

Tyana

MARKETING REPORT
COMPILED BY: TAFADZWA GAPARA

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INTRODUCTION

The greater feeling comes from unleashing a good artist before they become famous. A fresh modernistic sound that has got an irresistible international appeal, called Iyana, the future sound of world music. Judging from the first appearance at Miombo festival, this fairly new duo has already won the hearts of Zimbabweans. Infesting the whole world with this sound is the master plan. The inevitable success of the Iyana album dissemination plan will run smoothly because the production as a whole is already at an international level. Our confidence in the good sound will propel us to execute the marketing strategy with ease. We are looking forward to this challenge as we will be the ones who are going to introduce Iyana to the world inevitably yielding the best desired results. The people who will work on this campaign have received a thorough briefing for them to properly relay its identity as they are equally fundamental in the whole process of marketing Iyana.

The way in which we are going to drive the consumption of Iyana's album by increasing virality is divided into three stages. Thus branding, target market and strategy.

BRANDING

Branding is defined by the Cambridge Dictionary (n.d) as "the act of giving a company a particular design or symbol in order to advertise its products and services." In application to the music industry concerning Iyana's brand. The sound and the singing sets it apart from the rest as they already have a traditional yet contemporary sound which is unique in its own way. The style in the sense of dressing however will have to blend with the contemporary art that they produced. Thus, maintaining the true ethnic identity while moving with time. The mood board is represented in the appendix. We are not concerned about the star quality of the two artists because they are experienced musicians that have toured hence, they know what is expected of them. For the mere fact that we are aiming for the best results and cannot afford to take any chances, we organised an 8 week online live strategic career coaching programme offered by Katie. The need was there for us to include this programme due to the fact that we as the consultancy need to empower the artists so that they also carry themselves in such a way that they understand that they are running a business on and off stage. Also, for Iyana members to understand that every decision they make affects an extra pound whether good or bad in their business. In other words, we are planning on going over and beyond in making sure that Iyana does not become a one hit wonder, it is here to stay.

The songs will have to be translated since there were all composed in the vernacular language. A brief description of the songs shall be added underneath the translation so that the listener can relate. The songs will also be added on Lyrics.com so that the fans can easily find their favourite songs of the album. In terms of Iyana being signed under a record label, Sony Music Entertainment Africa has already expressed some interest in getting involved. Munyaradzi Chanetsa is the Artist and Repertoire manager at Sony Music in South Africa whom I have personally known for a number of years in the music industry.

We are aiming for statistics related to consistent sold-out tickets for all concerts and a following of a minimum of 10 million encompassing all social media platforms. It is interesting to have discovered that the band members Trust Samende and Qeqeshiwe Mntambo have a passion for music that supersedes the challenges they encountered for them to be as experienced as they are. Their story of being unable to finish school but lean on music for survival and never gave up deserves to be heard by the whole world in detail. This narrative could earn them a significant number of followers as well besides the fact that they are exceptional musicians in their own right. Them wanting to comfort and entertain their audience using their style of music might redefine African music as a whole. In the sense that they have a special way of bringing out Zimbabwean traditional music and still sound so relevant. Bridging the old with the now seamlessly resulting in an ageless sound. At the end of the

day, coming up with a very unique and interesting target market. In a world where the young African generation ceases to appreciate where it comes from, a product in the form of Iyana solves that problem. In that case it becomes a unique selling point because the young generation will be unashamed of their origin or culture. The unique selling point is therefore described by Kumar (2021) as

the one thing that makes your business better than the competition. It's a specific benefit that makes your business stand out when compared to other businesses in your market.

