

# MBOCKY

**NAMIBIA  
SAID  
NO TO  
GERMANY**

**MRS. AMANDA  
ETINGE  
WITH AFRICAN  
MOBILE  
FOODSTORE**

**12  
MARKETING-  
SALES  
TIPS**

**OVERCOME  
FATIGUE  
WITH NATURAL  
PRODUCTS**

**MY SALARY  
BELONGS  
TO MY  
HUSBAND...**



**M**y fellow women, we are very proud of who we are. We shouldn't see ourselves as victims. The challenges we will face are real, but giving up shouldn't be an option. Be a friend to a fellow woman, and wipe away any tears from their eyes. If we, who know what is right don't do it, it's never going to get done. Follow your passion, and if you don't know what it is, realize that one reason for your existence on earth is to find it. Do not have any limitation of what you can do or what you can be.

*By: Amanda Etinge*



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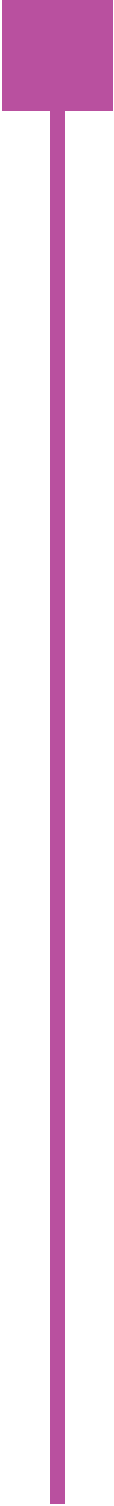
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## SKIN DEPIGMENTATION AND ARTIFICIAL HAIR : THE TRICKS THAT KILL FEMALE AFRICANESS

The use of skin whitening products and artificial hair is a phenomenon that undermines Africa and tarnishes the image of the African woman to many extents. Indeed, the African woman, by opting for such a ridiculous practice clearly rejects her black identity.

In fact, skin whitening products, wigs and grafts are imported and manufactured in very large quantities in many African countries, following the great demand of women of all social and intellectual levels, and of all ages, who are drawn to the dream of wearing white skin and long, silky hair, proof of an undeniable beauty.






Whether we speak of “khessal” in Senegal, “décapage” in Cameroon or “bojou” in Benin, artificial skin whitening, despite the health risks to which it exposes its followers, still seduces Apthousands of African women. The latter do not hesitate to affirm that “Our society is conditioned by the fact that, having fair skin is a way to find a good job or to have a love relationship easily ... and for many, it is very important”. In the same way, we can see women with very modest incomes making huge sacrifices to buy expensive wigs and grafts, because they believe that will help them look more beautiful!

The use of artificial hair and skin whitening products does not only entail health and financial risks. It is above all an act of denigration of the

black African identity by the African woman. Indeed, to strip oneself of one’s own identity marks in order to put on others is a real insult to the memory of Africa, the cradle of Humanity. Moreover this means admitting the complex and mimicry that very often animate the African Woman, more inclined towards elsewhere than towards the enhancement of her own culture and nature. Assuming our skin colour and our hair, on the other hand, means asserting ourselves as a person and as a human creature, in the same way as those we consider, provided they were born white, to be privileged. Rather than discarding our identity attributes, ans namely our frizzy hair and ebony skin, let’s reveal to the world black beauty in all its originality !



*by Pulchérie Delboise NGO NLENGUI*

NAMIBIA  
SAYS NO TO  
GERMANY

**N**

amibian President Hage Geingob has rejected Germany's offer to compensate the southern African nation for massacres during the colonial era. Indeed, Hage Geingob said Tuesday in a statement that Berlin's offer of \$11.7 million was "not acceptable".

During the colonial era, especially between 1904 and 1908, the German Empire took the lives of up to "80,000 Herero and Nama in response to anti-colonial resistance," ac-

cording to the US Holocaust Museum. Other estimates put the number of Africans killed at more than 100,000. "The German government's current offer of reparations remains an outstanding issue and is not acceptable to the Namibian government," Geingob said. The Namibian government plans to negotiate a "revised offer". Geingob also challenged Berlin's use of the term "wound healing" instead of "reparations".

