can help to lower your risk of suffering accidental injuries and increase your resistance to them.

For instance, having stronger muscles and greater balance will make you less likely to trip and fall, and having stronger bones will make you less likely to get bone injuries if you do.



According to Jonsco, "physical fitness should be regarded a balance of many of the aforementioned factors, as well as many more intangible factors, too," including "your outlook on not just your body, but your attitude toward your own health and wellness."



Blue Health Ethiopia

The future of healthcare

FIRST AID

THE NEGLECTED PUBLIC HEALTH CHALLENGES

Have you ever been in a **traffic accident or seen one** ?

I am asking you this question because I have seen one when I was a Medical Intern at Hiwot Fana Comprehensive Hospital in Harar, and want to share my experience.

It was the year 2019, I was returning from a week off back to my workplace from my hometown Addis Ababa 523 KM away from Harar. The public transport I was in collided with a truck in front of us as it was moving in the opposite direction. It was a hectic accident that no one wanted to see. There were 12 passengers in the car and it seems no one was going to survive the accident.

Households of the village and all the passengers in our car went out to help the victims. We asked our driver to give us a first aid kit which he and all the drivers in the area didn't have. It was shocking to not get a first aid kit from all the cars even though it is compulsory to have one in every car.

I was noticing that most people do not have sufficient skills to provide first aid as they were providing it in a manner that causes further damage to the victims and themselves as well. Finally, we were able to transport the victims to the nearby health centers by car as it was unfeasible to get an ambulance in the area. Two of the victims couldn't survive and many were severely injured. From that moment on, as a Medical Doctor, I always planned to work on post-crash care and raise awareness of first aid.

Road traffic accidents are a huge public health and development problem in Ethiopia. Although road traffic accidents are a major global public health problem, most of them occur in low- and middle-income countries including Ethiopia. Pedestrians and passengers of commercial vehicles are the most vulnerable in Ethiopia.

Delays in detecting and providing care for those involved in a road traffic crash increase the severity of injuries. Care of injuries after a crash has occurred is extremely time-sensitive: delays of minutes can make the difference between life and death. Improving post-crash care requires ensuring access to timely prehospital care, and improving the quality of both prehospital and hospital care, such as through special training programs.

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VERIFY SECURITY CODES

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FEATURES

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- Send payment reminders
- Send school calendar (as they get updated)
- Organize school grades into different teams and send tailored messages to members of the team (ideally, they will be teachers and parents)

BANKS

- Promote new services/offers across different age groups, genders, professions, etc...
Setup inbound menus with keywords so that
- customers can: Integrate SMS with their internal systems such as ERPs

HEALTH INSTITUTIONS

- Send appointment reminders (can be cancellation or confirmation)
- Send result information (for example, a general message regarding the availability of lab test)
- Send order completion information (mostly applies for eye care institutions ... when an eye glass is ready for shipment etc...)
Setup automatic responders to let patients/customers know branch addresses and contact information, etc...

REAL ESTATES

- Send reminders for payments
- Send new and attractive offers
- Build prospect lists by setting up automatic SMS responders

PUBLIC SECTORS

- Send the status of service requests
- Send reminders regarding soon-to-expire services such as
Driving license
Yearly car inspection (bolo)
Yearly (periodical) Lease/Tax payments

INSURANCES

- Send automatic and personalized renewal reminders
- Send the status of active insurance claims
- Send new insurance offers and other perks
Setup automatic responders and Integrate SMS with their internal systems such as ERPs

ET

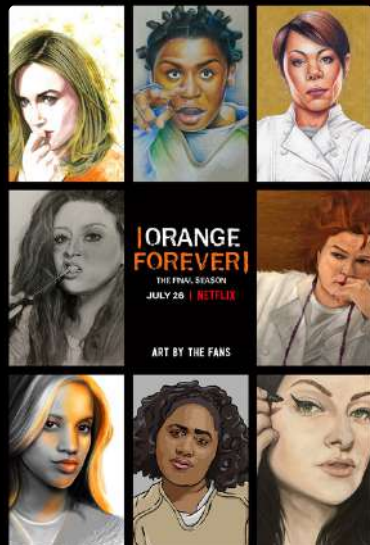


TOP 3 NETFLIX SERIES OF ALL TIME (ROLLING STONE)



