

Abdul Aziz Saad Al Enzi:
Transforming into an Empire Integrated in Small and Medium Enterprises

Name:	Abdul Aziz Saad AlEnzi
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Commercial brands:	Fabric, Juice Bar ,Joe's, Love, Choco Queen, Joseph

If you want a summary of Abdul Aziz Saad al-Enzi and his cousin Muhammad Enzis experience in terms of time period, and their companies and their story in the world of small and medium enterprises, you can say in a few words that it is the story of two young ambitious men who began as a dry cleaning project to clean clothes and went through experiments in the catering sector and within a few years of ended up talking quite realistically about their tendency to transform into a empire with multiple activities and services, who's geographical boundaries is on the verge of exceeding Kuwait to Dubai all the way to London, and if you asked Abdul Aziz Enzi about the secret of the success of this experiment the answer comes along with persistence and pursuit and patience, the most important element which is working to create a new culture in any project, and follow-up and seek the minutest details in the stages of his success more so than is the case in the stages after its founding, these ideas that look public must become more attractive when the observer becomes aware that the trail path of the Enziduo was not a path of roses and have experienced the lack of success in more than one project, and that was a point for the realization of many morals and important lessons.

As soon as he finished high school, Abdul-Enzi preferred to adopt (Distance Learning) method in the phase of his university studies than to travel to study in America, the preference between the two options lies in his desire to gain experience in the practical life, and this direction has already allowed him to join early the holding company "Ibsar" specializing in the field of media as a prelude to gaining sufficient experience and move later to self-employment, particularly work in the retail sector (retail

Business) pointing out that the choice of this sector came in view of his personal passion in local and international trademark and because it represents a way of life and also because he sees that it provides opportunities for innovation and creativity.

Fabric and Juice Bar

It did not take Enzimore than two years to start his project after getting through the secondary stage;he opened in partnership with his cousin Muhammad Enzia dry cleaner under the brand name (Fabric) and was notolder than 21 years of age.He benefited from the portfolio of the Industrial Bank in providing financing for \$18 thousand dinars of the total share capital of 70 thousand dinars, the project had began operating its activities in February of 2009, noting that his cousins efforts began more than a year before, and here we concludethat Enzidid not allow the challenges he faced to stop him along with his partner at the level of the completion of formal procedures and session documentary, "we worked day and night as delegates, he says, then adds, saying:" ... but people who wantto attain their goals are not supposed to stop at these challenges."in the end a short while went by before the duo began to reap the fruit of their efforts, where the process of operation was done differently from what is prevalent in the market, it included two branches along with a central laundry, and service centerwas establishedfor customer service as well as the preparation of passage for cars around (Drive Through) which allows the customer the receiving and delivery of theirclothes without getting out of the car.The project Fabrics success formed an incentive for theEnziduo to continue their career in the field of small and medium enterprises, and this time they decided to shift to the food and beverage sector with the opening of a sample local shop specializing in the field of juices, here Enzi says: "This project was done to get the feel of the catering and beverages sector and working on evaluating the experience and take advantage of it, pointing out that the model has seen a significant turnout, and later included two branches, and most importantly the start up of this project came this time from the income the 'Fabric' project without the aid of any external source of funding.

Lessons and morals

In the midst of successes experienced by theEnzi partners, seeking to expand in the field of food-related and restaurants projects, then moved on to the trend of opening a restaurant serving Kuwaiti cuisine, and in spite of the high standards that the project is based on, it was not meant to be

successful, perhaps you might be surprised to hear Banza say: "thank God it did not work!", while the justification was that this project would alter the direction Enzi and his partner were going had it been successful, "we would not be where we are if we had succeeded in that project," and reality repeated itself at the opening of another restaurant project without it limiting the determination and resolve of the two partners, Enzi adds: " that experience was a summary to a set of lessons that concerns all of the initiators, which are summarized as follows: do not go in to any project until after studying it thoroughly and adequately enough to ensure its success in terms of the appropriate timing to start with, directing the appropriate people ,and the most important element in this experiment is represented in his opinion in the patience and not to rush into any decisions.

Joe's and Joseph paradigm shift

With practice and success experienced by the Enzi partners in the field of food and beverage, Abdul Aziz, looks back on his memories of London to Joe's Restaurant in the foggy capital, during the period of his pursuit in the scientific field, he frequented several times to that restaurant, and there the idea of attracting this form to Kuwait through the agency was born, and with the maturity that the two partners reached on a practical level, Enzi decided to awaken earlier memories and convert them into a model base, and here he says: "once we contacted the company responsible, of course, which is a challenge to attract foreign agencies. As owner companies often require a biography for companies wishing to get their agency", in spite of all of this it was the biography of Orion Kuwait (Orion Kuwait) that held Enzi partners projects enough to convince the English company to obtain Joe's agency, its selected place was a distinctive area in the Prestige area in the Avenues, the launch was coincided with the opening of the shop Joseph which specializes in the field of women's clothing.

Love and Choco Queen new genres

In an indication that the work cycle with the Enzi duo was going on relentlessly, and while work was being done to complete the procedures related to the two partners of restaurant Joe's, they did not want to pass the time without work, and during that period, which included a lot of waiting they didn't sit idly, they set up seven models for new projects along with their research all became filed and ready with all the elements put together but were not executed, and perhaps the most important of these projects that had been placed on a side track was the implementation of a new restaurant under the name Love, and has two branches available and are

currently working to increase this number, and the same applies to another project under the name of Choco Queen which he had devised a clear plan for the opening of more branches.

Dedication and the creation of a new culture

While conversing with Abdul Aziz Al Enzi you stop to look back on his repeated talk on "creating a new culture" in each and every project he launches. He focuses on an element that very few people take into account saying:" we have the desire to devote each and every project of ours into the creation of a new culture and achieve a real added value, we even want the owners of our restaurants and our projects in general to feel that the place represents them pointing out the most important motive behind the dedication of this idea is in fact the Kuwaiti consumers privacy which is characterized by sensitivity and delicacy so in turn it is hard to please them, before he concludes:" we here at Orion Kuwait think that we have dedicated through our projects the idea of adding what is called the "wow factor".

An overextended empire

Enzi ambitions do not stop at certain limits, but it seems clear that he and his partner are doing things according to a plan that was clearly defined years ago and is extended to the coming years, there has been planning to develop a new business genre, with the name Love, also benefitting from the various activities in the retail and restaurants affiliated under the umbrella of " Orion Kuwait ", in addition to having a plan for geographic expansion of these different brands to wide borders starting from Dubai and not ending in London.

Typical partnership

As you follow the Enzi partners experience you must stop and ask yourself about the duo elements of success and its importance in the field of small and medium enterprises, especially when we take into consideration that there have been many partnerships that led to the closing of small and medium projects and their failure instead of it being an element of its success, Al-Enzi answers saying:"any partnership must be based on a mutual clear vision even the ending of any project has to be based on terms that are mutually agreed on from the beginning. Some other elements are the importance of delegating tasks based on the capabilities and focuses of the members considering the partnership between him and his cousin is a part of the integration of work adding that "every joint decision was made by having a clear conversation where each one of us expresses their opinion.