

clefra trust

raising future champions through potential identification

CLEFRA ACADEMY

By

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MANYAME RURAL COUNCIL

DESCRIPTION

Clefra Academy is situated in Beatrice. It is dedicated to nurturing future champions through potential identification and higher education, while also providing a supportive environment for ophans and vulnerables. By embracing cutting edge technology the academy ensures that every pupil has access to computers , fostering digital literacy and interactive learning experiences.



Cont...

This comprehensive approach extends beyond academics, incorporating extra curricular activities,sports,music and drama to cultivate well rounded individuals. Educational trips expose students to heritage sites and cultural events,promoting preservation and appreciation of our culture. The academy includes mentorship programs, counselling services and healthcare facilitation ensuring the children's well being .



Cont....

Clefra Academy provides a n ideal learning environment with it's values of excellence and integrity. Guiding students towards becoming compassionate and adoptable leaders ,through collaborate partnerships with parents and community stakeholders . The academy strives to shape a brighter future for Zimbabwe's upcoming youths.




Vegetables
Coffee bean
Tomatoes
Addition (+)
Missing Number
Mm
Nn
Oo
Pp
Qq
Tt
Uu
umbrella
Vv
Ww
Watermelon
Yy
Zz
ZEBRA

CUSTOMER BASE

Who are your customers?

- Our customers are the families in the local community . These are people located nearby like from Rocklands, Location, Police camp Nengwa farm and Tavistock.
- We Offer mostly our services also to ophans and vulnerables who are in the community which we are assisted by our Manyame Rural Counsel to locate around our Beatrice area.

CUSTOMER SERVICE

- Yes we have increased our number of customers since we started led .
- We offered referral incentives to current family's such as a t. Shirt with the school logo.
- We also managed to hold a drug free Champaign which gave us the leverage of appearing on television and chikomba west newsletters.
- This event was in collaboration with other local schools and the whole community at large. This has helped in a great publicity of our school.



Cont....

- We also have given fliers
- Mobilisation and promotions
- Our engagement with parent teacher communication and holiday activities of parent s and children has made our parents secure and confident to spread positive remarks about our school to others in the community .


LIVE 19:59
CHIKOMBA WEST RAMPS UP FIGHT AGAINST DRUG AND SUBSTANCE ABUSE
Security And Traffic Management Systems | Zim Commemorates World Sign Language
nrtv NEWS

COMPETITION

Who is your competition?

- Local schools in the community

How do you handle it?

- We have distinguished our school with excellence.
- We have qualified teachers who specialize each child according to their intelligence.

Cont..

- Our uniforms are beautiful and unique , very outstanding.
- We offer specialized programs programs and service such as birthday celebrations, holiday activities for both parent and child promoting bonding between parents and their children.
- We have specialized trips for instance we went to Tamba Tamba , Mashwede ,Pizza inn and local baking activities to empower our children so that we can identify their potential talents
- Extra curriculum activities such our graduation is always mind blowing because we have concerts, and different show casings from our kids.
- Soon to raise above competition we are introducing board games such as chess , darts, table tennis and swimming currently they have been playing snakes and ladders and different puzzles helping them open up their brains.

Cont...

- In. Addition even our educational material is rich in context our preschoolers don't just draw and color but they can build puzzles , make sentences etc our materials are from south Africa.

NEW PRODUCTS OR SERVICES

- Clefra Academy started as a preschool with just toddlers of the ages 2-6. We have now extended our school from ECD level till grade 4.
- Further more we started a mashroom project to generate more income.
- We also offer mashroom and detergent trainings.
- We also are making detergents , which is a way of empowering the children and also generating income to supply for our ophans and vulnerable students.

How are they performing to your initial product?

- In detergent making there is too much competition and little profit making whereas mashroom has less competition and some profit
- But both of these can not measure up to the school they are just arms or aids to help in financing the business especially generation of income to provide the extra ophans who don't pay fees with stationary and other requirements.

How do you advertise or market your products.

