"The main hope of a nation lies in the proper education of its youth.", Erasmus
The ServiceMag (TSM) is a business magazine with a specific focus on Customer Service. It was first published in Rwanda in 2010. Over the past five years, TSM has grown beyond its first mandate of educating and sensitizing service providers and their clients on customer service to cover other vital business issues. It has since become the most sought-after business magazine in both public and private organizations.
TSM is a high quality magazine with contributors from different countries representing a wide range of exposure. Its design and print quality are the best on the market; as a result, TSM has fast grown beyond its primary reach and is read online in other parts of the region and beyond. In March 2014 TSM took its first step towards becoming a regional magazine by launching a TSM Burundi issue.
**BACKGROUND**

SMEs in EAST AFRICA

Customer service is an important aspect of business and a vital determinant of economic growth world over. In most EAC countries, SMEs operate in the service, trade, agri-business, and manufacturing sectors. While some are dynamic, innovative, and growth-oriented, many are limited by a lack of professional knowledge on issues that could boost and sustain their business such as management capability, financial and legal services, Customer Service, Marketing and Human Resource trainings.

“Wherever you see a successful business, someone once made a courageous decision”

— Peter Drucker
The ServiceMag launched its Burundian issues in March 2014 at a great ceremony at the Roca Golf Hotel Bujumbura where over 130 stakeholders took part.

TSM’s first mandate is still our objective in Burundi. Sensitizing for improved service delivery both in public and private institutions.

Burundi being part of the East Africa Community is a strong point that requires that all major stakeholders adopt better ways of doing business through improved service delivery.
Developing SMEs is a priority in all EAC countries. A research authority has shown, for instance, that the region’s Gross Domestic Product (GDP) could increase tremendously if SMES are given the right tools to sustain their businesses. Although this is a fact, many young entrepreneurs and SMEs cannot afford to offer their staff these necessary business trainings.

If SMEs could improve on their systems, offer competitive products and services, treat their employees better etc., they would see a real positive impact on their bottom line. Professional management trainings are therefore a requisite for small business owners.

Therefore, SMEs and young entrepreneurs need to be sensitized because a change of attitude goes with a lot of education. It is with the above in mind that The ServiceMag was founded in Rwanda but with time, the magazine needs to expand to the rest of the EAC countries.

- The engines of growth in our countries
- Essential elements for competitive and efficient markets
- Create a platform for the promotion of the regional integration agenda
- Promote best practices among SMEs in the East African Community
- Achieve long-term and sustainable business growth
- Critical for poverty reduction as they are the largest providers of employment.

Through business support and educational articles, The ServiceMag will build a pool of East African entrepreneurs who will foster greater business innovation and development thereby enhancing the competitiveness of the East African region as a whole.
The target readers of TSM are SMEs, managers; business owners; CEO’s; Business Executives, Sales and Marketing Managers, Human Resources Managers and all service providers and clients in the private and public sectors.

Reader Insights

"I have learnt how to better deal with customers’ complaints"

"Increased my belief in being an entrepreneur"

"I am now customer service conscious everywhere I go"

"I think it is a great tool and have it mandatory for my staff to read"
WHY PROMOTE GOOD BUSINESS PRACTICES IN EAST AFRICA?

TSM ultimately aims to contribute to educating and sensitizing business owners, especially young entrepreneurs and SMEs to be more competitive by offering good customer service.

Human capital is an essential part in growing one’s business. Education plays an important role in the progress of an individual’s mind, country and in the case of East Africa, the region as a whole. Offering educational articles will reduce ignorance among business owners.

CUSTOMER SERVICE
CUSTOMER SATISFACTION
BUSINESS GROWTH
REDUCTION OF POVERTY

“Luck is when preparation meets opportunity.”

WHY TARGET ENTREPRENEURS?

Entrepreneurship has been for many years often under rated. But today, it has become apparent that the growth of our nations depends a lot on the entrepreneurship especially of the Youth and Women because these two segments are the future of our nations.

With this new section, we want to prepare the Youth & Women through hands on content, inspiring and real-life examples of people who are making a difference, tips on how to sustain their businesses.

