



مؤسسة الزبير
The Zubair Corporation

مركز الزبير
ZUBAIR SEC



مركز الزبير للمؤسسات الصغيرة
ZUBAIR SMALL ENTERPRISES CENTRE

A BEACON FOR
OMANI ENTREPRENEURS



Featuring **2015**
Success Stories

Featuring **2015** Success Stories



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 KMZ or RMZ letter



A Brighter Future

Zubair Small Enterprises Centre (Zubair SEC) first opened its doors in 2013, and despite the short time, what has been achieved has exceeded all expectations. We have witnessed hundreds of talented and entrepreneurial young Omanis joining Zubair SEC, all eager to prove their abilities in the business world, and each one keen to make a mark as a successful entrepreneur. Consecutively they have each brought their own experience and insight to the Centre, allowing us to further develop our services to suit their needs and meet their expectations.

We are extremely proud to witness the many achievements of the members of Zubair SEC so far. Moving ahead with a renewed determination, we know we are on a long journey, especially as the number of young Omanis seeking membership with the Centre increases each year. But we are sure that our determination will never stop, and our

passion to contribute to the prosperity of this beloved country is a commitment taken by the management of this Centre driven by a desire to contribute to the wider development of Oman.

Our vision at Zubair SEC is to balance “Quality and Quantity”. We are not only keen on increasing the number of entrepreneurs, but we are equally interested in the quality of their products and services and their ability to play a role in building a sustainable and diversified national economy. Therefore, we look at the wider social impact of entrepreneurs, at their ability to inspire other talented young Omanis, and to grow the concept of entrepreneurship in our society.

When we recall the many success stories of Zubair SEC’s members who are becoming emerging brands in Oman, we can see the rewarding fruits of our efforts at the Centre.

Today, more than 350 Omanis are members of Zubair SEC, and when we witness their determination to fulfil their own ambitions we feel reassured that the future of Oman is in safe hands.

In 2013 we committed to becoming one of the leading institutions that contribute to the building of an entrepreneurship culture in Oman, making it a viable and sustainable career option for citizens of our beloved nation. Through the continued works of the Centre, we will keep our promise to nourish such a culture of success, helping to build a better future, and carrying on a proud legacy of hard work and perseverance.

Zubair SEC Services

Since its establishment, Zubair SEC has proudly taken on the mission to equip talented young Omanis with the tools, advice and experience necessary to make their business aspirations a real success.

To achieve its goal of supporting and stimulating the SME sector in Oman, Zubair SEC has built an integrated ecosystem to support and guide Omani entrepreneurs, providing specialised mentoring services and expert consultation to help them meet the challenges usually faced by new and emerging businesses. What Zubair SEC expects from its members is demonstrated determination, hard work and sincere perusal of their business vision. For such dedicated members, the Centre provides comprehensive support services as follows:

Business Advisory and Capacity Building

Zubair SEC offers a comprehensive suite of local and international business advisors and mentors from different sectors. Some of them work full time at the Centre, while others are volunteers who offer time and expertise towards supporting the Centre's members. All provide advisory services, share experience, and offer guidance and mentorship to Zubair SEC's members to help them achieve sustainable success. Indeed, a large part of the Centre's services is focused on business advisory; a pivotal need by any aspiring entrepreneur.

Our business advisory sessions offer direct consultancy and guidance, building sound business strategies, feasibility studies, business plans, performance evaluation, and identifying

key business requirements from the pre-establishing phase, to the launching phase which should comply with rules and regulations. Our advisors also support in putting market penetration, competition, and financial plans, as well as setting investment resources needed for business expansion, and the organisational structure and human resources management systems needed.

The Centre also holds workshops and programmes related to different aspects of running a business, with the aim of enhancing the administrative and management skills of its members and equipping them with state of the art tools and best practices.

Project Development Opportunities

Acknowledging the responsibility of large companies in the development of SMEs as a vital aspect in the economic development of small businesses in Oman, Zubair SEC works to minimize the gap between its members and large enterprises across different sectors. Zubair SEC provides members with introduction services and cooperation opportunities with larger companies, while also working closely with its members to equip them to be up to the market requirements and challenges.

Serviced Offices

The Centre provides its members with modern fully equipped offices located at Bait Al Zubair. While using the premises, members can enjoy a supportive and motivating environment and get to work alongside our team of experienced consultants and mentors. The Centre also provides other value-added services including conference rooms and various communication facilities.

Networking

With the growing number of Zubair SEC members, the Centre acts as a hub for talented Omani entrepreneurs, providing opportunities to meet, discuss, and learn from one another's experience, while facilitating new networking opportunities. The Centre regularly organises different activities for members, many of which are attended by representatives of leading organisations from the public and private sectors. Such events allow entrepreneurs to gauge the market reception for their products and services, and receive feedback which allows them to develop and improve their product or service while engaging with experienced market professionals.