Although Namibia and Germany have been negotiating an official apology and compensation from the European country since 2015, Germany refuses to pay Namibia reparations directly. It also claims that the money it has given Namibia in the form of development aid has replaced the need for official reparations. The two countries have engaged in eight rounds of negotiations since 2015.

Germany ruled modern Namibia, a colony then called “German Southwest”, from 1884 to 1915. Following an anti-colonial uprising, German forces murdered at least 65,000 Herero and 10,000 Nama through not only sexual violence, starvation and forced labour, but also through malnutrition and medical experiments. The Germans thus perpetrated what has been called the “first genocide of the 20th century” in order to gain access to indigenous lands. About 80 per cent of the Herero and half of the Namas were wiped out in this way. To this day, much of Namibia’s most valuable land belongs to the descendants of German settlers.

The two countries began negotiating an agreement in 2015 that would see Germany officially apologize and provide development aid to Namibia in compensation for the killing of tens of thousands of Herero and Nama indigenous peoples by the German occupiers.

In June this year, President Hage Geingob suggested that Germany would make an unconditional apology. However, Berlin has not yet done so, despite its acknowledgement that its colonial authorities committed the atrocities for which they are being blamed. Germany has repeatedly refused to pay direct reparations, pointing instead to the millions of euros it has granted Namibia in development aid to date. This decision does not in any way please the Namibians. Indeed, many citizens believe that Germany should first and foremost make a proper public apology and not hide behind aid or money. Pending Germany’s response, the negotiations seem to be at a standstill.

*by Carine Mbock*

## MALADO



This woman, originally from Guinea Conakry, in a village called kankank, emigrated to Senegal in the 1970s. She moved into my grandmother's house where she rented a small room.

Who would have thought that this mysterious woman, always with her "Sotiou" in her mouth, would turn my mother's life upside down, and leave her imprint on our family for life....



At 7 months old, my mother was crawling and sneaking into her room. My great-grandmother would then hurry to ask to be taken out of the room of this mysterious stranger whom no one knew. But this little 7 month old baby would always come back and crawl to find himself in Ama's room again and again. Tired and not understanding why my mother was attracted to this woman, she let her.

This is how the story of MALADO Keïta and my mother began.

A story that rocked us throughout our childhood and which accompanies us today in our adult life.

Humility, wisdom, greatness of mind, person of great confidence ... No word is strong enough to describe the perfection that was this Lady.