BOJACK HORSEMAN
COMEDY SERIES (SEASONS - 6)
RATING - 8.8

A humanoid horse, BoJack Horseman -- lost in a sea of self-loathing and booze -- decides it's time for a comeback. Once the star of a '90s sitcom, in which he was the adoptive father of three orphaned kids (two girls and a boy). The show was the hottest thing around, then suddenly, was canceled. Now 18 years later, BoJack wants to regain his dignity. With the aid of a human sidekick and a feline ex-girlfriend who is his agent, he sets out to make it happen. But Hollywood is vastly different from those days, and getting used to stuff like Twitter may take some time. This first animated series from Netflix -- with plenty of references to sex, drugs and alcohol -- is not for the little ones.



ORANGE IS THE NEW BLACK
DRAMA SERIES (SEASONS - 7)
RATING - 8.1

House of Cards was the kind of middle-aged-male antihero drama that television had seen plenty of before. Orange, a dramedy set at a federal women's prison with an enormous cast crossing boundaries of race, sexuality, gender, and more, felt brand-new, and like a sign that the streaming era would have lots of room for TV to keep evolving. That's not quite what happened, and Orange was more creatively uneven than many shows on this list. But its best moments were remarkable and symbolize a road the streamer hasn't taken nearly as often as it could.



RUSSIAN DOLL
COMEDY DRAMA SERIES (SEASONS - 2)
RATING - 7.8

Emmy-nominated actress Natasha Lyonne stars in this comedy-drama series as Nadia, a young woman who is on a journey to be the guest of honor at a party in New York City. But she gets caught in a mysterious loop as she repeatedly attends the same event and dies at the end of the night each time -- only to awaken the next day unharmed as if nothing had happened. In addition to starring, Lyonne co-created the show with "Saturday Night Live" alum Amy Poehler and serves as a writer and director for the Netflix original series.

VIOLA
DAVIS

THUSO
MBEDU

LASHANA
LYNCH

SHEILA
ATIM

AND
JOHN
BOYEGA



A WARRIOR
BECOMES A LEGEND

THE
WOMAN
KING

INSPIRED BY TRUE EVENTS

STORY BY MARIA BELLO AND DANA STEVENS SCREENPLAY BY DANA STEVENS DIRECTED BY GINA PRINCE-BYTHEWOOD

Davis is the general of an elite team of female fighters, based on the Agojie of 19th-century west Africa, as colonialists seek to exploit tribal conflict. Director Gina Prince-Bythewood plants the bold flags of storytelling and myth-making with this stirring period action movie, inspired by the 19th-century west African kingdom of Dahomey (now Benin) and its Agojie, an Amazon brigade of female warriors tougher and more feared than any men: somewhere between a special forces unit and a praetorian guard for the king.

Viola Davis plays Nanisca, the battle-scarred general of the Agojie: tough, disciplined and hyperalert for any sign of attack from their old enemy, the Oyo empire, and worried that the new king Ghezo (John Boyega), who has deposed his brother in a coup, is not sufficiently focused on these things. Nanisca's loyal lieutenants are Izogie (Lashana Lynch) and Amenza (Sheila Atim) but she nonetheless finds herself strangely preoccupied by a new hothead recruit, Nawi (Thuso Mbedu), who has been effectively dumped on the military by an angry father on account of her resistance to marriage. As two Brazilian aristocrat slavers come to their country, eager to exploit the warring factions who each wish to sell off their prisoners of war into slavery, Nawi is to come of age as a warrior and make a terrible discovery about her past.

The *Woman King* is an interestingly old-fashioned film, with hints of *Gladiator* and *Braveheart*, although there is something bracingly contemporary in Prince-Bythewood and her screenwriters Maria Bello and Dana Stevens tackling the way tribal warfare, insidiously encouraged by the imperialists, created the market forces for slavery - although Ghezo is now considering making the big business-model move from slavery to palm oil, which is lucrative and plentiful. This is a big, bold picture with the vivid presences of Davis, Lynch, Atim and Mbedu giving it some real voltage. I sometimes wondered if there wasn't room for a more potent villain here, someone worthy to face off dramatically with the charismatic Davis: Boyega's Ghezo is supposed to be flawed but there was perhaps room for a real antagonist to strike more sparks. Even so, this is a grand spectacle with vivid and theatrical performances.