Partners

Throughout the past years, Zubair SEC has signed a number of memorandums of understanding (MoUs) with different organisations from the public and private sectors. These MoUs, along with companies within the Zubair Group, have

established a strong base of strategic partners that Zubair SEC members can benefit from in business development. The Zubair SEC list of partners include a number of financial, consultancy, and logistics institutions, as well as other private sector companies and public sector organisations interested in supporting entrepreneurs in Oman.

Finance

The Centre provides its members with financial plans and facilitation through a number of its local financial strategic partners. Additionally, as part of its endeavour to elevate competitiveness among its members, Zubair SEC selects excellent members every year to join its Direct Support Programme and gain additional specialised services as well as special financial grants.

Direct Support Programme

The primary goal of the Zubair SEC Direct Support Programme is to enhance positive competitiveness among its members and give them an adding boost. The Programme rewards members who prove their commitment towards success and demonstrate dedication by practically applying the consultancy and advice provided to them by the Centre. Members' projects and businesses should also demonstrate proper strategic planning and accurate feasibility studies that reflect their eagerness to apply best business administration measures with the assistance of Zubair SEC.

Every year, Zubair SEC selects a specific number of members to join the Programme and benefit from the provided consultancy, and guidance, and financial grant to support their projects.

Although Zubair SEC provides advisory services and support to all members, only a specific

number of members get selected every year for the Direct Support Programme, as an approach to create positive competitiveness and encourage hard work, commitment and dedication towards achieving their goals.

Criteria for Selecting Members of the Programme

The Direct Support Programme selecting criteria are wide-ranging, focusing initially on the personality of the applicant, self-motivation and ability to innovate. Additionally, the applicant's product/service specifications and competitiveness are essential in the assessment, along with the business plan, financing plan, human resources, and the overall societal and environmental impact of the business, thus aligning with Zubair SEC's strong belief in the importance of enriching the economy with socially responsible business entrepreneurs.

A Dynamically Developing Programme

Every year the Centre seeks to bring new additions to the Direct Support Programme. In its second round in 2015, the Centre added social impact to the selecting criteria for assessing applicants, and a number of members were selected for the significant social benefit and impact that their projects demonstrated.

In the third round in 2016, the Centre will continue developing the Programme as follows:

1. Reinforcing the importance of social impact of business, the Centre has dedicated one of the Direct Support Programme seats for a social entrepreneurship project that offers solutions to a societal need or challenge through a sound business model, which helps achieve sustainability and scaling up of impact. Zubair SEC has been spearheading the call for and development of social impact

and social entrepreneurship in the Sultanate through a wide range of activities that aim at raising awareness and building capacity in this regard, as social entrepreneurship is perceived as relatively new in the local market.

2. The second addition to the Direct Support Programme is a dedicated seat that will be adopted by one of The Zubair Group companies in the field of wholesale business. This comes in line with The Zubair Corporation's strategy to encourage collaboration and business development between large enterprises and SMEs.





We Never Forget The First Harvest

Members of The Direct Support Programme for 2014

Perhaps the title “startup owners” no longer fully describes the individuals who entered the first round of the Zubair SEC Direct Support Programme in 2014, for they have achieved so much in establishing and growing their enterprises, breaking into the realms of commercial business, dealing with large corporations and setting a shining example for talented young Omanis who themselves wish to become successful business owners. Today, they can proudly proclaim themselves to be successful and inspirational Omani business people. We refer of course to; Areej Al Hemly Trade, Memories Studios, Motorsports Solutions, Shumookh Engineering Consulting, Huroof, Mathaq, Mazayen and Meshan.

Today, these businesses are all becoming well-known brands here in Oman, and indeed some have achieved success abroad as well, spreading the story of Oman’s growth towards a more

diversified and empowering economy. Each has his/her own story to share, and they all share a strong spirit of determination and perseverance, serving as a clear role model for the next generation of Omani entrepreneurs.

Meshan

Wafa, Shatha, Ahed & Waed Al Jabri

Since joining Zubair SEC, Meshan’s team were able to highlight the strong growth potential of their business and in doing so, they quickly gained entry into the Zubair SEC Direct Support Programme. This support allowed Meshan to open their first retail outlet in Al Massa mall in Al Sarooj, Muscat. With the advice and support of consultants from Zubair SEC, they won sizable contracts from inside and outside the Sultanate to export their date sweets. Their sales have more than doubled over the past 12 months only. They have also won several local entrepreneurship awards.

Shumookh Engineering Consultancy

Jokha Naser Al Husaini

Al Shumookh Engineering Consulting has also made great strides. The company entered into joint partnership agreements with international companies here in Oman, which broadened the services offered in the local market, and put a dramatic boost for the business. Today, the employee count has risen to 9 fulltime employees and business has grown by over 60% according to founder Eng. Jokha Al Hussaini who has also won several leadership excellence awards.