TARGET MARKET

As we were drawing up this marketing plan, the discussion about Iyana's target market was fascinating. Law (2022) describes the target market as "a specific, defined segment of consumers that a company plans to serve with its products or services." We could have used Facebook adverts by running one song in order for us to know the kind of market Iyana's music appeals to. This shall be done once the album is launched. We ended up applying the comparative analysis that led us to an African musician called Thandiswa Mazwai. Her music that has got some elements found in the Iyana album appeals more to the millennials. Therefore, Iyana's music stands a good chance of drawing the generation born between 1981 and 1996. Africa based location with a desire to break into the global market. This is "a multi-tasking, tech-savvy generation that adapts to change quickly and knows everything to know about social media" as stated by Abbot (2022). This target market is at a stage whereby it will be having a deep need or feels self-motivated to achieve educational as well career goals. The best trait about the millennials being able to think outside the box both male and females. In addition, the focus will not be biased towards Africans only as the ethnic group that will consume this music however, we are targeting the whole world as we are confident when it comes to Iyana's sound. Blacks (2015), confirms that "The Millennial lifestyle is not to be understood. It is to be experienced". Therefore, this market is guaranteed to consume Iyana's music as we are fully equipped with a strategy that will glue them to Iyana for good.

STRATEGY

"A strategy is a long-term plan that you create for your company to reach the desired, future state you envision." According to Reddy (2018). The twenty-seven-week campaign of Iyana's album is set to end with a following of a minimum of 10 million followers, an album that will set a trail in digital platforms and a brand that fans can rely on.

Album Release on digital platforms

A rebranded trendy, modern look in terms of dressing will be organised and designed by Phupho Gumede. A young, famous African designer who has dressed Netflix reality show cast, celebrities on red carpet events and more. The mood board is on the Appendix. He is going to give Iyana a fresh new look as well as a fair number of followers as he is going to share Iyana's new look on his social media platforms with the aim of creating expectation and intrigue as much as possible. The photoshoot is to take place so that the updated website and album work art can be more attractive. At the same time a search engine optimization practice shall be carried out because the website does not appear at the top of the search results yet. At the end of the day, a website that will create a good experience for the users with the use of key words is what we are aiming for.

The album launch party will be held at Holiday Inn hotel in Zimbabwe. We wish to make it different from every launch you have ever attended. We want a small gathering of tastemakers **only** in Zimbabwe. It will strictly be by invitation only for free as it will be an intimate setting. The invited

guests will range from radio DJs, Journalists, television crew, photographers and high-end influencers. The guests will not be told that it will be a small gathering of tastemakers only.

We are excited to confirm that Apple music has approved to add Iyana's album in their Africa Rising playlist. As elucidated by Stassen (2020) "Every two months, Africa Rising will feature an artist selected by Apple Music's editorial team on the continent who will be promoted music fans in Africa globally." This is one of the playlists that exposed Burna Boy globally. Nkosiya Khumalo the Sub-Saharan Africa music editor approved when he listened to some of the songs in the album. One of our former clients usually plays golf with Nkosiya so he initiated our meeting. Nkosiya also linked us with Phiona Okumu the head of music Sub-Saharan Africa at Spotify who also wanted to add Iyana in their playlist. This was an accomplishment for us as we already have the two big guns of the digital music platforms.

Juan Gomez, the African continent Pandora music curator also appreciated Iyana's songs and was interested in adding the work in their playlists as well. Juan spent two years in Zimbabwe when he was the artist in resident and cultural ambassador for Next Level Zimbabwe. We worked together on some of his projects while he was in the country. As he is based in the United States of America, we are expecting a global coverage on their platform when the album is released. By the 17th of July every music digital platform should be on standby for the release of the album.

On platforms like YouTube, the plan is to release two songs every fortnight through different strategies that are to be discussed below. The first grand release by the 24th of August is to be accompanied by a competition through the Glean platform. The competition is to run from the 24th of July to the 25th of September globally whereby the requirement for entry will be to subscribe, like, follow, share Iyana's content in all of its social media platforms and sign up for email alerts. The grand prize of the randomly chosen winners will be a fully paid vacation to Victoria Falls Zimbabwe, one of the wonders of the world. This is one of the strategies we are planning on growing Iyana's following with.