The Woman King review

Viola Davis leads the line in stirring warrior tale



SAMON ሣሞን - TIZITA ኑዝታ

View - 670,000 +
 Channel - Samon Zemas
 Released date - Oct 9, 2022
 Press the image to get the music



HALELUYA TEKLETSADIK - ተወዳጅ

View - 620,000+
 Channel - Halleluya Tekletsadik
 Released date - Sep 24, 2022
 Press the image to get the music



JJ KASSA - ሩም ታም ታም

View - 370,000+
 Channel - JJ Kassa Tube
 Released date - Oct 15, 2022
 Press the image to get the music



KASSMASSE FEAT. PROTOJE - ጠላ ጠላ

View - 230,000+
 Channel - Meedo Records
 Released date - Oct 24, 2022
 Press the image to get the music



YARED NEGU X UJULU FERA - ሸዎና

View - 725,000+
 Channel - Hope Music
 Released date - Nov 5, 2022
 Press the image to get the music



MAKI KB - ALWEDM - አልወደም

View - 1,200,000+
 Channel - Nahom Records Inc.
 Released date - Sep 17, 2022
 Press the image to get the music



HAIMANOT GIRMA - ካለይ

View - 330,000+
 Channel - Hope Music
 Released date - Oct 29, 2022
 Press the image to get the music



JACKY GOSEE - ደብዳቤው

View - 2,400,000+
 Channel - Nahom Records Inc.
 Released date - Oct 14, 2022
 Press the image to get the music



MILLEN HAILU - ብሉይ

View - 620,000+
 Channel - Star Entertainment
 Released date - Oct 28, 2022
 Press the image to get the music



Guzo Geez

The project Guzo Ge'ez is a playful journey in the process of learning Geez with games in a fun way. The journey starts by teaching Geez numbers. The game is prepared in card games format, a mobile game for android and IOS users, and an augmented reality game. This app helps people to understand geez numbers. The game is produced and published by Enechawet Games. Enechawet Games is a local gaming studio that produce and publishes educational and entertainment games. "Mamo" is the game that is published by the company and it is based on a known Ethiopian telltale' called Mamo koll. Enechawet Games PLC was established as a startup in 2019 by four young entrepreneurs and legally registered in June 2022 as a private limited company (PLC) Guzo geez is currently in test level and it will be officially launched in coming January. Anyone who needs to test the game can get it in the following link

<https://play.google.com/store/apps/details?id=com.metera.guzogeez>.

Once people accomplished all stages of the game, the level of players in comparison to other people can be shown in scoreboard and leader board. The people who scores best will be awarded by Enechawet games.

Success stories of the game more info available here

https://et.linkedin.com/in/abiyhailu?trk=people-guest_people_search-card



5 REASONS WHY ENTREPRENEURS FAIL

By Jennifer Obrien

1

Lack of money is the main cause of failure for entrepreneurs. Only 10% of entrepreneurs may receive their first round of funding, according to current statistics. One of the causes of this is that some firms lack an appealing business concept to investors. Additionally, the entrepreneur starts off with a lot of vigor, enthusiasm, and faith in his concept. But as time passes, he becomes increasingly preoccupied with running the company on a daily basis, making it incredibly challenging to find the time to secure funds. As a result, he could be unable to secure funding to maintain or expand the company.

2

Many people view entrepreneurship as an art because they believe that if they have a great concept, lots of people will buy their goods or services and they will become wealthy. However, regrettably, that is not the case! Your company ideas will almost certainly be imitated by someone else. They'll be faster than you, so you'll have to put in more effort to keep up. Many startup companies underrate the competition. The truth is that a lot of businesses are attempting to sell the same item that you are. I've observed a lot of new business owners who believe their product is so unique that no one would buy it. They soon learn, however, that their product is not particularly distinctive, and that their rivals have had a lengthy history in the industry. You must therefore be aware of the competition and the market you are seeking to sell in.