Motorsports Solutions

Ali Moussa Al Moussa

Motorsports Solutions has roared ahead in the last two years, quickly growing in reputation, and gaining loyal new customers in the process. Indeed, Motorsports Solutions is today one of the leading brands in the local market for specialised car tuning and vehicle modification services. The

business attracts motorsport customers, not only from Muscat, but from throughout the Sultanate and in fact from other GCC member states. The growth in business for maintenance contracts for racing teams grew by 150% and their two Go-Kart teams which managed by Motorsports Solutions enjoy high rankings of the local Go-Kart racing series.

Areej Al Hemly

Adi Khamis Al Dahmani

During the last year, Areej Al Hemly grew its client base by 70-80% and with its growing reputation the business reach now spans well beyond Al Rustaq State to cover Al Batinah almost completely. Along the way, business owner Adi Al Dahmani has become a trusted and known name in the interior decoration and design business in Oman.

Mazayen

Nadia Said Al Shamsi

Mazayen has signed a number of valuable contracts with overseas companies to import precious gems and stones to support its rapidly growing jewelry design and crafting business.

The company has also begun to export its products overseas, and has recently secured a distributor in the United Kingdom to showcase the unique Omani jewelry brand. The products sales of Mazayen by the designer Nadia al Shamsi have really taken off; the sky is no longer the limit.

Memories Studios

Yasser Al Abdullah

Yasser Al Abdullah, founder of Memories Studios, has quickly become one of the well-known names in the world of event and conference management, and has also secured sizable business for photography and videography services for leading organisations. The business has also secured substantial contracts from the public and private sector, growing the business by more than 130%; an admirable achievement indeed.

Huroof

Iman Mohammed Al Farsi

Iman Al Farsi is persevering with putting the finishing touches on her new business for the design and production of gold-plated calligraphy

accessories. Her fervent ambition still fills her with enthusiasm, and she hopes to soon reach the day where everyone will see “Huroof” alongside famous international brands of jewelry and fashion accessories.

Mathaq

Mohammed Wahid Al Lawati

Mathaq proved that achieving big dreams is sometimes a journey filled with unexpected challenges. Mohammed Wahid and his team continue on the product development and marketing phases. Once launched, Mohammed hopes the innovative Mathaq brand will become leader, not only in Oman but in export markets as well. Mohammed and his team are committed to bring this vision to reality soon.

All of the ‘Class of 2014’ still visit the Zubair SEC team on a regular basis, discussing challenges and successes with the consultant and advisory team. They often also meet as a group to share their experiences, giving each other the support and encouragement needed on the road to business success.



Adel Suwaid Salim Al Abri
National High Tides (Uniboats)

“What attracted my attention is that I found what I exactly needed in Zubair SEC, especially the consultancy services and guidance with administrative and technical issues. I did not seek out financial support at the beginning; all I was in real need of was assistance and training to be successful in my new business venture. From the first visit to the Centre I knew that I was in the right place”.



Sea Lover

“It is a dream come true”. This is how Adel Suwaid Salim Al Abri describes the story of «Uniboats» – a new business venture specialised in water sports and marine tourism services in Muscat.

Adel’s passion for the sea goes back to his childhood, but the idea of turning his passion into a business came to his mind only few years ago. “Water sports form a huge sector in other countries, and Oman is bestowed with abundant shores - a coast line of over 3,000 Km. Why don’t we invest in that?”

These were some of the questions that came to Adel’s mind when contemplating his new venture. After a few years he established «Uniboats» which offers marine tourism, water sports, individual and group training, sales of specialised equipment, and organising sea cruises for companies and individuals.

Adel believes that the marine tourism sector in Oman offers huge potential for growth; but he is equally convinced that running a business goes beyond the limits of pursuing a hobby. Business administration, cash-flow management and brand management were all skills that Adel lacked experience in. He decided to join Zubair SEC to get the needed advice, mentorship and skills needed to achieve his goals.

Commenting on his association with Zubair SEC, Adel notes, “What attracted my attention is that I found what I exactly needed in Zubair SEC, especially the consultancy services and guidance with administrative and technical issues. I did not seek out financial support at the beginning; all I was in real need of was assistance and training to be successful in my new business venture. From the first visit to the Centre I knew that I was in the right place”.

Adel was accepted as a member of Zubair SEC and quickly gained the necessary administrative, legal, financial and marketing skills to expand his business. He had strong determination to overcome challenges, and these were exactly the criteria the Centre was looking for.

Adel adds, “I believe being selected for the Direct Support Programme was a direct result of my efforts during the first period of joining Zubair SEC. I did not miss any consultancy session or mentorship meeting. I used to continuously emphasise my belief in achieving my vision for «Uniboats» in the years to come”.

Recalling his experience with the Centre Adel says, “Zubair SEC assisted me in preparing a clear strategy for business growth. They also enabled me to sign contracts with an international company specialised in marine equipment and my company is now its sole representative in Oman. Additionally, I tied up with a number

of local and international companies to market «Uniboats». Zubair SEC also supported me with building a comprehensive administrative and financial system, besides providing the required finance to develop the project through the Direct Support Programme grant, as well as other financing bodies.”