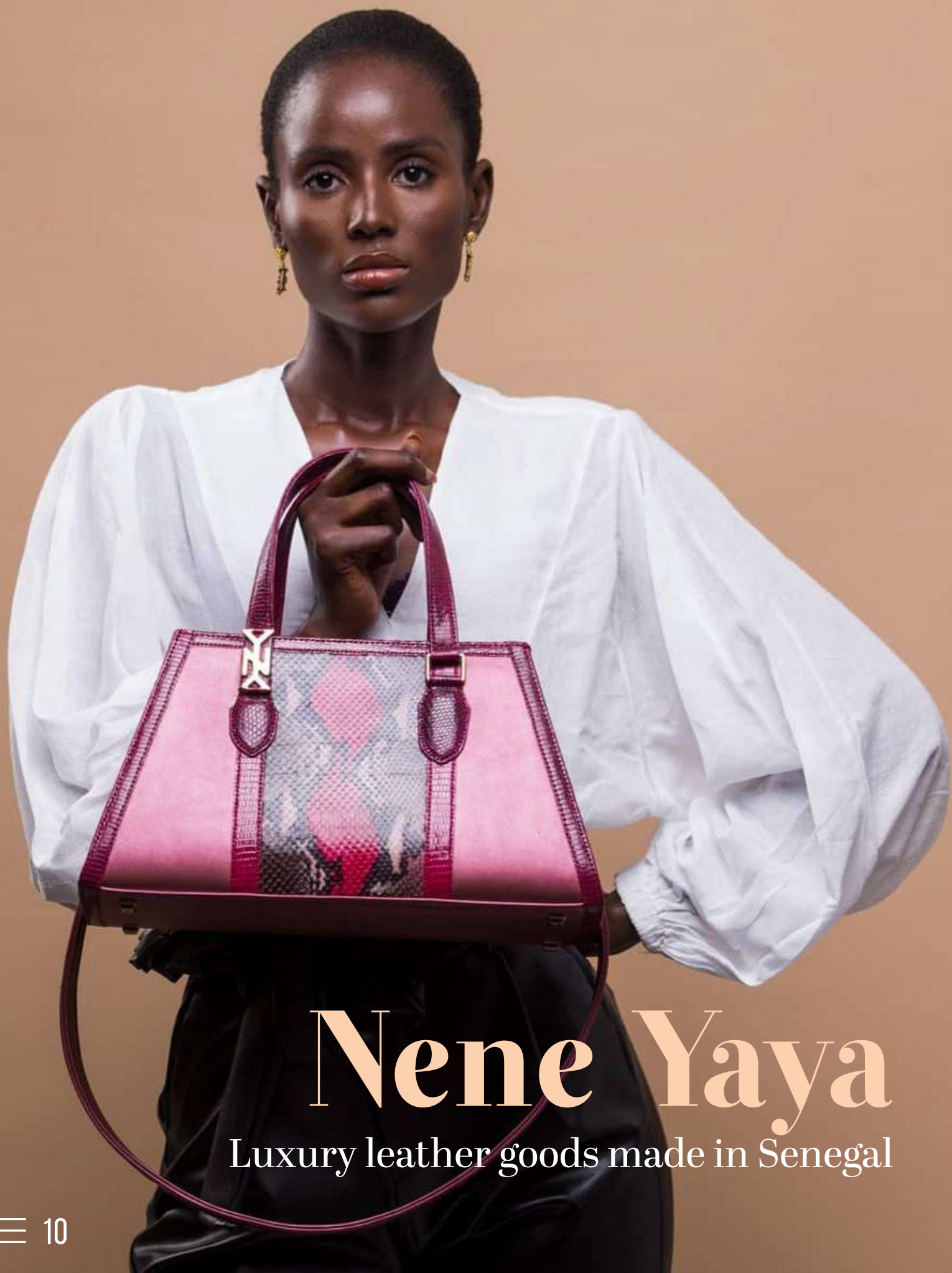


The late President Sékou Touré told my grandmother at the time, "You don't know how lucky you are to have this woman in your home."

**MALADO = LUCKY (SE) in Poular**

It is the luck that we have been able to count this woman in our family and it is the luck that we share with you.

**Source:**  
[www.malado.fr](http://www.malado.fr)



# Nene Yaya

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# MARKETING & SALES TIPS

**W**e all have heard about the marketing and sales strategy. But most people do not give attention to the successful marketing and sales strategy. If we look critically, then marketing strategy is the plan for reaching out to the customers. However, the ultimate goal of the reach is to engage and convert targets into profitable clients. If you do the right marketing, it can give an incredible boom to the business. However, there are the following marketing strategies that you can adopt for a successful business;

- Cause marketing
- Relationship marketing
- Scarcity marketing
- And Undercover marketing

However, which formation you are choosing, decide to design the right plan.

# Marketing and sales tips

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If you run a business and do not have natural selling skills, then it is tough. But by adopting these tips, you can conquer the world.

***Sell the benefit, not a comparison.***



***Sell the problem you solve, not the product.***

It is one of the common mistakes that most of the business makes. But in reality, it is not a strategy to capture the customer. Companies compare their products or services with their competitors to show benefits. However, it is not the right strategy. It is vital to create the value of the product in the customer's eye. In short, you can focus these things to show the benefit of your product for the customer;

- How your product is less costly?
- How are you offering good quality?
- What advantages can a customer get with the combination of reasonable cost & quality?

However, if you answer these questions instead of comparing the product, surely it is a successful policy.