3

There are a number of causes for entrepreneur failure. But the majority of the time, the problem is that they are unaware of how their particular sector operates. That explains why there are so many shuttered eateries and clothes retailers. To succeed as an entrepreneur, you must figure out how to set your company apart from the competition. You must identify your niche and be sure that you are knowledgeable about it. You also need to understand how to recognize and capitalize on your company's competitive advantage. Finally, you need to know where you can market and sell your product to succeed.

4

Underestimating the work is the main cause of failure. The most typical instance is a young entrepreneur who is going to launch their own company but lacks the necessary funds to get off the ground. As they get started, they realize that they need a business plan in order to secure the required cash. After having a company plan developed, they discover how much effort is truly required. They don't receive any compensation in the interim.

5

It's crucial to consider how you will set yourself apart from competitors in your field before making the leap into business ownership. If you're in a crowded market, you must learn how to stand out from the crowd. In fact, 56% of startup business owners anticipate generating over \$100,000 in revenue in their first year of operation, according to Statistic Brain. It indicates that you face intense competition. In the US, roughly 10,000 new firms are established annually. Over 80% of them fail within the first year. Most entrepreneurs fail because they lack the necessary skills or are ill-prepared. Fear is the primary obstacle standing between an entrepreneur and the prosperity of their company. They worry about failing, making errors, losing money, looking foolish, and being left out. Unfortunately, businesses frequently give up because of this concern.



Consumers can benefit from online buying in a number of ways, and because it's so much simpler, there has been a huge shift in customer behavior. Retailers had to make adjustments to fulfill this demand because convenience has undeniably been expected. Experts and analysts have been making predictions about how technology will impact our lives and the changes it will bring about since the early days of widespread internet use. We are currently experiencing those shifts, and business is proving to be really fascinating at this moment. Additionally, it's creating a ton of fresh difficulties and chances for business owners.

The basic fact is that online buying has revolutionized the retail industry and given consumers access to an enormous amount of information. Customers now have a world of options to shop for nearly anything, from comparing prices to locating uncommon things. But there are advantages for retailers as well, with accessibility being the most notable. Due to this, entrepreneurs and small enterprises now have new potential to reach a bigger audience. Small firms and entrepreneurs now have exciting new opportunities since they may easily reach a larger target population.

Due to the advantages of e-commerce, retail establishments are beginning to grow through the online hub rather than by opening additional locations. Businesses are constantly seeking for methods to cut expenses while boosting earnings. Any sort of retailer, large or small, can now reduce overhead expenses by doing away with physical space and salespeople thanks to online retail. Additionally, doing business online has made it possible for companies to easily access markets around the world.

There are already some fairly futuristic elements to buying, and these can be seen as laying the groundwork for where shopping is going in the future. The way we shop now has already changed significantly from the way we did it twenty or so years ago thanks to the Internet, apps, commercials, online reviews, brands, and cloud-based software. In fact, without cloud-based inventory software like that offered by Finale Inventory to keep their inventory streamlined and organized, small e-commerce enterprises would struggle to stay alive.

Many consumers find online shopping appealing since it is efficient and meets their need to access specific information prior to making a purchase. One of the most obvious distinctions is that consumers are much more knowledgeable about the products they purchase, which in some ways lessens the need for salespeople and saleswomen. To be clear, consumers can use their smartphone, laptop, or tablet to research products and other items online, read reviews about them, compare prices, find the closest store or select the finest online merchant, and then complete their purchase.

One of the most significant changes in buying over the past several years has been accessibility, with the Internet playing a significant influence in how people find and buy products.

E-COMMERCE RETAIL BUSINESS



WHY DO TECH STARTUPS BOTCH THEIR MARKETING?

*By Christine Brewis
Articulated by Selamawit
Buzuayehu and Abreham kibru*

The startup environment is infamously challenging to manage. 60% of startups fail within the first three years of operation, according to the figures. There are several factors that could cause a firm to eventually shut its doors, including the fact that their basic concept is impractical and doesn't meet a market need or the simple fact that they haven't assembled the correct team.

What additional factors are at play? is the first question that comes to mind. 29% of businesses will fail because they run out of money, so a lack of funding is undoubtedly a problem, but how much of this can be attributed to ineffective marketing tactics?