Today, «Uniboats» is moving forward to further successes, and Adel is making big waves in the local tourism market.





Amer Khalfan Mohammed Al Rawahi
Arab Adventures

“I had a dream to have my own company and stop working for others. It was somehow difficult to achieve, but my determination enabled me to join Zubair SEC’s Direct Support Programme, which led to a great change and my journey towards achieving my dream. Today, I renew my commitment to working hard so that ‘Arab Adventures’ becomes one of the prominent tourism companies in Oman and the region”.



Step by Step Towards the Dream

Amer Khalfan Mohammed Al Rawahi is an example of an entrepreneur who started his journey towards achieving his dream one step at a time. Amer first started working in the tourism sector years ago as a waiter in a hotel, during which he came to know the needs of tourists.

He learnt what they were interested in and what they are looking for while staying in Oman. He provided visitors with valuable advice regarding attractive tourism locations and visitors always commended his efforts and local knowledge.

Amer invested his experience in his second job as a driver for one of the tourism companies. He had a better chance to enhance his skills by interacting closely with visitors of different nationalities. Later Amer applied for and successfully received his Tourist Guide License from the Ministry of Tourism. Shortly after, he was promoted due to his skills and talents. He became a favorite with tourists by providing

them with in-depth information of the various attractions in Oman.

After years of working as a tourist guide, Amer felt that he was ready to take the next step. He was interested in starting his own business – a company for organising local tours.

Amer then applied to be a member of Zubair SEC to support his project ‘Arab Adventures’. Working closely with the specialists and mentors at Zubair SEC, he was able to build a comprehensive business plan for the first years of his project. He also developed a marketing plan to reach the main tourism export markets for Oman. With support from Zubair SEC, Amer was able to travel to Spain and communicate with a number of tourism companies there to study cooperation opportunities. He signed a number of contracts and also visited Italy and Poland.

Amer is now benefiting from the ongoing advice and mentorship provided by Zubair SEC to develop his business. He recently purchased another vehicle to add to his fleet to ferry tourists around the Sultanate. He specializes in Safari trips to the Empty Quarter, which is attracting a growing number of visitors from around the world.

Amer is a good example of a hard working entrepreneur. He has clear goals and works to achieve them step by step by enhancing his skills first, and then launching his projects after gaining support from trustworthy organisations.

He comments, “I had a dream to have my own company and stop working for others. It was somehow difficult to achieve, but my determination enabled me to join Zubair SEC’s Direct Support Programme, which led to a great change in my journey towards achieving my dream. Today, I renew my commitment to

working hard so that ‘Arab Adventures’ becomes one of the prominent tourism companies in Oman and the region.”





Aisha Alawi Hafidh Ba'aboud
White Hands Centre
for Assistive Technology & Rehabilitation

“With the help of Zubair SEC I have put a business plan in place for the coming years, in addition to the needed marketing planning. I am looking forward to covering all the Willayas of Oman, as I know how families with disabled individuals suffer. I will try my best to provide them with help to overcome their own challenges.”

Social Entrepreneurship Comes From The Heart

The challenges we face in our lives often lead us on the path to success. Aisha Alawi Hafidh Ba'aboud is a mother of a child with disability. She sought specific specialised child care and rehabilitation services for her son, but was unable to find suitable providers locally. Determined to get the best possible treatment for her child, she regularly travelled abroad for extended periods of time in order to find the specialised treatment and rehabilitation services needed.

Over the years, she found other Omani families who also faced the same challenge of not being able to get qualified local services for their children who were diagnosed with disabilities. Realising the lack of local specialised rehabilitation services for disabled children, Aisha developed a vision to establish a specialised centre that caters to the rehabilitation needs of people with disability in Oman, and pursued bringing that vision to reality immediately. That's how the White Hands Centre for Assistive Technology & Rehabilitation

was born; a social enterprise which addresses the needs of a very special segment in our community.

Commenting on her experience Ba'aboud says, “No one can really understand the needs of people with disability unless they are living with them. Unfortunately, the services provided locally did not cover many of their real needs, and the families could not gain the required skills and training on how to best deal with their patients. Thus, I thought of establishing a specialised centre to provide these services.”

Aisha did not have any experience in business, but her strong determination was enough to overcome the challenges and achieve success. Her visit to Zubair SEC was a major turning point for her, as her idea fits perfectly with the criteria of the Centre in integrating entrepreneurship with social impact; a principle based on establishing business projects catering

to the needs of society and helping to achieve sustainability and growth. Aisha joined Zubair SEC and her project was soon selected for the Direct Support Programme.

Through the Programme's support Aisha was able to develop her Centre, which is the only one in Oman specialised in providing advanced comprehensive diagnosis and therapy services for people suffering from Irlen light sensitivity that affects %12 of the world's population. The Centre also offers rehabilitation and care services for people with different disabilities, including autistic patients.

