

	<p><b>NAME:</b> Deborah Kakoma</p> <p><b>COUNTRY:</b> Rwandan</p> <p><b>AGE:</b> 38</p> <p><b>BUSINESS:</b> Zaabu Brand Studios LTD</p>
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### Bio information

With a strong passion for the Lord, Deborah embraces challenges that comes along with being a smart, single woman in Rwanda. With a Bachelor of Science in Marketing from the Illinois Institute of Technology, and Master of Science in Mass Communications from VCU Adcenter, Deborah continued her training at the Boeing Brand & Marketing Academy receiving her certification this year. She specializes in brand strategy, creative thinking, and new business development for small to medium enterprises.

In the next five years, Deborah sees her business as self-sustainable with 10 employees. She knows that she will be grounded with a solid financial strategy along with a clear process and procedures to stay focused on the vision and mission of her organization.

### Business information

Started in 2009, Zaabu provides African-based businesses with the resources and tools needed in strategy, marketing and design to strengthen their Africa-origin business development, and capitalize on its cultural uniqueness as a comparative marketing advantage for global competitiveness. Satisfaction comes from increasing the confidence of local leaders and empowering the business community to successfully produce, market and deliver solutions that add value to their products and services.

The Zaabu team is equipped to produce brand strategies and design solutions that provide a basic framework to identify with niche target audiences, and build industry competitiveness in a way that modernizes African lifestyles and belief systems, empowers entrepreneurship in Africa, and bridges the gap between local commerce and culture for doing business in Africa.

By attending PEACE THROUGH BUSINESS, Deborah is focused on financial and business strategy development.