The second pair release shall be interesting as well. We are aiming for a global coverage in that with one of the songs entitled 'Umtswalo' meaning burden. We have already asked other musicians to write a short message on a paper with the Iyana logo expressed in their own way, encouraging the world that they are not alone through hardships. That although life might be hard there is light at the end of the tunnel. Through the images sent we are going to create a lyric video while sharing the images. The international musicians that responded quicker are Salif Keita, Angelique Kidjo, John Legend, Shakira to mention a few. We are going to grow Iyana's following when the musicians also share the same song on their platforms as well.

With the third pair, we have transcribed the bridge section of the song entitled 'Imali' meaning money. We turned it into a percussion challenge whereby people have to interpret the rhythm through clapping, stamping or using anything to make the sound. This is going to be a challenge that shall run on platforms like TikTok two weeks before the actual songs are shared on YouTube so that people can hear the correct rhythm. To encourage participation, we shall involve the Soweto Gospel Choir, a multi-Grammy winning choir to start off by sharing their interpretation of the rhythm. The copy of the transcribed sheet is on the Appendix below.

Khabane Lame, a TikTok influencer with 90.2 million followers will be part of the fifth pair that will be released on YouTube. Khabane Lame is famous for reacting on TikTok videos using his facial expressions without having to say a word. Hence one of Iyana's songs 'Sondela' meaning come closer. It has got an interesting introduction. Khabane will use his facial expressions to imitate the rhythms as he hears them. We are fully anticipating that his video will trend as Iyana's link will be attached so that people can be directed to the full song.

The fifth pair shall be led by Iyana. As versatile and talented they are, a live stream acoustic session shall be hosted as they shall compose songs on the spot from the themes chosen by fans online. The Gleam winner shall be announced on this session as well live.

Advertising

posts of concert dates, album release, tours, competitions and challenges

The advertisements shall be on for three months from post release, release and tour dates announcements respectively.

YouTube – Promo videos and advertisements

Facebook promoted posts

Online Banner campaigns

Instagram advertisements

Twitter advertisements

Online and Print Press

The African audience is no longer huge on print press therefore we approached the main Zimbabwean newspaper which is the Herald

Online Interviews, Album Reviews and during the tour interviews included:

Music In Africa (confirmed)

Billboard Magazine Usa (chased)

Earground with Plot Mhako. (German based Zimbabwean music curator confirmed)

In Conversation with Trevor. (Online interview confirmed)

Radio

Ukhozi FM (South Africa confirmed)

Rix FM (Sweden, confirmed)

BBC 2 (United Kingdom chased)

Radio Zimbabwe (confirmed)

Star FM (Zimbabwe confirmed)

KIRO FM (Sierra Leone confirmed)

Performances

The International tour venue and dates have been confirmed by Alliance Artist Management which handles most of the African musician's international tours in conjunction with our consultancy.

The National tour venues are all confirmed. Bookings were done by just producing the EPK which we considered as our power tool for the moment.

LOCATION	VENUE/ FUNCTION
Harare, Zimbabwe	Café Rouge, Zim Cafe
Bulawayo, Zimbabwe	Cape to Cairo

Sierra Leone	MTV Africa Awards (a part of the opening act)
Bulawayo, Zimbabwe	Intwasa Arts Festival
Harare, Zimbabwe	Harare International Festival of Arts
Gweru, Zimbabwe	Gweru Agricultural Show
Victoria Falls, Zimbabwe	Victoria Falls Carnival
United Kingdom	De Montfort, ZimFest, Southport Music Festival
Italy	Parma, Milan
Sweden	Malmo Victoria theatre
Germany	Jazz tage, Dusseldorf Afrika Fest, Hannover Festival
Belgium	Sfinx
Sierra Leone	All Africa Music Awards (a part of the closing act)
USA	Troy Savings Bank Hall, NY.
	Patricia Reser Centre for the Arts. OR
	T.B Sheldon Performing Arts. M.N
	Green Valley Recreation, N. Z
Zimbabwe	Count down concert