White Hands Centre also provides comprehensive solutions with regard to rehabilitation and training, and provides aid equipment needed by families of people with disability. The Centre provides special training for the parents on how to deal with their children and take care of them in the best way

possible. The White Hands Centre for Assistive Technology & Rehabilitation also provides consultancy on buildings specifications that cater to the special needs of people with disability. Aisha notes, “With the help of Zubair SEC I have put a business plan in place for the coming years, in addition to the needed marketing planning. I am looking forward to covering all the Willayas of Oman, as I know how families with disabled individuals suffer. I will try my best to provide them with help to overcome their own challenges.”

White Hands Centre integrates social impact with the economic dimension through a framework that generates sustainability and scalability of impact. This is the criteria Zubair SEC is looking for and continuously encourages its members to follow; strongly believing that the true success of entrepreneurship is achieved when it serves the community.





Kadhia Hamid Mohammed Al Nabhani
Jana'en Al Hamra' Private School

“Now I feel that I can achieve more in my project, as I wish to expand the school and add elementary classes, as well as open other branches of the school in the Sultanate. This will provide the opportunity for kids around Oman to acquire education in a better learning environment.”



Today's kids - Tomorrow's Leaders

Investing in education means investing in human resources. In addition to its economic value it is considered a noble pursuit from all angles, for when you decide to build generations, you are contributing to the progress of your country. This is how Kadhia Al Nabhani sees her role as an Omani woman with much determination to contribute to the development march of her beloved country.

Kadhia started her journey in the business world by establishing a private pre-school in the Wilaya of Al Hamra in 2009 named «Jana'en Al Hamra Private School». She believes building a prosperous future starts with the young ones who are at the very beginning of their educational journey. During a short period, the school quickly gained a good reputation in the Wilaya, which was reflected in the growing number of enrolments. However, this growth imposed pressure on Kadhia to maintain the good quality of educational services while coping with

a rapidly growing school roll.

“After only few years of operations, the number of young students increased and exceeded our capacity. I started facing challenges with regard to administration, finance and organisation. I decided to contact Zubair SEC to have an idea of their services and how I could benefit”, Kadhia explains.

Kadhia's project was an excellent one and it was selected to join the Direct Support Programme of Zubair SEC. Through the Programme, Kadhia gained further managerial skills and received a brand identity uplifting for the school to cater to its growth and advanced positioning as one of the best schools in the Wilaya. Zubair SEC also organised a trip for Khadhia to visit the Hashemite Kingdom of Jordan accompanied by one of the Centre's advisors to get introduced to some of the best schooling and educational practices in the country. The visit covered a number of leading educational institutions to gain insights

into their teaching methods and educational strategies based on international standards. One of the most insightful experiences she had was learning about ways to deal with children with disability and learning difficulties. She also learnt how to integrate them with other kids by building a supportive and healthy environment where other students accept their special classmates.

Through the financial grant provided by the Direct Support Programme, Kadhia increased the number of classes at the school and increased teaching aids and resources. The total number of classes at «Jana'en Al Hamra Private School» has now reached 12 classrooms, with a total of more than 230 students, making it the biggest school in the Wilaya.

When you talk with Kadhia you will quickly sense how proud she is of her achievement; she is confident and believes that she carries a big responsibility of building a generation able

to move forward and contribute greatly to the progress of Oman. Sharing her thoughts, Kadhia notes, “I have really benefited a lot from Zubair SEC. Now I feel that I can achieve more in my project, as I wish to expand the school and add elementary classes, as well as open other branches of the school in the Sultanate. This will provide the opportunity for kids around Oman to acquire education in a better learning environment.”





Mahfoudha Ahmed Rahmih Al Bulushi
Dar Al Khaboura for Silver Crafting

“I received advice from one of my friends to visit Zubair SEC and learn how to receive the consultancy and mentorship needed to achieve greater success with my business. The high social impact of my business attracted the attention of Zubair SEC’s experts and qualified me to join the Direct Support Programme”

When Silver Speaks

She was only a little child when she used to sit and watch her father Ahmed Rahmih Al Bulushi working with silver, handcrafting khanjars (daggers), swords, and other traditional Omani silver works. Despite her young age at the time, she was aware that her father has a talent for distinguished handcrafting which many do not possess. Since childhood she saw many people visit her home town of Al Khaboura from different Wilayas; people who sought out her father’s fine work as his reputation for distinguished workmanship and eye for detail spread far.

Over the years that followed, Mahfoudha gradually learnt her father’s craft and gained enough confidence to work on some pieces of her very own. Her father always believed that she would excel and would one day become the first Omani women working in this specialised craft. He did not know that his daughter would go on to achieve a status far exceeding his expectations.