This we are sure will empower our readers to develop stronger skills and confidence.

The higher the levels of entrepreneurship are in a nation, the higher is its level of development will be. So be part of this journey of preparing our future entrepreneurs.
The Service Magazine is an educational and inspirational quarterly publication. Embracing our tagline “Knowledge is Power”, The ServiceMag tasks itself with sharing knowledge by engaging the business community in various avenues outside the magazine. It aims at impacting SMEs with resourceful articles that will help them become more professional in their service offering. It is offered as a free magazine in 5,000 copy print and is available online every quarter. It seeks to build employees’ skills and competencies especially those in the service industry. Articles run therein are practical and relevant and focus on attitudes, behaviour and skills.

- The current magazine is in English with specific features in French and Kinyarwanda. It is colourful, well designed, easy to read and a valuable resource for any person and organization willing to establish international standards especially in dealing with customers and employees.
Apart from the quarterly production, The ServiceMag has a strong presence on various social media outlets and currently delivers live tweets and daily Facebook posts about services encountered across the country, links to articles on business, entrepreneurship and service delivery in Africa, etc. In Rwanda, TSM is the most vibrant magazine on social media networks. Its website attracts over 100,000 hits a quarter with an important number of readers from the Diaspora interested in news and information about business in Rwanda.
Since its launch, The ServiceMag has been hosting a series of “Business Cocktails” bringing together members of the business community and providing an interactive platform to learn, network and unwind. Each event has a theme for discussion to ensure all guests leave with new knowledge and/or updated information.
For three consecutive years, The ServiceMag has been carrying out annual customer service surveys in partnership with independent research firms. These annual surveys give customers an opportunity to rate their service providers and decide who are the best and worst services providers. The vote is carried out throughout the whole country with online votes, face to face interviews, SMS voting through a huge communication scheme via radios, newspapers and televisions.

An official ceremony follows to award the winners in each category of service. This “Best & Worst Service Providers” vote has become an important tool to promote good service delivery in the country.
The ServiceMag content is gathered from various professionals and covers the following areas:

- CUSTOMER SERVICE
- SALES & MARKETING
- HUMAN RESOURCES
- LEGAL ADVICE
- PROFILES/INTERVIEWS
- WOMEN ENTREPRENEURS
- WHERE WE HAVE BEEN
- TRAVEL REVIEWS
- HAVE YOUR SAY
- BOOK REVIEWS
- TAX ISSUES
- FOR YOU MANAGER
- HEALTH
- AT YOUR SERVICE
Le Burundi a du potentiel. Toutefois, il n’est pas encore très exploité. Des projets pour révolutionner le pays sont en cours réalisés le Burundi doit fournir plus d’e…

TSM : Quels sont les atouts touristiques du Burundi ?

Il y a les patrimoines naturels. Ce sont les parcs, les aires protégées, les lacs etc. Au point de vue culturel, nous mettons en avant aussi notre façon de vivre au quotidien, notre tradition, notre histoire. Mais aussi les loisirs : la musique, la danse, la mode, l’art etc. A cela s’ajoute, le business. Il est important de souligner que même les 4 axes sont à l’état brut.

TSM : Plus précisément….. ?

Par exemple, les parcs sont ouverts sans loges ni hôtels. La majorité de ceux qui sont dans le secteur ne sont pas des professionnels. Je dirais que nous sommes au commencement.

TSM : Comment comptez-vous faire pour améliorer ?

Nous devons relever ce défi et appuyer les propriétaires de ces hôtels. Ici à l’ONT, nous sommes en train de redynamiser l’équipe de direction par des formations internes. Nous sommes en train de développer la qualité des services dans le parc de la Kibira, en partenariat avec l’INECN. Grâce à eux, les choses vont s’améliorer. Et nous avons aussi en train de développer les parcs de la Tanganyika et le lac Tanganyika, des sites à découvrir. Nous saluons leur travail. Ils sont en train de former des guides en partenariat avec les responsables du parc de Nyungwe au Rwanda. De même, la production touristique par les offices de tourisme est très importante et nous pouvons aider, notamment dans le domaine du propulseur et de l’agence de voyage.