## Listen to your customer

---

It is an important thing that you need to keep in mind for success. We know that customers are the backbone of the business. However, by giving value to your customers, you can convert them into loyal ones. I know you have heard about this;



***Customers are god.***

So, treat them like a god, give priorities to their needs and issues, and try to improve.



# Market your product before it's ready

---

One of the successful marketing strategies is to keep the product in the eye of customers. However, many businesses make this costly mistake not to start marketing until the product gets ready. If you promote the launch, then you are creating the market for the product. However, in this way, your product will be in demand before coming into the market.

# Think outside of the box

---

Always adopt the planning according to the demands and trends of the market. For instance, in today's market, social media and search engines pay essential rules. So, it is vital to capture the mediums according to recent trends and try to attract customers. In short, you can't get success without thinking outside of the box. Do whatever it takes to remain in front of the customer's eyes. However, today's "outside of the box" is digital media.

# Test fast, fail fast

---

For an excellent marketing campaign, develop a plan to measure the results. However, if you can't measure the results and cost is more than the profits, then it has failed. Above all, you can run multiple campaigns at the same time in different small batches. In this way, you can measure which plans works better and toss out that does not work.

# Advertise for multiple angles

---

As we already talked that it is best to run multiple small campaigns to see the results. In short, capture the customer from all angles and create value for the product. When the client is listening to you at the radio and seeing at search engines, it will add value. In short, try to grab attention and cover the customer from multiple angles.



## It's always time for PR

---

When you run the traditional marketing campaign, then you are doing business through skills. But there is always room for the PR. In this way, you can keep the products in the eyes of customers. For instance, there is nothing that can beat the endorsement of media houses running your campaign. In short, for brand building, it is good to prefer PR. However, it can go far to build credibility and awareness.

# Give customers a place to talk to you

---

When you run the traditional marketing campaign, then you are doing business through skills. But there is always room for the PR. In this way, you can keep the products in the eyes of customers. For instance, there is nothing that can

beat the endorsement of media houses running your campaign. In short, for brand building, it is good to prefer PR. However, it can go far to build credibility and awareness.

# We look forward to seeing you again

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Words of mouth, testimonials, and customers are the best brand advocates. So, always reward customers with less price, more benefits, and customer

support. In this way, you can surely win the game. In short, customers are your supports, so always treat them with excellent service.

*by Carine Mbock*



# NATURAL TREATMENTS FOR FATIGUE

**F**atigue is a situation that can render, it difficult for an individual to perform a number of tasks that are sometimes simple. Though present among old people, those who work intensively for long hours or those with a bad lifestyle, this physical and mental state is a real obstacle to well-being. Fortunately, there are natural remedies against fatigue, without side effects, to regain energy.



## *Valerian: ideal for better sleep*

For many years, valerian and sleep have been two elements that have maintained a truly intimate relationship. Perfect for calming problems such as nervousness, insomnia, valerian is a real sleep repair factor. Although its effectiveness has not yet been scientifically proven, it does have an impact on a good night's sleep. To do this, simply infuse 2 to 3 grams of dried roots of this revitalizing plant for 5 to 10 minutes and drink a glass.

## *Ginseng*

This is the perfect ingredient for body-toning. According to legends, this miracle product from China is considered a divine herb. Even today, this wonder is still considered by many to be a magical plant thanks to its exceptional qualities. It has the ability to tone the weakened organism by eliminating toxins that cause intense fatigue. Taken as an extract, it is possible to take it 1 to 3 times a day as a decoction by boiling 2 grams of roots in 150 ml of water for 15 minutes.



## *Yerba Maté*

It is the perfect natural product to fight against sleepiness due to fatigue. It all began in the 16th century, when a Spanish explorer returned from a trip and reported that the Indians of Paraguay were drinking an incredible magic potion to ward off fatigue. Today it has become a natural remedy for fatigue both in Spain and the rest of the world. Its virtues surely emanate from the caffeine present in this product which seems to be a stimulant. For dosage, taken in the form of leaves, this potion can be infused in 150 ml of boiling water for 5 to 10 minutes.