Today, Mahfoudha is one of Oman’s most renowned silversmiths. She started her venture from her home and Omanis quickly heard about her new business. Word of mouth referrals quickly grew her business and before she knew it she was making new VIP clients in the UAE and Bahrain for exquisite silver accessories and customised khanjars.

The biggest challenge facing Mahfoudha was one of time, as making one khanjar can take months, impacting the turnaround time, and the expensive resources needed to keep the business running profitably. To solve that problem Mahfoudha established one of the first khanjar production lines in Oman, where she trained a number of Omani youth in the art of silver crafting. Each team member works on a component of the khanjar like the handle, blade, sheath, and belt which are later assembled into the final iconic piece of Omani heritage.

No one thought that Mahfoudha needed any help with her business, but she had a different point of view. She had mastered her silver craft, but there are many other details when operating any business and Mahfoudha needed the required knowledge and advice. In an attempt to expand her project by opening a silver craft centre in Al Khaboura Souq she faced a number of challenges in terms of business management and marketing. She used to wait for customers to come to her, but today she endeavours to reach customers on a wider geographical area, and has since doubled the volume of her products, which requires a set of different game rules.

“I received advice from one of my friends to visit Zubair SEC and learn how to receive the consultancy and mentorship needed to achieve greater success with my business. The high social impact of my business attracted the attention of Zubair SEC’s experts and qualified me to join the Direct Support Programme”, says

Mahfoudha. After discussions with the Centre, Mahfoudha decided to utilise the financial grant of the Programme in developing her outlet with a new design; one that reflects the authentic heritage of Oman. She has also since expanded her workshop. Moreover, Zubair SEC has created the brand and corporate identity for Dar Al Khaboura that reflects the authenticity of the business through attractive lines and colours.

Today, Dar Al Khaboura is a brand of choice when it comes to silver craft in the Sultanate, frequented by Omanis and residents of the Gulf for elegant and traditional silver pieces. Dar Al Khaboura has won the loyalty of customers inside and outside Oman, and today, Mahfoudha Al Bulushi is truly an Omani global ambassador in the tradition of Omani silver crafts.



Dar Al-Khaboura
For Silver Crafting



Muna Humaid Omair Al Khusaibi
Dar Al Washa Trading “Kidani”

“I am confident of our success with the kind support and guidance of Zubair SEC. I aspire to see ‘Kidani’ as one of the international brands in the future.”

Authenticity with a Contemporary Touch

When she talks about Oman you immediately see pride reflected in her eyes. She strongly believes that her country is a jewel and needs someone to refine it, polish it and present it to the world in its best form. This goal is what Muna Humaid Al Khsebi has devoted her time and effort towards.

Muna says that the relationship between Omani women and jewellery goes back to ancient times. Silver in Oman is as old as the history of the county, but needs to be presented in a contemporary way to be accepted by the young girls of today. Having this thought, Muna established Dar Al Washa Trading “Kidani” specialised in the design and crafting of Arabian jewellery and dresses.

Dar Al Washa Trading «Kidani» produces exquisite silver jewellery, including those plated with gold water, in addition to precious and semi-precious stones. Muna has her own perspective

and her own creative designs, but any business needs more than just talent and creativeness to compete in the local and regional markets.

Muna joined Zubair SEC two years ago, after which she further developed, with the Centre’s support, her business brand «Kidani», and the packaging of the products to be up to the uniqueness of her designs. Today «Kidani» has successfully made its presence known not only in the Omani market but at the GCC level as well.

In cooperation with the Centre, Muna prepared a business plan to push her brand forward in these markets. The management, financial and marketing planning assisted her in promoting her work and ensuring her brand stood head and shoulders above others in the market.

Her passion and motivation qualified her to join the Direct Support Programme of Zubair SEC. The financial grant received from the Programme

was used in producing the first collection of «Kidani» products «Karam» which was launched in a special ceremony in 2015 organised by the Centre. The new collection was well received in the market and attracted the attention of many interested in contemporary Omani jewellery in specific and the media in general. Commenting on her first collection Muna says, “The designs of the first collection were inspired by the night view of the Omani desert, where the moon is in the middle of the stars in the sky shaped like a necklace. This was the starting point and the future collections will also be derived from the Omani heritage.”

Today, «Kidani» with the support of Zubair SEC is planning to launch the first retail outlet of Dar Al Washa Trading, which is the second successful step for Muna. Commenting on the dedicated retail outlet, Muna adds, “Launching the new outlet will be a really positive step for «Kidani» and I am confident of our success with

the kind support and guidance of Zubair SEC. I aspire to see «Kidani» as one of the international brands in the future.”

“Kidani is a harmonious merge between heritage and modernity; it is redefining the beauties of Omani authenticity in today’s words. I thank all who provided me with support to achieve my dream,” concludes Muna.





Najlaa Bilal Said Al Shekaili
Raneem Jalan

“At the beginning I was looking for modest success, but today I am looking at the future positively. I am planning to expand my business to a number of Wilayas around Oman and beyond. My ambition has no limits and I have learnt a lot from Zubair SEC with regard to strategic planning. I am looking forward to competing with larger brands.”