IYANA Marketing Budget

Zimbabwean prices were converted to pounds

CATEGORY	PROJECTED	COMMENTS
INCOME		
Starting amount	208 243	
Sponsors	10 000	Not approved yet
Festivals	9 900	Local and international (£450 x22 shows)
Merchandise	20 000	
Total	248 143	
EXPENSES		
Photoshoot	200	£50 x 4hrs
Artwork	1 000	
Website and SEO	10 000	
Advertising: Social media ads	6 600	£1650 x 4 months
: Gleam	1 588	£397 x 4 Platforms
: Billboards/ banners	15 000	
: Digital Billboards	6 000	
Launch party: Venue Hire	2 000	
: Events decor	1 000	
: Sound and lighting	3 500	
Promotion strategy expenses	8 000	
Stage Wardrobe	5 000	
Merchandise manufacturing	8 500	
Transport: Locally	450	
: International	2 800	
Per diem: Locally	3 600	60 days x 20 x 3 people
: International	6 000	100 days x £20 x 3 people

Flights	20 000	For 3 people
Covid Tests, Yellow fever vaccines	210 195	Yellow fever £70 x 3 Covid vaccine £65 x 3
Agency	15 000	
Professional coaching	1 600	£800 X 2 people
TOTAL	248,143	

Iyana Timeline

Week	Week Ending	Production and Delivery	Live Activity	Promo/ Marketing activity
-20	26 June	Photoshoot and Art work		Professional coaching starts
-19	3 July	Website		
-18	10 July			
-17	17 July	Upload album on streaming platforms	15 July: Café Rouge	Spotify, iTunes, Deezer playlist promotion
-16	24 July	Gleam Promotion	21 July: ZimCafe 22 July: Caroi	Online posters shared in all platforms, promo video, social media Ads campaign starts and runs for 4 months
-15	31 July	Album Pre-order		
-14	7 Aug	Press release and Radio interviews, Hosting website	3 Aug: Ukhozi Radio interview, 4 Aug: Zim Herald	Album release promo, national tour, international tour
-13	14 Aug	Interview	13 Aug: Trevor Ncube	
-12	21 Aug	Album release		The music is available in all platforms for purchase. PR and online PR commences
-11	28 Aug	Live performance	27 Aug: Mtv Africa Music Awards	Sierra Leone
-10	4 Sept	Launch Party	3 Sept: Live Performance	Networking, signing of autographs
-9	11 Sept	National Tour	7 Sept: Harare International Festival of Arts (Performance) 10 Sept Gweru Agricultural Show	
-8	18 Sept		15 Sept: Bulawayo 17 Sept: Victoria Falls	
-7	25 Sept	Live stream	24 Sept: Acoustic session as winners are announced,	Gleam Promo Ends
-6	2 Oct	International Tour dates and Residencies	27 Sept: Press Release Daily Sun	

			1 Oct: Earground Live Podcast Interview	
-5	9 Oct	Album Release	7 Oct: Releasing two songs every fortnight	Various promotion strategies
-4	16 Oct	UK	13 Oct: De Montfort University 15 Oct: ZimFest 16 Oct: Southport Music Festival	Possible Residency BBC 2 radio interview
-3	23 Oct	Italy	20 Oct: Parma 22 Oct: Milan (support)	
-2	30 Oct	Sweden	27 Oct: Malmo Victoria Theatre (support) 29 Oct: Radio Interview Ola Anders	Radio Campaign
-1	6 Nov	Germany	2 Nov: Jazztage 3 Nov: Dusseldorf Afrika Festival 6 Nov: Hannover Festival	
0	13 Nov	Belgium	12 Nov: Sfinx	
+1	20 Nov			
+2	27 Nov	All Africa music awards	26 Nov: Live Performance slot Sierra Leone	Sierra Leone Radio Campaign and acoustic performance
+3	4 Dec	Ongoing release track by track		
+4	11 Dec	Usa Tour	9 Dec: Troy Savings Bank Hall: NY 11 Dec: Patricia Reser Centre for the Arts, OR	Billboard Magazine interview
+5	18 Dec		16 Dec: T.B Sheldon Performing Arts, MN 18 Dec: Green Valley Recreation AZ	Radio Campaign and Press Release
+6	25 Dec	Christmas online concert	24 Dec: Live stream concert	
+7	1 Jan	Zimbabwe count down concert	Live Performance slot	

APPENDICES

Appendix 1: Technical Rider



This rider shall be attached to and become a part of the contract dated..... By and between IYANA herein called artist contracting through Zwa! Consultancy and Herein called Presenter for performances on

1. **BILLING** – PRESENTER shall provide proper billing for ARTIST as IYANA.