## *Eleutherococcus*

This shrub has been known for almost 4000 years in Chinese regions. Originally from the Araliaceae family, which are known for their ability to increase longevity, Eleutherococcus is a natural remedy against fatigue that will improve the body's toning capacity. Although the direct effectiveness of this natural anti-fatigue product is not scientifically proven, a decrease in fatigue has been noted in some individuals who have taken it. It should also be noted that Eleutherococcus can be taken in the form of roots. The traditional dosage recommends 2 to 4 g infusions in 150 ml of water. You can thus consume about twice a day without side effects.

## *Kola*

According to many sources, some of which are scientific, the Kola has incredible anti-fatigue faculties. However, these are effective in the short term. For thousands of years, Africans have been chewing Kola to fight physical and intellectual fatigue. As for the dosage, it is recommended to take 2 to 6 grams per day of dried powder, but in 2 or 3 doses.

*by Carine Mbock*



# MY HUSBAND

# CHARGES

# MY SALARY

*“My name is Cynthia and I work for a private company that pays me very well. I have been married for five years to Christian, a wonderful man with whom I got along very well, until he lost his job in 2018, when our misery began.*

*In the beginning, things were bearable; Christian supported me, the dialogue remained very effective. I never felt the slightest discomfort in bearing the monthly charges. Only, I had to be accountable all the time, as if this money belonged to my husband who gave it to me simply to carry out the outings he ordered. Until then, I tried to be accommodating. The last straw has been spilled since Christian ordered me to give him my full salary from now on. When I flatly refused, he became angry and oppressive and threatened to leave me.*

*I love my husband and I don't want to lose him. How can I make him listen to reason? What can I do? »*

Dear Cynthia,

Unfortunately, money is ALSO source of many problems within couples, and when you get too attached to it, it becomes dangerous... In case both spouses work, it is generally advisable to combine your collective earnings and let the husband take care of the management.

In fact, the salary is an amount paid, directly or indirectly, in kind or in cash, in return for work previously done. Thanks to your salary, you can take care of yourself and your family and at the same time enjoy yourself in the lot. Ok! When you think of the trouble you have given yourself through long and hard working days, you want to enjoy your money, keep it yourself, manage it, and not entrust it to a third person, even your spouse. Although it seems absurd, it would be the best thing to do. To see the scope of this, we must go back to the basics of what a couple is all about.

The Bible says in the book of Genesis: "For this reason a man shall leave his father and mother, and shall cleave to his wife ...". Hmm... but it doesn't say that in reality, even the woman leaves her home! In the end, Adam's speech in the Garden of Eden was certainly very beautiful and eloquent. However, we are of the opinion that not all women leave their husband's side. Every woman also leaves her father and mother to start a new home with her partner. Let's go one step further: "... and they will become one flesh". This part, on the other hand, is totally true. As a couple, your partner's problems are your problems. The responsibilities of one become, at least indirectly, the responsibilities of the other. In all aspects of life, the couple has an important and overriding meaning. This is especially true in the area of money, and sometimes you have to be aware of this.

The hardest thing is not to know who manages what, but to make all the decisions together, because difficulties are encountered and faced together. If one goes wrong, the other goes wrong. The complicity that must prevail is such that no one will be able to slip between you. And it is important to specify that it is your husband who is the MASTER of the house and therefore the main authorising officer of expenses. This doesn't mean that you don't have a say or that it wasn't you who brought the money... It is also possible that you sometimes have your own needs, and that's normal! In that case, take out a personal reserve, clearly mentioning it to your spouse. That way, you can budget the rest, agree on expenses and outings. For the rest, leave it to your husband and let him manage. If you have any doubts, don't hesitate to assist him in his planning. It will be good for both of you.

*by Carine Mbock*

# ALLADA:

## WHEN HISTORY MEETS MODERNISM...

### INSIDE AFRICA



Allada is a town in the Atlantic department of Benin. Its history, its link with the vodoun tradition, its accommodations with unpublished settings as well as its conviviality, make it a dream destination for leisure and nature fans. In addition, those curious about our cultural heritage will also enjoy visiting the place, since Allada is also a kingdom of the most ancient traditions.