At first glance, it might appear to be a minor consideration, but over the years, we've witnessed entrepreneurs get caught off guard by factors that hampered rather than promoted their success. Examples include wanting to pack too many features into a digital product, putting too much emphasis on making an immediate profit, or trying to live up to the stereotype of a startup founder. In truth, a successful startup will place the greatest emphasis on determining its core proposition and providing a serviceable product to its target market. Instead of wasting time on activities that would come naturally once they succeed, entrepreneurs would be better served focusing their efforts and resources on mastering the fundamentals.

What could startups do in terms of product promotion to prevent bad marketing from being the cause of their demise? To start, a lot of founders make the error of considering marketing, especially launch marketing, as a one-time project: a one-stop shop campaign for increasing exposure and building a loyal client base. It takes time and effort to manage a marketing strategy that will increase your presence and, more crucially, your reputation. It's not like turning on and off a faucet. While a well-executed marketing campaign may initially spark significant interest and increase sales, if you don't keep up your efforts, these effects will shortly wane.

For instance, nurturing may be necessary for campaign leads before they convert to sales. Some potential customers will take some time to decide whether they want to invest their hard-earned money in the company after discovering an intriguing campaign. To build a good brand reputation that connects with your audience, a sustainable marketing strategy needs testing, adaptability, and dedication. Don't spend your entire budget all at once because you won't be able to test what works. And keep in mind that it takes time to gain any kind of traction, so don't lose up if you don't see the outcomes you were hoping for right away.

Successful marketing campaigns are characterized by an understanding of your target audience and an ability to capture their attention. While the majority of company owners may have experience developing their product or service, many will lack this understanding when it comes to marketing the finished product. This causes them to frequently assume the wrong things about what their audience wants. We would advise entrepreneurs to avoid making the mistake of assuming they already know how to win their clients' hearts and minds. Instead, they should be receptive to different viewpoints. The founders will have a good notion of how they might persuade their target audience of the benefits of the firm, for example, by performing market research and continuously soliciting feedback from users, customers, and the general public along the route.

Beyond this, keep in mind how crucial it is to involve your previous audiences in the trip. Give your devoted supporters a sneak peek at any new advertising campaigns you may be launching in an effort to attract more clients. From a purely business standpoint, this will aid in building brand loyalty and naturally transform your customers into brand advocates. While it's crucial to first target the market you are familiar with, it's also necessary to consider different demographics. Be aware of any lack of diversity within your own staff to ensure that your marketing efforts resonate with various consumers.

Not only should your marketing strategy address who you are targeting, but also how you are reaching them. Additionally, there are crucial technical errors that tech startups commit when handling digital campaigns. The next stage is to find where your target audience may be found if you have a firm understanding of who they are (the preceding points should help with this!). Is this through social media (and if so, which ones?), email, or would a Google Ads campaign focused on their needs yield the greatest results? It's critical to understand which channel would best serve your startup's business model and the target market.

Many entrepreneurs make the error of believing that well-liked social media platforms like Instagram are the coveted prize. The truth is that Instagram, while undeniably appealing, won't work for everyone, especially if you're a startup operating on a limited budget. Because of this, it's important to understand both your target market and your product. For example, if you offer software, how many individuals do you think will follow your Instagram account? It's much better to demonstrate success on one channel, even if it's a smaller one, for startups in particular, than to waste money on channels that aren't the best fit. You might be better served by Paid Search marketing, which could help you reach new audiences and turn leads into customers, rather than squandering your resources on curating material for a social network account that no one will engage with.

“

Marketing's job is never done. It's about perpetual motion. We must continue to innovate every day.

*Beth Comstock, Former
CMO & Vice Chair, GE*

Naturally, each firm will use a different metric to gauge the success of their marketing initiatives. For example, some people will place a lot of emphasis on metrics. While there may be excellent reasons for this, I normally advise founders not to be seduced by vanity metrics like social media "likes" or follows.

