

Bader Al-Fozan
The First Manufacturer of clothes Hangers and Provider of Dry-Cleaners' Products

Name	Bader Ahmad Mashary Al-Fozan
Date of birth	17/06/1982
Major	Majored in financing monetary establishments in the faculty of managementscience in Kuwait's University.
Current occupation:	Founder and head of the administrative board Al-Fezon Factory for metal wires and producing clothes' Hangers.

The idea of the initiator Al-Fozan was distinguished for being completely industry-oriented. Since he arrived in 2007, Al-Fozan started to work on founding a factory specialized in producing clothe hangers in addition to providing dry-cleaners' with the necessary materials by importing them including, chemicals and plastic and paper materials, all of which are used by dry-cleaners. The project became, whether through producing or importing, a one stop Shop solution to all dry-cleaners, providing them with all of the 18 require materials dry-cleaners need during daily activity. How did the idea begin? How did the productivity of the factory develop? What phases did it go through? And what are the operativebasis that it is based on?

Bader Al Fozan states that the establishment of the factory required about a year as result of the need to issue the licenses and to complete all of the needed procedures for all of the variousgovernmental parties. Thus, the idea which has started in 2007 became reality and begun to produce in the following year. The idea of the project was focused on establishing a factory that produces clotheshangers and imports the basic materials required by dry-cleaners, e.g., chemicals, plastic wares, and paper wares, all of which are used by dry-cleaners, until the project became what is known in the business world as a 'one stop shop solution.' So, the factory began to provide dry-cleaners with the 18 materials required during the course of their daily activity through importing, whether as an official distributor, or as an owner of products and a private label from Kuwaiti or non-Kuwaiti factories. Since its foundation till today, the factory has achieved significant advances that reflected its success as a small or medium project founded by an initiator. This can be noted especially in the growth and development of the production rate which rose from 12 monthly tons of clothes hangers at the beginning of the production to 36 monthly tons currently. In other words, the productivity has tripled, taking into consideration that 90% of the production is consumed locally; the factory distributes its production through two channels. The first is the retail channel; the second is the wholesale channel.

Based on a realistic experience, Al-Fozan comments on the importance of the initiator choosing a field that he\she desires to enter and compete in; providing, consequently, a successful example. he states, Before the establishment of the factory, consumers used to import the goods they required from Saudi Arabia and China. Thus came the idea of entering the field of producing the product locally, based on several important economic basis and indicators, being, for example, a completely consumable product, and having a guaranteed demand. After confirming the effectivity of the project, the equipment was bought, and the infrastructure was prepared in order to begin the operative activity. As for the funding, it was provided by the

treasury of the Industrial Bank, as it has provided about 80% of the required capital money. The total paid capital after the establishment reached about 150,000 KD, including the funding.

Wise Management

When you read about Bader Al-Fozan's experience, you are obliged to appreciate his wise management of the project. On the project level, since its establishment, there was a decision not to distribute the profits; instead, they would be reinvested in developing the factory by rising the production rate and by providing more products related to the activities of dry-cleaners, whether through importing manufactured good directly under its known trademark, or through applying the concept of importing them under labels that are private to the factory 'private label.' The second element is maintaining the stability of the staff which was achieved through applying the system of sharing the profits with the employees and specifying raises based on the sales' rates of the marketing team. Concerning this, Al-Fozan reveals that since launching the factory, only two employees left work whose external circumstances forced them to return to their countries whereas the others started working since the foundation of the factory, and they continue to work in it till today.

Lessons

We are obliged to learn several lessons of this successful experience that Al-Fozan provides, which can be achieved -according to his opinion- by utilizing several elements. He points out that the study of the economic affectivity constitutes the essential element during the launch of any successful project, indicating that in many cases, it does not consider the accuracy of calculating the initial cost; therefore, the establishing period that requires from three months to a whole year may consume the largest proportion of the project' capital. When the operative activity begins, according to these false estimations, a financial challenge arises before the initiator, i.e., how is he going to continue his project, which may lead to termination of the project completely. He advices initiators to reserve a period of no less than six to finish acquiring licenses, defining the sponsoring parties, obtaining equipment, and hiring the workforce, in addition to the necessity of preparing a plan B since the beginning to rely on if the main plans fails.

Future Vision

Al-Fozan has a futuristic vision to expand and develop the size of the factory's activities that he supervises. It concentrates specifically on seeking to provide more products whether through importing or through private label. He points out that many of these plans remain to large extent reliant on the general industrial vision of the country and its capability to provide more facilities for the initiators to invest in the industrial sector.

Developing the Operative Environment

On the other side, Al-Fozan's experience achieves additional importance for being among a class of youth who contributed in establishing the needed frameworks to improve and develop the private business environment of the small and medium projects in Kuwait. If the initiator was a volunteer in the national youth project 'The Kuwait Listens' that was launched by the Princely Diwan AL Amiri (this project has prepared a convention which was presented to His Highness, Prince of Kuwait, Sheikh Sabah Al Jaber Al-Sabah) and was among the founding youth of Mubarak's the Great, all of Dawood Marafie, Bassel Al-Salam, Talal Al-Awadi, and Abdullah Al-Marzouk would guarantee to remove obstructs in the way of small and medium projects' owners which became in the end a part of the public effort to achieve more prosperity for this class of projects.