If you know Allada, the city that will obviously seduce your eyes for many reasons, then you will feel even more

captivated by its kingdom, home of the diffusion of vodoun, and which was founded before the 16th century by Prince Adjahouto of the kingdom Adja de Tado whose memory is still honoured by contemporary royal families. Voodoo (or voodoo, or vodoun) is a religion from the ancient kingdom of Dahomey (West Africa). It is still widespread in Benin and Togo, as in the famous fetish market in Lomé. Allada kingdom also bears the marks of Toussaint Louverture, 1st Empress of Haiti. This hero of the black people was indeed a prince of the said kingdom.



*The King of Allada in 1900*

The small town of Allada offers a series of hotels and inns from the most luxurious to the most rustic. Its buildings on stilts also contribute to its originality. Among the most popular is the Royal Paradise Hotel, which stands out for the cultural and sporting activities it offers visitors, and its impressive architecture, which combines tradition and modernism. As for the Hotel Bel ami on stilts on its part is the perfect setting for the total pleasure of nature lovers, without frills.



Allada is a true dream destination open and accessible in all seasons, which offers opportunities for discoveries and relaxation every day to its visitors and curious people. This is the case of its annual festival organised by the royal couple themselves. The latter is scheduled to take place at the beginning of 2021. On this occasion, as it is often the case, the doors of the Palace will be open for a memorable visit to the wood sculptures, and the monument erected in memory of Emperor Toussaint Louverture, which

is celebrated there on November 1st each year. During the festival, the King grants audiences for those who wish to hear directly from the heir of one of the oldest civilizations of our continent, the history, dreams and projects of that amazing place.

***By Charlie Ngo Mboua***

# BUSINESS THIS MONTH

EVENT	DATE	LOCATION
Trade fair for automation, handling and robotics, fluidics, electronics, electrical engineering, production as well as training, research and development	September 01, 2020	Bern ( <i>Switzerland</i> )
Tanzania Industrial Fair: machinery, equipment, products	September 09, 2020	Dar Es Salaam ( <i>Tanzania</i> ) Diamond Jubilee Hall
International Indoor and Outdoor Advertising and Signage Exhibition	September 18, 2020	New Delhi
International Exhibition of Advertising and Public Relations	September 22, 2020	Moscow ( <i>Russia</i> )
MOROCCO China Trade Week - Morocco Opportunity for any business manager, professional buyer, wholesaler or import / export organization	September 23, 2020	Casablanca ( <i>Morocco</i> )
Digital Visual and Interactive Solutions Forum	September 23, 2020	London.
Deauville Festival	September 26, 2020	France

# INTERVIEW WITH *Amanda Etinge*



**MBOCKY:** *Good morning dearest. Can you introduce yourself please?*

**AMANDA:** My names are Amanda Etinge, A.K.A Amanda Perez is my business name. I was born and raised in the North West region of Cameroon. I'm a nurse by profession. I also hold some important rule in the community. I am the current National President of PREBEXSA-USA (Pss Bafut Ex-Students Association) based in the USA, and the President of an all-female group called Dynamic Ladies, based in Boston MA. In business, I am an entrepreneur. I'm an Event Planner, a promoter and the owner of an African Mobile food store. I'm based in the USA



**MBOCKY:** *What an inspiring life! Where do your motivation and energy come from?*

**AMANDA:** My biggest motivation came from God. I wake up every day with a positive energy and with a strength of a hustle by his Grace. I will pray and ask God for directions and boom, I always get my breakthroughs. My Mother (Serah Ngwa) and my husband (Mr Etinge Alfred) have also been my pillar from day one. Whatever I said I wanted to do, they will support me. Their encouragement and words of wisdom are all that kept me going. Also, I wanted to have enough time to spend with my family. I consider valuable time spend with family and friends as priceless. That's what started me down that path to entrepreneurship and starting my own businesses.