- Digital marketing
- Fliers
- Word of mouth
- Branding and packaging

QUALITY AND PACKAGING

- Yes because we have experienced:
- Positive feedback from customers
- Increase in the number of student enrollment
- Our products are always picked fast at the market
- Our mashroom will be fresh clean and neatly packaged in pannets.

Cont..

- Yes my products are well branded school uniforms and atires have a Clefra logo.
- Mashroom is branded Clefra Mashroom and Clefra detergents

FINANCIAL MANAGEMENT

- Yes we have a record system such as:
- Receipt books for , tuition payments
- Expense reports , budget plans
- Financial statements
- Record book for daily sales

This helps to :

- Improve decision making
- Support in future planing
- Boost customer service by always being up to date when stork is running out to restork.
- Control costs and budgets
- Reduce wastage
- Reduce deficiency or short falls.

- No I don't have a bank account

SAVINGS AND SELF SUFFICIENCY

- Yes I am in a small savings group of 13 people.
- Our small savings group meets after every six months and we have managed to raise $500
- Yes through Mashroom, baking ,trainings and detergent making.



INCOME AND EXPENSES FOR THE BUSINESS FOR THE PAST SIX MONTHS

ITEM	AMOUNT
Tuition fees	4500
Special Levy	1500
Mashroom	900
Detergents	180
Mukando	500
Salary	1200
Trainings	300
total	9080

EXPENSES	Amount
Rentals	1380
Food	300
Playground	170
Stuff payments	2700
Firewood	30
Electricity	30
Stationary	90
Council fees	600
Total	5300

INCOME AND EXPENSES FOR THE NEXT SIX MONTHS

Income

Item	Amount
Tuition	18000
Special Levy	6000
Mashroom	3000
Training	600
Detergents	900
Mukando	500
Salary	1200
Total	30200

Expenses

Item	Amount
Rentals	1500
Food	6000
Staff	4500
Swimming pool	2500
Council fee	600
Firewood	30
Electricity	30
Stationary	120
Laptops	500
Total	15780

PLANS TO GROW BUSINESS FOR NEXT SIX MONTHS

- Construction of a swimming pool which we will use for income generation and also as a marketing strategy.
- Advanced digital marketing
- Introducing new board games and expanding our services
- Purchasing of a mini van for kids transportation
- Improving the learning structure by adding more laptops.
- Addition of key performing indicators(parents satisfaction rates)
- Expanding mushroom buildings to improve and extend production
- Improving packaging
- Increment of stuff members and stuff trainings.

CHALLENGES

- Shortages of income
- Some parents are not adopting to new ideas
- Late payments of school fees
- Late responses on school requirements.
- Shortage of electricity affects production
- Shortage of resources
- Shortages of water
- Losses kn the business due to poor management.

SOLUTIONS

- Joining of gender links trainings which helped to teach us savings and planning.
- Parents and stuff meetings.
- 5% increament for late fees payments.
- Improvisions on resources
- E books for teachers
- Construction of a borehole.

SUSTAINABILITY

Short Term Strategies

- Monitor finances closely
- Maintaining high quality care and education
- Faster, strong relationships with parents and stuff
- Continuously evaluate and improve operations.
- Develop a marketing plan , social media etc..

Long Term Strategies

- Develop strategic partners, eg local businesses and schools
- Invest in staff development and trainings.
- Expand services eg extra curriculum activities, holiday lessons and aftercare
- Extension of school blocks and upgrading of play grounds.
- Develop a succession plan an organogram

ADDITIONAL INFORMATION

Changes experienced

- Positive response from parents In terms of early fees payments and adoption to our school values.
- Customers giving us new ideas, and adopting to our products
- Production of quality products due to different trainings.
- Increase in the number of customers both at the school and other businesses

Yes I have more information to add.....

- We seek to expand enrollment capacity and open new locations
- Stay updated on industrial trends and best practices
- Attend workshops,conferences and engage with other business ppl and learn from themand make linkages.
- Stuff meetings and feedbacks.
- Always provide products on demand.
- Provide quality products.

Thank you!!!