Le nombre des touristes qui viennent au Burundi ne cesse d’augmenter même si les statistiques datent de 2011. Toutefois, le pays regarde davantage ses touristes comme une source de revenus.

« En 2011, nous avions 250.000 visiteurs, mais aujourd’hui, le nombre est en hausse. Le nombre est en hausse en partant des standards de l’EAC, nous voyons que le nombre de visiteurs augmente. »

Elle émet des suggestions comme à proposer en l’hôtel. « C’est une destination touristique qui vaut le détour, là-bas au Burundi, il est important de remarquer que même les premiers sont à la première place à la Foire Internationale du Tourisme de Berlin. Il est important de souligner que depuis 3 ans, le Burundi, le plus grand, à inauguré en 2011 une place à la Foire Internationale du Tourisme de Berlin et l’hôtel au Burundi, le plus grand, à inauguré en 2011 une place à la Foire Internationale du Tourisme de Berlin. »

Mme Nibigira indique : « Avec l’entrée du Burundi dans l’EAC, nous avons une opportunité de mondialement augmenter. »

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OPTIONS FOR SPONSORS

- Sponsor the printing of the magazine for the next one/two years
- Sponsor the launch of the magazine in the 5 EAC capitals
- Sponsor a section of several pages in each issue of the magazine
- Sponsor with educational contents

BENEFITS FOR SPONSORS

Educating SMEs is part of our social corporate responsibilities. Changing mindset and attitude towards the way we do business is a collective responsibility. Sponsors will be acknowledged in all issues and Branding of TSM event venues with sponsors’ promotion materials. All these serve to promote the sponsoring businesses and organizations.

SPONSORING THE SERVICE MAG

The ServiceMag operates solely on advertising revenue and sponsorships. As such, the magazine comprises of 70% of editorial content and 30% advertisement. These sources of revenues are crucial to ensure sustenance of the magazine. Sponsors can consider any of the options below:

- Sponsor the printing of the magazine for one or several issues
- Sponsor the launch of a Business Event
- Sponsor a section (several pages) in each issue of the magazine
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ADVERTISING IN THE SERVICEMAG

TSM provides advertising space as a source of revenue for the magazine. Businesses are given the opportunity to advertise in The ServiceMag and are offered an extensive reach considering the magazine is highly sought after. The following are the current competitive rates:

<table>
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<th>DESCRIPTION</th>
<th>1 ISSUE (US$)</th>
<th>4 ISSUES/YEAR (US$)</th>
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<td>1</td>
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COST OF PUBLISHING
TSM runs with a budget of twenty five million per issue. Because it does not always have a major sponsor, the magazine has to seek this budget solely through advertisement.

The major costs include printing, cargo, designing, photography, reporters, billboards renting and printing, distribution, office and administrative expenditures etc.

25m RWF PER ISSUE
The ServiceMag’s Organisational Structure

- Publisher
  - Managing Editor
    - English Editor
    - French Editor
    - Translator Kinyarwanda
    - Photography
    - Design
    - Writers
    - Online Editor
      - Cartoonist
      - Marketing Consultants
      - Accountants
      - Office Assistant
The magazine has more than 70 contributors of 15 nationalities. This team of contributors, writers, photographers, cartoonists, designers, art directors & editors is drawn from different professionals. This blend makes the magazine rich in content and international in context.

92% of the respondents in a recent survey gave The Servicemag a strong endorsement on the quality of design and the articles.”
The ServiceMag can boast of a large number of institutions that have worked with us. They are in majority from the public and private sectors but also from different international institutions such as the UN, the Embassy of the Netherlands.
Five years today after the first issue of The ServiceMag, it is ready to take the leap into the future to become a regional business magazine that empowers its readers. Join on that journey for unexploited opportunities.

The ServiceMag needs you to continue its mandate of advocating for improved service delivery and grow bigger.

Join the journey
“Knowledge is Power.”