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TANDARA

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#UNAPOLOGETICALLY RADICAL

- How I'm Building This: TIE Events
- 5 Ways to Incorporate Data into Your Small or Home Based Business

BUILD IT!

By Clara Matonhodze Strobe

Welcome to the Tribe of Radicals! People who are #UnapologeticallyRadical about what they do and why they do it. They came to America seeking to better themselves, and they are killing it!

Is the Cincinnati event industry tapped out? Not if you talk with the founders of TIE Events who have dared blast into this crowded space with the elegance of a gazelle and the tenacity of an immigrant in hot pursuit of her God given right to living a life with meaning to them. In this month's article, we talk with Thenji Bere, one of the co-founders of TIE Events on what drives her. With a successful husband in tow and multiple properties across the world, one can be forgiven for thinking she can make the cast of The Real Housewives, so what drives this accomplished Registered Nurse to do more?

In business and marketing tips, we look at five ways small businesses can begin to incorporate data into their business strategy to drive sales.



TIE EVENTS & COORDINATION

WHAT DO WE NEED TO KNOW ABOUT TIE EVENTS?

TIE Eventz is an event coordination company that was launched in April 2019 by three women, namely Thenjiwe, Immaculate and Edina. Our goal is to make events more seamless and create lasting memories for our customers. We offer a wide variety of services ranging from planning, supporting and helping our clients find the best venues and other accessories at an affordable price. We also offer support to our clients 24/7. We promise to be always there for you when you need us. We also offer event space for small groups and provide dressing rooms for the bride and her team. Our inventory is available for rent to anyone at a competitive rate.

IS IT BETTER TO BE EXTRAORDINARY AND LATE, OR GOOD AND ON TIME?

It is best to be extraordinary and on time, you cannot give either or, but you can combine both through proper planning.

WHAT ARE YOU MOST CURIOUS ABOUT IN LIFE?

We are curious to learn more about what God has in store for us we are still starting our journey and although we might not be where we thought we would be by now, we know that something bigger and more rewarding is ahead of us we need to be patient and consistent.



L - R, Thenjiwe Bere, Immaculate Bere & Edina Ndebele



WHAT ARE SOME FAILURES THAT BROUGHT MEANING TO YOU?

We do not count anything as failure but we count them as a challenge to do better next time and one of the things that we could have done earlier was to start to TIE but it took us years to finally sit down and answer our calling, we would talk about launching an event coordination and decoration company but we had did not set a goal to say by this time we are launching. I am excited to say we finally launched our company in April of 2019

HOW DO YOU DEVELOP YOURSELF OUTSIDE OF THE WORK ENVIRONMENT?

We develop ourselves through watching videos about people who are already in the business and also Pinterest has to be very useful in helping us bring our ideas to life. The internet has lots and lots of resources you just need to dedicate time to do your research. During our spare time we meet and do mock up set up and this has really helped us develop our skills.

HOW ARE YOU FINANCING THE BUSINESS?

When we get a client we ask them to pay a deposit towards their orders and that deposit money is the one we use to buy inventory.

WHAT MAKE TIE EVENTS UNIQUE? WHAT DISTINGUISHES YOU FROM OTHERS IN THE INDUSTRY?

We are unique in the fact that we do no like basic work. Our work is very luxurious and our service is top notch. Our work is full of creativity. We enjoy transformation. Also, as a tri-owned, if one of us is unavailable to help a client, they can be rest assured they will be working with another owner.

WHAT IS THE MOST COURAGEOUS THING YOU HAVE DONE IN YOUR LIFE?

The most courageous thing we have done is being able to set our own egos aside and genuinely work towards achieving our goal which is to start our own company.

WHAT HAVE YOU LEARNED ABOUT YOURSELF DURING THIS PROCESS OF STARTING A BUSINESS?

We have learned to be patient with the process and to know that if we plan ahead and be determined we can achieve more.





5 WAYS TO INCORPORATE DATA INTO YOUR SMALL OR HOME BASED BUSINESS

14% of businesses fail they ignore their customers (Forbes.com). This is a staggering number. 14 out of every 100 businesses failing because they simply did not listen. Well, we listened to some of you and did research on ways small businesses can tap into the big data phenom. Here is what we found and how we implement the use of data for some of our clients:

Determine Your Goals

For anything one does in life, it is imperative to determine what the goals are. It works pretty much the same with data. If you have a website, why does the site exist? Why does your business exist? Once you determine the existential question, you can decide how you want Data to help you stay relevant. You will know what Data you need to collect to meet the business goals.

Start Collecting Data

So you have determined your goals. How do you get the data? Start collecting it everywhere you meet your customers or clients. There are three main ways of data collection. You can ask your customers directly, you can track them as they visit your website, or you can cull their information from already existing data.

Segment the Data as you Collect It

As you collect the data, it is essential to segment it, so it's activation ready. There are endless ways of segmenting data as long as you are clear on what your goals are. You can also segment your data based on the data you NEVER want to use. For example, you might want to build a blacklist of all known white supremacists, so you never have to fulfill an order from one of them.

Analyze the Data

Once you have a good sample of data, analyze it. Revisit the question of why you were collecting the data. For example, if your goal was to increase sales, you might want to analyze your data based on selling points. When did you have the most/least sales? What was going on at the time?

Activate the Data

As a business, if you are going to collect data, it's only fair to your customers that you use it to improve their experience with your business. There is no point in collecting customer data if you are not going to use it for improved customer experience.

*42% of small businesses fail because there's no market for their product or service and 14% fail because they ignore their customers
(VisualCapitalist, 2017)*

50% of B2B search queries today are made on smartphones, and this percentage will grow to 70% by 2020

*While only 11% of SMBs currently use AI, 51% believe AI is an important factor when choosing new technologies
(Salesforce, 2017)*

Studies show that between 70-80% of people research a company online BEFORE visiting the small business or making a purchase with them

84% of users would abandon a purchase if data was sent over an insecure connection

**GET IN
TOUCH**