

Abdullah Mahmoud Al-Khanji
An Entrepreneur with aviation science flavor

Name	Abdullah Mahmoud Al-Khanji
Date of birth	24/03/1976
Marital state:	Married
Major	Aviation science, Oxford University
Commercial Brand	Mini Delights

Along Abdullah Mahmoud Al-khenj's experience as an Entrepreneur and as an owner of a Mini Delights trademark, which is specialized in desserts, there were many interjections and contradiction that other Entrepreneurs are rare to come across; however, they undoubtedly constitute a correct base to acquire important lessons to any Entrepreneur that wishes enter the world of SME or even for freelancers. Al-Khanji descends from a family in which their father used to work in the field of trade and real-estate; nevertheless, his beginning came through personal efforts; i.e., he did not rely on his family's financial heritage to start his career, according to him. The other factor was that even though Al-Khanji chose to enter the field of aviation by himself, aiming to achieve clear career goals and then work for the Kuwaiti Airlines his unlimited ambitions, his tendency to be in a constantly motivating environment, his ever-burning passion to develop, and all of his other characteristics resulted in ending his career in office jobs; thus he moved on to the world of Entrepreneurs. The third and last contradiction was that despite Al-Khanji trademark's-Mini Delights-rapid successes, which resulted in transferring it to an international that reached the UAE, Al-Bahrain, and recently, Saudi Arabia, his career took an important turn because of his insurances to help other Entrepreneurs; hence, he begun to draw a new path for himself, aiming to become a lecturer and a trainer.

It may be worthy of note to stop to remark the career of an Entrepreneur who worked hard to study in an unusual field such as aviation science and then found a job closely related to his field of specialization in a specialized association. However, although he remained in this job for five years, he decided to become an Entrepreneur in the SME field, preferring the field of foodstuff. Abdullah Mahmoud Al-khenj justifies this state with his personality, for he says that he has

been raised to be hyperactive, to love to change, to be persistent to achieve the best, and to always seek constant development. He points out that these qualities in addition to the state of the governmental associations were the reason in this drastic change. Although Al-khenj descends from a family whose main activity was in trade, he did not receive any support from anyone. He adds, "I remember when I made the decision to enter the world of SME; I went and sold my car to reinvest the sum as a capital money in the new project."

Mini Delights

From there, Al-khenj started to work on several paths simultaneously. Because of his choice to enter the field of foodstuff-considering to be one of the most fixable fields in the face of economic instabilities-he had to develop his personal abilities in this field. "Launching the project was not as difficult as to find qualified individuals to handle training me," in referring to the hardships that Entrepreneurs have to go through, concerning training and development. Nonetheless, in 2005, Al-khenj hired some local chefs that began with him from zero as he states. In this regard, he ensured to continue his studies in the field of business management, and he gave much of his time to keep up with the updates of Entrepreneurs and the most famous businessmen internationally in order to keep himself motivated. There, Al-khenj seemed to have begun to build the elements of success gradually, according to specific, clear plan. In reality, he began his project in the SME field, utilizing one of the back rooms of his parents' house to launch his project in the field of foodstuff, thus applying the concept of 'home business' in an infinite passion and persistence to achieve success. In the midst of these conditions, Al-khenj is considered to be one of the few Kuwaiti youth who worked by themselves and with their hands.

In reality, results came better than what was expected, for he was able to earn the capital money he invested in less than three months. Al-khenj adds, "I continued to develop my project, and after a year of launching, my project began to work under the Commercial Brand of 'Mini Delights,' after completing the process of registration." In the following year, an official company was established, thus completing the aspects of an association. From there, advances were speeding rapidly. The company's first branch was opened in one of the cooperative centers in 2009-now, there are about 7 branches-and in the following year, he released the project's special cuisine.

Conversion into a Franchise

Another remarkable indicator of the rapid success in Al-khenj's experience is the conversion of Mini Delight into a franchise. First, he moved towards Dubai by the end of 2010; now, there are six branches there. After two years, a similar step was taken to move towards Bahrain, and after that, he directed his expansion of presence towards Saudi Arabia by the end of 2014. Here the discourse enters another turn. Al-khenj goes deeper in talking about the people and the companies who obtained franchises and the criteria that were applied in acquiring those franchises. He states, "The financial state of the individuals was not the decisive factor in choosing; on the contrary, there was an emphasis on people who desired to succeed. Indeed, the choice was correct." He indicated that the parent company was informed with all the latest updates and daily details, for they utilize a unified system; so much that if a cake was sold in the UAE, it will appear in the unified system of the company in Kuwait.

A Lecturer and a Trainer

In the midst of all this bright image that reflects an extraordinary success, you might be surprised to hear Al-khenj states that achieving all the successes he desired and the ambitions he sought had almost led him into a stage of routine or even depression; thus, he was driven to seek new paths. He devoted himself for two courses: First, adopting the concept of social responsibility in the company's activity whether in Kuwait or outside it and paying close attention to helping others. Second, which is on the personal level, enhancing his activities in the field of lecturing and training, for after he provides this service for a price, he would provide it for free for beginners and college students in order for Entrepreneurs to benefit from his experiences and the lessons he learned. Thus, after he devoted his name for this field in the Gulf Region, Al-khenj is aiming towards wider horizons; he seeks to make his name renowned in wider markets all over the world.