More likes and followers won't always boost your revenue, unless your end aim is to obtain brand collaborations after gaining a particular amount of followers. Instead, followers who don't interact with your brand become symbols of success that is hollow. What difference does it make how many you have if no one is converting? Others will instead pay close attention to ROI, and some people will just find solace in supportive comments. Whatever is most important to you, make sure not to skip any of the above-mentioned procedures when beginning your own marketing campaigns. Always seek the counsel and assistance of marketing experts if you are unsure where to begin.



online shops in ethiopia Google First Page Result

EthioSuQ Ethiopian Online Shopping

5.0(3) · E-commerce service

Megenagna, Next to Bellevue Hotel, Star Building 1st Floor

Open · Closes 8PM · 091 088 4381

Merkato Online

3.8(13) · E-commerce service

XQWQ+H3V

Open · Closes 5PM · 093 457 3853

"I use this platform and it's the BEST E-commerce platform in Ethiopia."

A Click Online Shopping in Ethiopia

No reviews · Shopping mall

Congo St

Open 24 hours · 097 336 1547

In-store shopping

Guzomart

5.0(3) · E-commerce service

Tsega Business Center First FL 107 Haya Hullet Addis Ababa

Open · Closes 7:30PM · 094 473 5942

"The best online shopping place in Ethiopia"

Buyit.et online Shopping in Ethiopia

5.0(1) · Internet shop

Africa Ave

091 386 2100

Delivery

HelloMarket

4.7(20) · E-commerce service

Queen Elizabeth Street No 581 Shi – Semania, Woreda 7, Kebele 10, House No 47 Addis Ababa

Open 24 hours · 097 431 2223

Their website mentions online shopping and ethiopia

Dir ethiopia

5.0(2) · E-commerce service

Cameroon St · In Birhane Africa Mall

Open 24 hours · 096 260 6465

Their website mentions store in ethiopia

Shegersouq.com

No reviews · E-commerce service

XQRF+99P, Ethio China St

Open · Closes 6PM · 098 335 5800

Their website mentions online store in ethiopia

Ethiopia Online Market Information Center Plc

No reviews · Computer service

Open · Closes 5PM · 011 515 7381

Tolomart - ቶሎ ማርት | Hot Line :- 9274

No reviews · Shopping mall

Mega Building, Bole Road - Behind

Open 24 hours · 092 060 9000

Their website mentions online shopping and ethiopia

Adey Online Gift Shop

5.0(2) · Gift shop

Rwanda St

Open 24 hours · +1 206-745-9262

In-store shopping·Kerbside pickup·Delivery

asbeza

4.9(35) · Grocery delivery service

Africa Avenue Street, Dembel City Center · In the Dembel City Center

Open · Closes 8PM · 091 124 9048

Their website mentions ethiopia's

Addisber.com

4.0(2) · E-commerce service

Addis Ababa, Yeka Sub City, Woreda 13, Ayat Village, Zone 06, H.No. B586, 17

Open · Closes 6PM · 093 937 3737

Their website mentions online shopping in ethiopian

Merkato Express

3.9(390) · Market

2PHP+2WX

Open 24 hours · 091 250 2236

Vast market for spices, crafts & more

Sell and Buy Ethiopia

No reviews · E-commerce service

22 Mazoriya

Open 24 hours · 091 071 7624

Mafy online shopping

No reviews · Electronics store

Haya Hulet near Golagul Mall on the way to Bole Street at Town square Mall Addis Ababa

Open · Closes 6PM · 094 016 4819

YenePay

4.0(2) · Store

Mega Bldg, 4th floor Bole Main Road

091 134 4801

In-store shopping

Alert Square Online Shopping

No reviews · General store

ኦዲስ አበባ

In-store shopping

ETHELCO Philips (Ethiopian Electronics PLC)