New Business Helps Local Community

Najlaa Al Shekaili's project might not be a new idea, but her unique marketing strategy qualified her to be selected for Zubair SEC's Direct Support Programme.

Najlaa started her business by selling incense, perfume, garments, shoes and accessories at Wilayat Jalan Bani Bu Hasan. She was keen on establishing her own business, gaining experience and knowledge about the needs of the market after having worked in the retail sector for five years. Her new business «Raneem Jalan» faced numerous challenges, but Najlaa's motivation to achieve success helped her in moving forward. After joining Zubair SEC, Najlaa was able to prioritise her goals, have a clear plan for growth within the Wilaya and the neighbouring areas, and build a contemporary brand named «Raneem Jalan». She also put in place a strong marketing plan in order to reach a broader range of customers.

The social impact of «Raneem Jalan» played a big part in the project being chosen for the Direct Support Programme. Najlaa's business model promotes home produced products which are manufactured and then sold by more than 15 women from Wilayat Jalan Bani Bu Hasan. These women who make incense and perfumes, and sell garments, shoes and other products within the Wilaya, receive percentage of the revenue. By following this unique business model, Najlaa has been able to generate additional income for more than 15 housewives working as sales representatives within the local community.

However, this strategy required additional effort with regards to the management, finance and logistical aspects; experience which Najlaa was struggling with before joining Zubair SEC. Following her membership, the Centre organised the management structure of Najlaa's project and she was quickly able to meet the increasing

demand after Zubair SEC supported her in creating and launching her new brand. With the support of the Centre, Najlaa also expanded her main branch and opened another branch which will be launched in the first quarter of 2016.

Today, «Raneem Jalan» stands on a firm ground, allowing Najlaa to think for the future clearly. She notes, “At the beginning I was looking for modest success, but today I am looking at the future positively. I am planning to expand my business to a number of Wilayas around Oman and beyond. My ambition has no limits and I have learnt a lot from Zubair SEC with regard to strategic planning. I am looking forward to competing with the larger brands.”

Najlaa is an example of an Omani woman who is able to prove her abilities in the entrepreneurship world. She is a role model for women who used to be reluctant to start their own businesses but are now more encouraged by her perseverance

and excellent achievements. Najlaa adds, “Women ask me about business, and I always encourage them to start their own. Running my own business has helped me improve my life conditions and this pushes me forward to put more effort to reap further success.”





Nasra Yasser Nasser Al Maamari
Velvet Touch

“Zubair SEC has put me on the right path with a comprehensive business plan, and a clearer vision of how my business will look in the future. I have also put together a feasibility study, to understand the projected expenses, volume of demand, and the expected profit. At present I am working, with the guidance of Zubair SEC, on a perception study for the new product line which will be launched soon.”



When Skincare is Personalised

There are numerous imported and locally made skincare products in the market, however, what these products lack is the personal touch. This is the unique approach of «Velvet Touch», the brainchild of Nasra Al Maamari.

«Velvet Touch» provides quality skincare products like perfumes, creams, skin moisturisers, towels amongst others. The unique differentiator with «Velvet Touch» is that products are packaged and personalised based on the individual needs of the customer. Nasra sees this business as a big step forward into the field of entrepreneurship, and her new business clearly means a lot to her considering the amount of time and effort she spends into nourishing it.

Nasra says, “The idea of Velvet Touch is unique and enjoys a high added value. Providing a personalised element in the product really helps in marketing and promoting it. I have spent a lot of effort on this project and I am looking

forward to making it an authentic Omani brand with a strong presence in the global markets. I am determined to achieve my goal and will not stop until I fulfil my dream.”

During the first few years of the project, Nasra faced challenges with the project, due to her limited experience in running a business. She then decided to approach Zubair SEC and managed to demonstrate passion and dedication that convinced the Centre’s advisors with her business model and plans, and got qualified for the Direct Support Programme.

Nasra has a strong will and determination to achieve success; a commitment she demonstrated by implementing the guidance and advice provided by the advisors of Zubair SEC. With their support, Nasra has successfully developed her brand and has now a solid business plan in place with the possibility of expanding the business even further, adding

more products, and looking for new markets. With the aim of improving competitiveness of her project, Zubair SEC helped Nasra establish collaboration with perfume manufacturers in France, and professional packaging companies in Dubai. Nasra adds, “Zubair SEC has put me on the right path with a comprehensive business plan, and a clearer vision of how my business will look in the future. I have also put together a feasibility study, to understand the projected expenses, volume of demand, and the expected profit. I am about to launch my first collection of «Velvet Touch» in the market, which is a real test for the business. At present I am working, with the guidance of Zubair SEC, on a perception study for the new product line which will be launched soon.”

Nasra is an ideal example of a determined and motivated entrepreneur. She is looking forward to sell «Velvet Touch» products in the regional and international markets, and wishes to see her

brand sit next to bigger brands in the near future.