2. **STAGE REQUIREMENTS** – PRESENTER shall provide:

- a. Minimum stage requirement: 24' x 20'.
- b. Hard wood stage floor to be in good shape meaning no split seams, warped or protruding edges, free of splintering, and hopefully painted Black with a Satin Finish.
- c. Two (2) sturdy armless chairs.
- d. Five (2) bottles of STILL water (room temperature) and five (2) small clean towels.

3. **CREW REQUIREMENTS** – The mandatory crew list in this section includes the total number of qualified and professional stagehands required for presentation of the production, and should be considered the total number of crew needed for load in, during the show, and for load out.

ARTIST will be travelling with one (1) Tour Manager who will assist with merchandise sales and FOH sound balance. Crew List:

- a. One (1) Wardrobe Assistant
- b. One (1) Stagehand in stage blacks.
- c. One (1) Light Board Operator
- d. One (1) Sound Engineer.

PRESENTER will provide a crew member for each of the aforementioned positions who is familiar with PRESENTER's venue. All crew members must have prior knowledge and experience with all systems and equipment, equipment conditions, operative techniques, and safety requirements concerning their assigned duties. The below diagram outlines the blocks of time during which PRESENTER will provide the above crew members. Specific call times for tech and shows vary based on schedule and will be specified in itineraries forwarded to venue by ARTIST MANAGER.

4. SOUND SYSTEM – PRESENTER must provide a modern sound system. The system should include a speaker system sufficient to fill the theater. SPL with no distortion of 100 dB (A) at FOH-position. In addition, venue is to provide:

- a. Floor Monitors: ARTIST MUST have one (1), with 1x31Bd EQ (Klark, BSS, DBX) on each way.
- b. Vocal Mics: Two wireless mics (preferably SM-58, Beta 58, AKG D5 or Neumann KMS 105) each on an adjustable boom stand.
- c. 2 DI boxes:
- e) Guitar monitor with New Jack cables.

5. SOUND AND LIGHTING CHECK

- a. Load-in of sound and lights should be completed prior to start of sound check. Sound check should begin 3 ½ hours before doors open.
- b. PRESENTER shall not open house until technical set-up has been completed.
- c. House lights will be dimmed five (5) minutes before curtain to facilitate audience seating. No background music, taped or otherwise, shall be played before or after the concert without approval of the ARTIST.

6. WARDROBE – PRESENTER shall provide

- a. One (1) individual to prepare all of the artists' costumes before the performance.
- b. One (1) professional steaming machine
- c. One (1) costume rack able to accommodate costumes
- d. Ironing equipment (ironing board & iron)
- e. Basic sewing supplies (needle, scissors, and various color thread)

7. DAY OF SHOW SCHEDULE – Below times are approximate. Final schedule to be confirmed with ARTIST MANAGER prior to performance. Having a local backing vocalists appear with the group is optional and should be discussed prior to the issuing of the contract.

- a. Arrival Time: Four (4) hours prior to the doors opening.
- b. Load-In & Crew Call: Four (4) hours prior to the doors opening.
- c. Length of Performance: ARTIST performs 90 minutes, no intermission.
- d. Load-Out: 60 minutes.

9. **ACCOMMODATION** – PRESENTER will make reservations at a high-quality hotel equivalent to or better than Hilton, Marriott, or Holiday Inn. ARTIST requires THREE single occupancy nonsmoking rooms. Accommodations must have private bathroom facilities, a 24-hour telephone system, a pool and an exercise room. Unacceptable choices include Super 8, Motel 6, Motor Lodges, etc. Hotel accommodations should include breakfast if possible.