5.0(4) · Electronics store

Lideta Addis Ababa, Ethiopia

Open · Closes 6PM · 011 551 7935

In-store shopping·In-store pick-up

BeteSeb Gifts Delivery

5.0(4) · Gift shop

Mozambique St

Open 24 hours · 096 668 5275

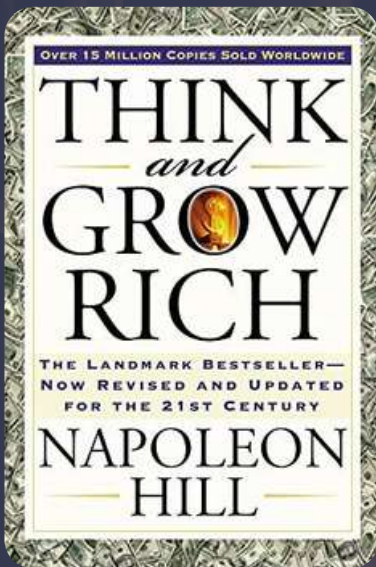
Their website mentions ethiopian online



ET

The Shelf

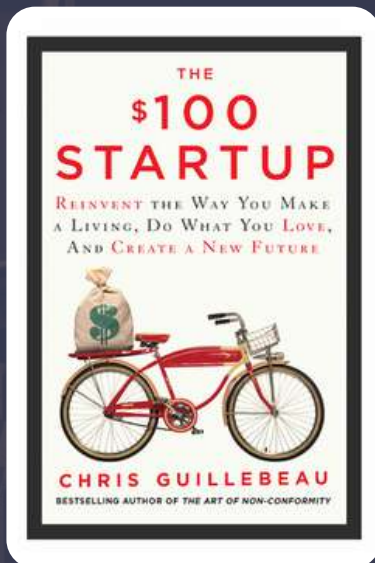




THINK AND GROW RICH NAPOLEON HILL

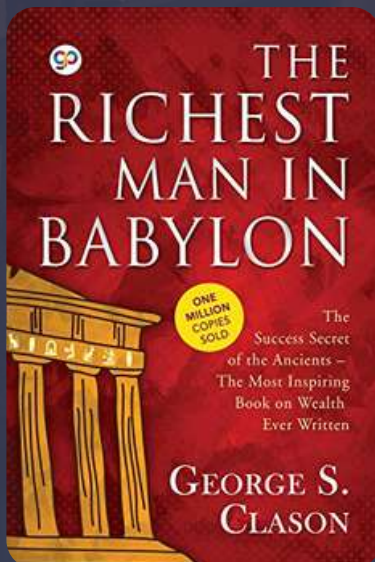
Think and Grow Rich is a book written by Napoleon Hill in 1937 and promoted as a personal development and self-improvement book. He claimed to be inspired by a suggestion from business magnate and later-philanthropist Andrew Carnegie.

Think and Grow Rich by Napoleon Hill examines the psychological power of thought and the brain in the process of furthering your career for both monetary and personal satisfaction. Originally published in 1937, this is one of the all-time self-help classics and a must read for investors and entrepreneurial types.



THE \$100 STARTUP CHRIS GUILLEBEAU

Chris Guillebeau shares ideas for living life in a non-conventional way. He has never felt trapped in a career office job, has been his own boss in a number of entrepreneurial ventures and enjoys spending his free time in what he personally finds to be a fulfilling way. Now in his new book, this young visionary shows readers how to have it all - by creating a micro-business on the cheap that generates sufficient income to support a life of meaning and adventure.



THE RICHEST MAN IN BABYLON GEORGE SAMUEL CLASON

The Richest Man in Babylon is a 1926 book by George S. Clason that dispenses financial advice through a collection of parables set 4,000 years ago in ancient Babylon. The book remains in print almost a century after the parables were originally published, and is regarded as a classic of personal financial advice.

The book chronicles how practical money management and wealth-building lessons were used by Arkad, who had a humble background as a son of a merchant but grew to become the richest man in the ancient city of Babylon.

HOTEL'S ADDIS



★★★★★ [106 REVIEWS](#)

BEST WESTERN PLUS PEARL ADDIS

By aybeyene

"Best Western Pearl Addis is good value for money. Tasty breakfast and amazing variety, but most importantly very friendly, helpful and attentive staff. The rooms are a bit old but clean and airy."



★★★★★ [336 REVIEWS](#)

HYATT REGENCY ADDIS ABABA

By AlexandruS

"One of the best hotels, with great food, great stuff and super clean. Fitness center, spa, pool everything is up to amazing standards. Oriental Restaurant is one of the best in Addis, a must try for everybody."



★★★★★ [843 REVIEWS](#)

CAPITAL HOTEL & SPA

By Todd1007

"Very friendly staff, very safe and great food. Room cleanliness could be a bit better - but overall great! They have a wonderful restaurant, great workout facility and swimming pool."



