

ROUND-UP

Meshan Sweets opens new outlets in cooperation with Zubair SEC

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MUSCAT: Meshan Dates and Sweets opened its new sales outlets and coffee shop under the patronage of Dr Ali Masoud Al Sunaidy, Minister of Commerce and Industry, as it expands its business in the local Omani market. The ceremony was held in the presence of a number of government officials and reputable business people including entrepreneurs and supporters of small enterprises, says a press release.

This step is in conformity with the objectives drawn by "Meshan" and its strategy for commercial expansion in response to the require-

ments of the market and sales volume recently achieved. The four sisters – Wafa, Shatha, A'hed and Wa'ed Al Jabri – have announced, at the very beginning of the start of their project, their firm and ambitious desire to position "Meshan" as market leader in the field of Omani dates and sweets. After four years in the small enterprises arena, they proudly succeed in opening a new commercial outlet which is new and 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. Its contemporary atmosphere highlighted through the cafe space blends between the fragrance of the past and the elegance of modernity.

Meshan Dates and Sweets has proven its seriousness in the path of entrepreneurship through the hard work and efforts made by the four sisters, Wafa, Shatha, A'hed and Wa'ed Al Jabri, for their zeal and confidence in establishing their own independent economic entity. They undertook a set of leading steps that are exemplary for each entrepreneur. The sisters benefit-



from the 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 shortly after won Zubair SEC's Direct Support Programme, which provided "Meshan" the opportunity to take advantage of the intensive strategic, technical, administrative, financial and legal advisory services made available by the Centre to enable entrepreneurs to grow and overcome any obstacles in their way for development.

Brand development

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 insure permanent outlets for their products with other renowned trademarks in the local and foreign markets. After having worked on the effective marketing strategy with the Zubair SEC advisors, "Meshan" has today become an Omani brand led by four Omani entrepreneurs marketing an Omani product with an innovative way characterised by sophistication and high standards of creativity and quality.

Khalid Muhammad Al Zubair, Managing Director of The Zubair Corporation, said: "Today we have a successful example of Omani women entrepreneurs who were able to prove themselves in the private sector. Their determination and will were evident as they developed themselves and skills, learned from the experiences of

others, and invested in real opportunities to build their project".

"Both the public and private sectors did not spare any effort in supporting entrepreneurs and owners of small and medium businesses while proving their effort, determination and perseverance to achieve success.

"It is a priority for both sectors, in compliance with the directives of His Majesty, may Allah protect him, to enable owners of small and medium enterprises to achieve success and contribute to this vital sector by enabling it to prosper, prosper and compete with their counterparts in the global markets," he added.

Collaboration between Omani entrepreneurs

Meshan new sale outlet was designed and executed by Shumookh

Engineering Consulting, founded and managed by Jokha Al Husainiya, who is also one of the members of Zubair SEC and winner of its Direct Support Programme. The Centre worked to establish communication and cooperation between its members to join efforts for the progress and development of their projects.

During the launch ceremony, Shatha Al Jabri gave an introduction on the new marketing plan for the company and the approach followed in marketing and promotion to align with the new launch of the new outlet; a clear indication of sophistication, creativity and persistence to achieve success.

Wafa Al Jabri, Founding Partner of Meshan, said: "In the beginning I thank everyone who believed in Meshan and supported us and shared today our celebration of this new outlet. I thank Dr Ali Al Sunaidy, Minister of Commerce and Industry. I also extend my gratitude to Sheikh Khalid Al Zubair for everything he made available for us, along with Zubair SEC for the genuine support, guidance, and assistance for the last two years till today.

"I also thank all official institutions that facilitated and contributed to our success as entrepreneurs and owners of small business. We are happy to inaugurate the new Meshan outlet today in collaboration with Zubair SEC".