10. **HOSPITALITY** – PRESENTER shall provide in the dressing room hospitality upon Load-in. Please make snack tray and beverages available for ARTIST until load-out is complete. Load-in hospitality should include:

- a. Variety of sandwiches and bone-in chicken wings (preferred with skin) or popcorn chicken
- b. Assorted fresh fruit such as lemons, bananas, apples, oranges, pineapples and grapes
- c. Bottled water (no sparkling or mineral water) and hot water
- d. Apple juice (no orange juice)
- e. A selection of hot teas (to include Ginger tea, Black tea, Lemon tea, Mint tea, fruit tea) and coffee.
- f. Honey – instead of sugar please
- g. NO PEANUTS please

containers.

13. **DRESSING ROOM** – PRESENTER shall provide three (2) heated and well-lit dressing rooms or one (1) large chorus dressing room in a backstage area, provided with mirrors, washing facilities, soap, and two (2) bath towels available at load in. Dressing rooms should be lockable during ARTIST's sound check and performance. A bathroom shared with the audience members is NOT suitable.

On behalf of Artist:

Agreed and Accepted

.....

Zwa! Consultancy

.....

Presenter

Appendix 2 Mood board



Appendix 3 Profile



As the rain drops form a torrential downpour, so is their acoustic sound that soaks the listener in a well-crafted piece of art. IYANA to the world

Iyana (It's raining) is a Zimbabwe-based musical act founded by virtuoso guitarist and producer Trustworth Samende and supreme vocalist Qeqeshiwe Mntambo.

Experiments often give birth to earth moving ideas. This was the case with the duo, after having come together to try bridge traditional material with a modern approach, the new sound was too beautiful to ignore. Thus, the ideas exchanged made this into a sound the world needs to hear.

Appendix 4 Tour Dates

IYANA INTERNATIONAL TOUR
13-10: DE MONTFORT UNIVERSITY/ GB
15-10: ZIMFEST / GB
16-10: SOUTHPORT MUSIC FEST /GB
20-10: PARMA/IT
22-10: MILAN/IT
29-10: MALMO VICTORIA THEATRE/SE
02-11: JAZZ STAGE/GER
03-11: DÜSSELDORF AFRIKA FESTIVAL/GER
06-11: HANNOVER FESTIVAL/GER
12-11: SFINX/ BE
09-12: TROY SAVINGS BANK HALL/USA
11-12: PATRICIA RESER CENTRE FOR THE ARTS/USA
16-12: T.B SHELDON PERFORMING ARTS/USA
18-12: GREEN VALLEY RECREATION/ USA

Iyana



Iyana



NATIONAL TOUR

07/09 HARARE INTERNATIONAL FESTIVAL OF ARTS: HARARE

10/09 GWERU AGRICULTURAL SHOW: GWERU

15/09 INTWASA ARTS FESTIVAL :BULAWAYO

17/09 VICTORIA FALLS CARNIVAL : VICTORIA FALLS

Appendix 5 Merchandise



Iyana

IMALI BRIDGE RHYTHMS

Rhythm 1

Rhythm 2

Rhythm 3

Rhythm 4

**CLAP IT,
TAP IT,
HIT IT,
STOMP IT.
JUST HAVE
FUN AND SHARE WITH US!!!**

Transcribed by
Zwa Gapara

The image shows a handwritten musical score for four rhythms on a 4/4 time signature. Rhythm 1 consists of a sequence of quarter notes and eighth notes. Rhythm 2 features a mix of quarter notes, eighth notes, and triplets. Rhythm 3 is composed of a series of quarter notes. Rhythm 4 is a simple sequence of quarter notes. The score is written on a piece of paper with a gold-colored signature 'Iyana' in the top left corner. The title 'IMALI BRIDGE RHYTHMS' is written in bold, black, uppercase letters. At the bottom right, there is a large, bold, yellow text box with the words 'CLAP IT, TAP IT, HIT IT, STOMP IT. JUST HAVE FUN AND SHARE WITH US!!!'. In the bottom left corner, it says 'Transcribed by Zwa Gapara'.

