



Dignitaries at the event.

New Meshan sweets outlet opens with Zubair SEC help

MUSCAT

MESHAN DATES AND Sweets opened its new sales outlets and coffee shop under the patronage of HE Dr Ali Bin Masoud Al Sunaidy, Minister of Commerce and Industry.

The ceremony was held in the presence of government officials and reputable business people including entrepreneurs and supporters of small enterprises, according to a press release.

Meshan Dates and Sweets has proven its seriousness in the path of entrepreneurship through the hard work and efforts by the four sisters, Wafa, Shatha, A'hed and Wa'ed

Al Jabri with their zeal and confidence in establishing their own independent economic entity.

The sisters took leading steps that are exemplary for entrepreneurs. They benefited from various opportunities and experiences made available by the Public Authority for Small and Medium Enterprises Development (Riyada) and Al Rafd Fund.

Two years ago, Meshan joined Zubair Small Enterprises Centre (Zubair SEC) and won its Direct Support Programme which provided Meshan the opportunity to take advantage of intensive strategic, technical, administrative, financial and legal advisory services

provided by the Centre to enable entrepreneurs to grow and overcome any obstacles in their way for development.

The four sisters, after four years in the small enterprises arena, succeed in opening a new commercial outlet which is different in its design, vision and internal structuring. The new shop reflects the spirit of innovation and creativity found in Meshan's various products, while maintaining its authenticity and adopted philosophy. Today, Meshan presents a new model of a shop and café that offers pastries with Omani and oriental flavours, thus standing out with its unique features

amongst other brands in the local market.

Meshan has collaborated with Zubair SEC to further develop its brand and corporate identity and organise its products to reflect professionalism in the market. Moreover, it expanded its partnerships to ensure permanent outlets for their products with other renowned trademarks in local and foreign markets. After having worked on the effective marketing strategy with the Zubair SEC advisers, Meshan has today become an Omani brand led by four Omani entrepreneurs marketing a product with an innovative way.

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