**MBOCKY:** *What can you tell those who are willing to become entrepreneurs like you, or those already involved in it?*

**AMANDA:** To be an entrepreneur is not an easy job at all! However, nothing beats hard work. First, you must be passionate about what you are doing. This will give you a reason to get up in the morning. Also, know that your customers are always right. Most of the time I'm wrong about what my customers want, but if I listen to them, then I'm right



about what they want 100% of the time. Also, we should learn to take chances. Don't be afraid to take risk. The worst thing you can do to yourself is not trying to do something at all. Finally, surround yourself with other smart entrepreneurs. That way, you absorb some of their knowledge.

**MBOCKY:** *Which major difficulty have you faced so far in your entrepreneurship life?*

The hardest part for me was acceptance. I was afraid of what people would think of me. From being a “Slay Queen” to someone who goes to the farm to “burn cow skin”. I thought I was going to be called names, I was afraid of failure. But to my greatest surprise, I got encouragement all over the world. From so many likes and sharing of my products on Facebook, to interview and TV presentation. When I started my Mobile food store, some of my sisters stood up to support me. I really Thank God for bringing such sisters to my live. Ita Tah, Kate Nalowa, Aunty Maura and Aunty Chantal, God bless you ladies for your endless love and support.

**MBOCKY:** *Ohhh! I hope there will read this.*

**AMANDA:** I also hope so!

**MBOCKY:** *What powerful advice would you like to convey to women as a whole, and to Black African women in particular?*

**AMANDA:** My fellow women, we are very proud of who we are. We shouldn’t see ourselves as victims. The challenges we will face are real, but giving up shouldn’t be an option. Be a friend to a fellow woman, and wipe away any tears from their eyes. If we, who know what is right don’t do it, it’s never going to get done. Follow your passion, and if you don’t know what it is, realize that one reason for your existence on earth is to find it. Do not have any limitation of what you can do or what you can be.



**MBOCKY:** *This is indeed a strong advice! So, what are some possible means one may use to reach you?*

**AMANDA:** We can be reach by the following social media

**Event Planner**

📌 EVENT PLANNER & DESIGNER BY IAMAMANDAPEREZ  
📷 IAMPEREZ\_PRODUCTION

**African Mobile Food Store**

📌 AFRICAN MOBILE FOODSTORE  
📷 IAMPEREZ\_PRODUCTION

📞 (617) 771 - 2405



**MBOCKY:** *Thank you for your availability.*

**AMANDA:** You are welcome!



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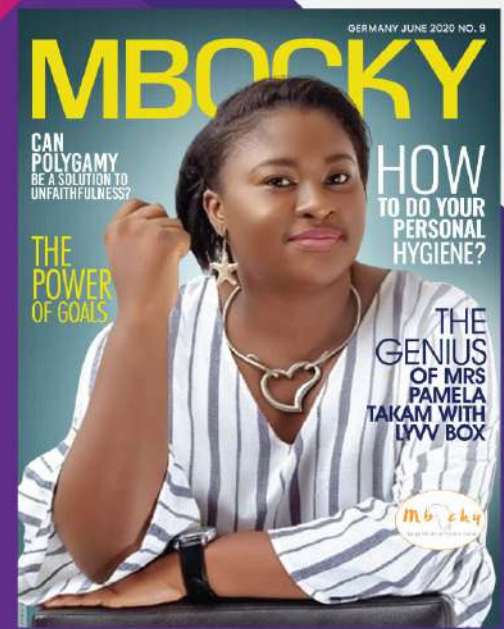
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## ABOUT ME

Hello, I'm **Anjeh Tita** 20 year old freelance MUA. And full time pharmacy student.

I was born in Cameroon but currently living is Massachusetts, USA. Makeup has always been a passion of mine. Which is why by the age of 18 I had my cosmetology license. Being able to bring out a smile of peoples face ever time I do their hair or make truly makes me smile. I have future plans of opening a salon here in Massachusetts and a hospital in Cameroon. This has been my goal since the age of 10. And I plan to see it threw by age 30, so check back with me in 10 years .

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