Appendix 7 Press release, Radio Interviews



RADIO *Interview* On RIX Fm

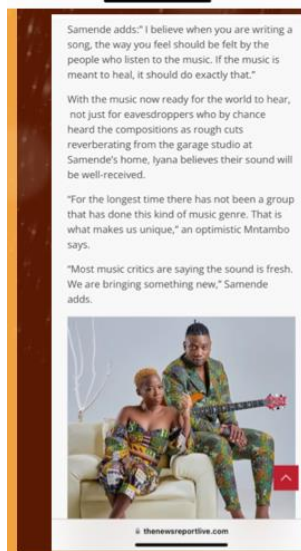


Host: Ola



GUEST: IYANA

Thur. 27 October
1pm GMT
4pm EAT



PRESS RELEASE

Introducing Iyana

Entertainment Writer

As the rain drops, form a torrential downpour so is their acoustic sound that soaks the listener in a well-crafted piece of art.

They call themselves Iyana, loosely translated "it is raining".

Iyana may be a new group on the music scene, but their sound resembles old souls beckoning the world to stop and listen.

Listen to the duo of popular guitarist Trust Samende and singer Qeqeshiwe Mntambo that dared to camp for three weeks to produce a timeless 11-track album.

"Iyana means it's raining. Rain is the source of life, the rain comes with beautiful things, that's why we say Iyana. We are bringing beautiful things," Mntambo tells The NewsReport.

What started as a far-fetched, seemingly unattainable goal of producing a piece of music in the shortest possible time has given birth to a musical ensemble set to conquer the world of music.

"It just started as an idea, that we want to sell our culture to the world. Out there, when people hear of Zimbabwe they think of the Shona culture, but we just wanted to do something that represents us," Samende, the lead guitarist for

thenewsreportive.com

What started as a far-fetched, seemingly unattainable goal of producing a piece of music in the shortest possible time has given birth to a musical ensemble set to conquer the world of music.

"It just started as an idea, that we want to sell our culture to the world. Out there, when people hear of Zimbabwe they think of the Shona culture, but we just wanted to do something that represents us," Samende, the lead guitarist for well-travelled Mokoomba says.

"We decided to meet, camp and experiment,"

Mntambo adds: "We didn't have a clue of what lay ahead, we had no songs. But inspired by Trust's guitar melodies, we were inspired to write. It just felt natural."

While some days oozed with inspiration, drive and motivation, others were not as encouraging.

"Inspiration does not come easy. We were dealing with a lot of things, including our daily struggles. The best thing you can do is to be in the right space to compose. We would only get into the studio when we have inspiration," Samende says.

"There are some days where we would get in here without inspiration and abandon a composition session. But sometimes some songs would just flow."

But as the chemistry between the two musicians grew, making music became easier.

With notepad in hand, Mntambo would scribble impromptu ideas as the guitar strums played on.

Night sessions produced some of the greatest moments of the camp, the musicians admit.

"What I love is that there was great chemistry between the two of us. We met at the right time and the support that we always got around us," Samende said.

What is unmistakable when listening to Iyana is the soul-searching lyrics that pulls the listener into the heart of the songwriter.

"I am soulful, and I have always wanted to write happy, sad songs that have meaning. If you are not feeling it, it means that I haven't done much. There is so much soul in this studio," she says with a chuckle.

Samende adds: "I believe when you are writing a song, the way you feel should be felt by the people who listen to the music. If the music meant to heal, it should do exactly that."

With the music now ready for the world to hear,

thenewsreportive.com

Appendix 8 Swot Analysis

<u>STRENGTHS</u> - Experienced musicians - Talented and humble musicians - Composers - Producing skills - Unique sound - Fresh look and sound	<u>OPPORTUNITIES</u> - Free social media platforms - Home studio, no constraints in the production of more music.
<u>WEAKNESSES</u> - Small following across all social media platforms - Limited Connections in the music industry globally. - No music theory knowledge	<u>THREATS</u> - The music industry is saturated - Based in Zimbabwe with an unstable economy

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