

## Business Minded *مرہو*

مؤمنین مخلصین نی جماعۃ! اپن بہرہ و پیامری قوم چھے، ویسار *Develop* کروو جوئیے، *Service* چھے برابر۔ کرو، مگر *Service Minded* نہر تھی جاؤ، *Business Minded* مرہو *Service* موکی نے گھنا ویسار طرف اوے چھے، اج دعاء کرون چھون کر میسر تھی جائی انے سگلا دکان کرے، ویسار ما برکۃ گھنی چھے، پچھی ناہنی بھی دکان ہوئی ان شاء اللہ مہوئی تھاسے، اج یہاں ایو چھون مارا ہوو ما، ضرور خیال کری نے *Service* ماسی ویسار نی طرف اوی جاؤ، دھیے دھیے تھاسے مگر یہ چیز نو ضرور خیال کری لو

(الداعی الاجل سیدنا محمد بھان الدین رض)  
(المجلس الخامس ۲۰۰۵ھ)

## A WORLD OF OPPORTUNITY AWAITS YOU AT AL-FAZAL

Al-Fazal, an Investment Firm formed with a mission to make the community wealthier by helping entrepreneurs build great companies that improve the way, we live, work and play.

Our Board, constitute of visionary entrepreneurs who are at the helm of the affairs, fueling the development of prospective companies that will drive the regional Bohra innovation. Some of them are business leaders from different industries bringing with them tremendous sector insight and deep networks.

Al-Fazal's planned investment strategy spans all stages of a project's growth, from seeding innovations in emerging markets to funding

early-stage companies in high-growth markets to fueling the growth of market leaders. We invite businessmen at any stage of growth to partner with us. We can add value and offer expert guidance throughout your company's lifecycle, be it at inception, or at an advanced stage, to be a viable reality.

We have the means, now it is for YOU to make things happen!!!

Call us on: +254 782 772343 or email us on: [ceo@alfazal.co.ke](mailto:ceo@alfazal.co.ke) anytime during business hours and we will be more than happy to present to you our Investment Objectives.

## ARTIFICIAL INTELLIGENCE (AI) AND US

In issue no. 1, we discussed what AI is all about and its benefits to Mankind. In this issue we will state how AI can be used in enhancing prospects for small businesses, having staff force between 5 and 500.

With the recent advancements in AI, there's no denying that it's an increasingly powerful and versatile tool that's here to stay. Companies of all sizes have used AI in business to a degree for some time now, but as its capabilities, popularity, and access grow, many are wondering how to implement AI for their small business.



The best way to explain is with an example - Imagine that you own a flower shop, which also has a website.  
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*If a customer searches your site for "red flowers," you teach your website how to respond. Train it to show the customer red roses, tulips, and Gerbera daisies. Additionally teach your website to also show customers red flowers that are only available seasonally during the time of their search. Or teach your website to show customers popular red flower options for upcoming holidays. This way, your website is interacting with its intelligence to a customer and thereby converting it into a prospective business, without your intervention.*

There are many useful AI tools for small businesses - AI can power cybersecurity, aid in Customer Relationship Marketing (CRM), streamline customer service, and even help with personal productivity at work.

For instance in cybersecurity - *Each day, security companies discover new threats to business and consumer data. Even if you have a low-tech business, your business partners may accidentally expose you to digital threats. Banks, credit-reporting agencies, and major retailers have all unintentionally compromised their customers' data.* Cybersecurity powered by AI may be able to provide more protection than other types of programs. Instead of dealing with threats after losses, AI security programs look for unusual activity to stop attacks or raise alerts earlier.

AI can also look for irregularities in other systems, like inventory and accounting, to find signs of illegal activity and sometime these unusual activity could even identify opportunities.

The options for AI may seem overwhelming, but the value it can add to your small business and professional development is well worth the groundwork. Take the next step to learn more about getting started with AI.

## KENYAN FISCAL HIGHLIGHTS

In order to combat complains on High Electricity charges, *Kenya Power announces plans to phase out post-paid meters* in rural areas in the next three years, thereby eradicating power theft as well as additional costs that involve hiring meter readers. Currently 2.1m customers are connected on post-paid and 6.8m on pre-paid.

*KRA has set a deadline of 1st Jan 2024*, for all businesses including non-VAT registered businesses to electronically generate and transmit their invoices to taxman via eTIMS according to Finance Act 2023.

Nairobi County has unveiled a *single licensing platform* for entrepreneurs and residents. The electronic Unified Business Permit (UBP) combines the business, fire, food, health and advertising license into one, thereby eliminating the need for issuance of multiple licenses.

## NEXT-DOOR NEWSFLASH

According to IMF, *Tanzania is among the fastest growing economies in 2024*, with an expected growth of 6.1%. Local production and industrial development were cited as crucial gears for the growth. The country is likely to attract more foreign investors.

Mapinduzi '*Zanzibar International Trade Fair*' takes place from 7th Jan to 19th Jan, showcasing local and imported products. The theme for the 2024 Fair is "e-business for business development and investment."

*Zambian Honey Production doubles* from 5,000 MT in 2022 to 10,000 MT in 2023, leading to bee keepers running out of local markets, hence the Government secured the European Union as an export market for organic honey. One of the major challenges faced with, is the lack of markets to sell their honey, lack of bee keeping tools such as bee hives, bee foods and the knowledge in bee keeping.

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