



**CornerStone**  
AGENCY

# Company Profile

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CornerStone Student Recruitment Agency

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## General Business Activities

CornerStone Student Recruitment Agency (CSA) is an International cooperation that has been built upon the solid aim of bridging the gap between Local High schools in Zimbabwe and Universities overseas primarily in Malaysia. Our mission is to assist students from various backgrounds in Zimbabwe to achieve their educational dreams of attaining high quality and affordable International degrees and qualifications. We aim to help students make the right decisions in terms of which institution they wish to attend based on their Expectations, Grades and Budget.

We also aim to provide our partner Universities with students we believe will work hard to achieve their goals and also act according to an acceptable conduct proclaimed by the Institutions. We have limited our partnerships to a limited number of institutions for the best impact at maintaining our relations.

We organise school tours to reach out to all students who will be eligible to attend University within the next two years. Our on-site programs include one-to-one discussions with students and or parents as well as school officials to give them all the information they need to know about our partner Universities. Every tour will be escorted with an agent who has intense knowledge and or experience about the host country to give a detailed insight about life in that country.

## **Mission Statement**

CSA was established with the mission of bringing affordable world class education to the doorstep of the local students in Zimbabwe. We aim to take leadership and set examples in the industry of Student Recruitment for others with our outstanding and rigid services for local students and International education providers. In our endeavour to bring exposure of world class standards to our local students, CSA is more than ready to provide affordable consultancy and services to those who are willing and ready to take control of their future.

## **Our Vision**

To open doors to a brighter future to our local students by bringing affordable world class education to their doorstep.

## **Our Goals**

1. To expose local students to world class affordable education.
2. Personally visiting and organizing presentations and discussions at local high schools all over Zimbabwe.
3. To conduct spot admissions in the presence of University representatives.
4. Appoint qualified student and educational advisors to guide and advice students in making the right educational decisions.
5. Assist students by arranging, airport pick-ups, accommodation and also following up and updating students on behalf of the institution and vice-versa.
6. Assisting students to undertake the required medical examinations before travelling.

## **Our Marketing Strategy**

Our marketing team has come up with a professional and highly effective strategy to reach out to our target market. The strategy is as follows:

1. Perform presentations and seminars at our local high schools.
2. Distribution of flyers.
3. Open more branches in several cities and towns.
4. Place adverts in the local newspaper
5. Advertise using electronic media such as Radio and Television.
6. Develop a company website to be accessible from any mobile device.
7. Participating at marketing events in major educational occasions at key places.

## **Our Growth Strategy**

Our short term plan is to partner with local high schools and provide students with a list of choices from our partner Universities to provide flexibility when making their decisions. Our long term plan is to open offices in South Africa, Zambia, Botswana, Mozambique, Namibia and other countries in Africa to provide equal opportunities to other students in Africa to be exposed and experience world class education and international opportunities.

## **Our Values**

We solemnly believe in total professionalism, transparency and respect for our clients to provide them with up to date information, accurate figures and honest advice regarding their concerns.

We also believe in maintaining open communication between our partner Universities to make sure we represent them truthfully and not create inaccurate impressions for our clients.

## **Management**

Founder, Mr Tafadzwa R Madyegasva, a First Class Honours graduate from SEGi University, Malaysia established CSA. He took the bold step of creating easy access to affordable world class education to aspiring students in Zimbabwe through the establishment of this company. Our goal is to facilitate hopeful students in achieving their dreams of attaining internationally recognised degrees and qualifications from abroad. Mr Tafadzwa R Madyegasva has lived in Malaysia for several years and has travelled extensively all over Malaysia understanding all the Malaysian cultures, seeking opportunities and understanding what the country has to offer to international students.

## **Recruitment Team**

Our recruitment team is made up of agents who were once students in Malaysia hence they have a deep understanding about the student life in Malaysia. They have dedicated themselves in making sure students are comfortable upon arriving in Malaysia, well taken care of and safe. This will also make the company stand out because the agents will be assisting other students based on their hands-on experience.