

"I am France Nyambi, Please Receive my entry to the competition.

The life of a student is hectic in general, being an entrepreneur and a student was very tough for me especially without being exposed to the internet, there were a lot of challenges, in terms of marketing and communicating with customers or other business partners sometime I would even want to stop doing business.

Being a student and Checking on the status quo looking at the unemployment rate of Graduates gives me the courage to focus on getting my Business to be well established to ensure that even if i don't get a job after my qualification I will still be able to generate an income to sustain my Family and also Create more jobs for other people. The internet will ensure that my business is successful, other young people will be motivated to start their own businesses too then that means more jobs created. All thanks to the power of the internet.

The use of the internet changed my life a lot, These days communicating with customers and business partners is on my fingertips, the internet makes running a business to be smooth, with internet and innovative technology I don't have to physically attend all meetings I can have a Skype call, or Facebook call with my clients and business partners, also in terms of marketing it is very easy and cost effective with the use of the internet, social media and other marketing websites. It is not only cost effective it is also environmental friendly. The internet makes me to be able to balance my life as a student and as an entrepreneur."