★★★★★ [362 REVIEWS](#)

GOLDEN TULIP HOTEL

By Lara006

"This hotel is very nice - large rooms and well equipped and quiet. We had twin room with luxurious bathroom and thick doors so no outside noise. One can walk to the shopping area and many restaurants nearby."

COFFEE ADDIS



TOMOCA

By beautifulsunshin2019

Amazing and local coffee shop with Ethiopian beans coffee. The experience is wonderful, they serve fresh roasted coffee bean with the Ethiopian tradition. The prices are extremely cheap compared to Europe. The coffee taste is authentic and I feel that is more strong than other countries. I will definitely come back



MAMOKACHA

By Britishtraveller2

Awesome place to start your day, staff were efficient and the quality of the food shines through. We had the porridge with fruit and nuts-delicious As you would expect Ethiopian coffee is fantastic and Mamokacha can make a lovely coffee. I look forward to visiting again soon.



CHAKA COFFEE

By meklitmtgmailcom

I really like the atmosphere, good coffee, and nice interior. This is a good place to chill with friends. The drinks and foods were all tasty and worthwhile. If you're up for a fresh place with beautiful architecture then this is a must to visit. The owner Bisrat is the most humble human being, the staff in general and special thanks for the Barista Ashenafi !!!!!



KALDI'S COFFEE

By Axel K

Good quality and good service coffee Standard of quality and service is better than the many small coffee shops, but price also higher. You get good coffee similar to Starbucks coffeshops, but may miss the old style,

Ethiopian atmosphere.

Tripadvisor, Inc. is an American online travel company that operates a website and mobile app with user-generated content and a comparison-shopping website. It also offers online hotel reservations and bookings for transportation, lodging, travel experiences, and restaurants. Tripadvisor's travel research platform aggregates reviews and opinions of members about destinations, accommodations (including hotels, B&Bs, specialty lodging and vacation rentals), restaurants and activities throughout the world through its flagship Tripadvisor brand.

CO-SPACE ADDIS



ICE ADDIS

By Eyoel Asfaw

Great place to work and meet other developers or entrepreneurs! Nothing else like it at the moment in Ethiopia. The space can be a little crowded though

Bole Medhanialem Qelebet Menged Zewdu Gessesse Building, 5th floor
+251116674804



COSPACE ETHIOPIA

Located in the heart of Addis Ababa on Bole Road, CoSpace is a new workspace that is on a mission to provide a workspace that boosts the productivity and well-being of professionals.

Email: cospaceethiopia@gmail.com
Phone: +251 467-446-447



BLUE SPACE

By Mirabelle Morah

BlueSpace was very lovely, or rather is a very lovely place. The coffee is just wonderful too and the environment is calm, colorfully and aesthetically beautiful.

Grace Plaza, 3rd floor, Namibia St, Addis Ababa +251965118677



ADORE ADDIS

At ADORE, you can find work, meeting, event, and dining spaces that suit your needs and fit your budget. We offer a variety of extended-stay options and have flexible office spaces that can be leased by the hour, by the day, by the week, and by the month.

Bole-Atlas, next to the Desalegne Hotel, across the street from the European Union offices. 098 630 3030

VISITING ADDIS



★★★★★ 237 REVIEWS

ZOMA MUSEUM

The Zoma Museum, formerly known as the Zoma Contemporary Art Center, is an environmentally conscious artist-in-residency project with locations in Addis Ababa and Harla, a historical village near Dire Dawa in Ethiopia.



★★★★★ 105 REVIEWS

ETHNOLOGICAL MUSEUM

The Ethnological Museum, Addis Ababa, in Ethiopia, is a public institution dedicated to ethnology and culture. The Ethnological Museum houses anthropological, musicological and cultural objects. The Ethnological Museum is the first university museum in Ethiopia.



★★★★★ 968 REVIEWS

NATIONAL MUSEUM OF ETHIOPIA

The National Museum of Ethiopia also referred to as the Ethiopian National Museum, is a national museum in Ethiopia. It is located in the capital, Addis Ababa, near Addis Ababa University's graduate school.



★★★★★ 13 REVIEWS

MODERN ART MUSEUM

University gallery exhibiting modern & contemporary works from Ethiopian & other African artists.

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