Yousuf Thani Sulaiman Al Jabri
Al Mithaliyah Printing Press, 'Envoldeal'

“The time I spent with the team at Zubair SEC was extremely valuable; I added extensively to my business plan based on the feedback from the Centre. Now I have a long term growth plan which describes how to expand the business to cater for the market needs and to guarantee financial, human and logistics resources.”

Made in Oman

The goal of founding a top Omani printing operation had been on Yousuf Al Jabri's mind for many years. His approach was different, and he spared no effort in bringing his unique idea to the market before an eager competitor explores it first; a business concept that is founded on very green principles of recycling and sustainability. Based on his extensive market research, Yousuf learned that there was a great opportunity for his unique envelope offering; one that offers high demand, green credentials and regular repeat business. During his research Yousuf found that there were no competing products in the market, and that all envelopes were being imported from outside of the country, allowing minimal local design inputs.

After meeting with the Zubair SEC team, Yousuf shared his business vision and market research which ultimately led to his acceptance into the Direct Support Programme.

With the close assistance of Zubair SEC,

Yousuf was able to put in place a comprehensive business plan, complete a market feasibility study and financial forecast. He also presented his ambitious plan to one of the government bodies for SME financing and along with the support gained from Zubair SEC, Yousuf was able to install a completely new production line for the project. Yousuf was able to communicate with prominent suppliers of multi-purpose printing machines to produce paper envelopes of different sizes and install a specialised printing press called 'Envoldeal'. Zubair SEC also helped Yousuf to put in place an effective marketing and partnership strategy which included signing a contract with a leading local distribution company to ensure a strong start for the new venture.

Commenting on his experience with the Centre, Yousuf notes, “The time I spent with the team at Zubair SEC was extremely valuable; I added extensively to my business plan based on the feedback from the Centre. Now I have a long

term growth plan which describes how to

expand the business to cater for the market needs and to guarantee financial, human and logistics resources. Zubair SEC has really helped me achieve my dream in the best possible way, and I still visit the Centre to get consultancy before proceeding with any step as I put my confidence in them.”

Zubair SEC also organised a special launch event for Envoldeal's new production line, which helped in further introducing the new product range to the market, achieve the needed media exposure, and position 'Envoldeal' as a proud Omani made product.

Yousuf was able to sign a number of contracts and tenders with the guidance of the Centre. Today, the printing press is operating well and is moving towards a prosperous future.

What is interesting about the project is the

environmental side. Yousuf aims to produce environment-friendly products, and rely on recycling. The project also provides sustainable job opportunities for young Omanis, which is an additional highlight for 'Envoldeal'.

About his future ambitions Yousuf adds, “When I started to plan for my business, my ambition was to get some customers in Muscat and its surrounding areas. Today, I am looking forward to cover the local market and to be competitive in the Gulf. I wish to see more Omani products being exported, and I believe I can contribute to achieving that goal soon, as success is an integral part of my life.”

Towards Success

Across the world, there is an increasing awareness that building a sustainable economy is directly linked to the development and success of the Small and Medium Enterprises (SMEs) sector, which represents some %90 of registered companies globally. Acting as a backbone of the economic system, SMEs contribute to the GDP of all nations and generate sustainable job opportunities. Recognising this fact, Zubair SEC was established to act as a guiding hand to develop the culture of entrepreneurship in Oman and support talented young Omanis who aspire to achieve business success.

More than two years have passed since the establishment of Zubair SEC, during which a number of entrepreneurs have established their own new businesses after gaining support and guidance from the Centre. We are extremely proud and glad to see so many talented Omanis

succeed with their new business ideas, inspiring even more youth to embrace the culture of self-determination and entrepreneurship for the continued development march of Oman.

From day one, the strategy of Zubair SEC has been flexible to continuously develop based on the pulse and feedback it receives from direct engagement with its members and young Omani entrepreneurs in general. The Centre has gone beyond the traditional notion of a 'business incubator' towards a holistic ecosystem providing support and motivation for the talented ambitious minds. It has also moved beyond traditional mentorship models towards one of partnership, collaboration and team work with its members.

Today, we are proud of the many successes achieved by members of Zubair SEC. Seeing their projects come to life while overcoming

numerous obstacles and challenges is truly inspiring for us all. These success stories are testament to the on-going works of the Centre and the determined efforts of our members, who gained valuable consultancy and mentorship support by Zubair SEC experts.

Our commitment towards the development of Oman is not a choice, but a strong belief, and a pledge that we belong to this beloved nation which has bestowed us with many blessings. As part of our gratitude to Oman, we are committed to supporting talented young Omanis, helping them to achieve their goals, while contributing towards economic diversification and prosperity for the coming generations. We keep endeavouring and moving forward 'Towards Success', and as we celebrate the achievements of our each of members, we also look to the future with optimism and pride.

Driven by Love for Oman

