

Fahed Almubarak "HAMBURGAH" Movable Restaurant that reached UAE

Personal Info.

Name	Fahed Almubarak
Date of birth	17/03/1988
Marital state:	Single
Major\University	Accounting, Rice University
Trademark	HAMBURGAH
Position	Managing Partner

Fahed Almubarak's experience with HAMBURGAH restaurant was not his first in the world of SME; nevertheless, his first experience gave him the sufficient motivation to establish HAMBURGAH restaurant. The restaurant was based on an innovative and unconventional idea, which is to equip cars to serve burger meals in the place designated by the client, instead of delivering them prepared, as it is typically done. This clever choice of a business concept comprised one of the project's success pillars, for it has wisely considered the gap between consuming tendencies of the society and the society's traditions. This success was clearly reflected in two ways. First, there was the great demand for this product locally. Second, there is the most important sign of success which is the transformation of HAMBURGAH in a record time into a successful franchise after entering the UAE, and it is now preparing to enter Saudi Arabia. The important factors for the success of this experience drove 98 Entrepreneurs to shed light on it, attempting to elucidate the elements of this success in order to make it a role model for any youth desiring to become an initiator.

In the beginning of his career, **Almubarak** began after graduation as an employee in the banking sector. He moved in several positions, and he remained in this field for three years as the Head of Banking Services Development Department. This experience was sufficient to grant him great expertise in the management and marketing fields at the same time. These concepts were crystalized naturally when he decided to move to the field of initiators. In this regard, **Almubarak states:** "The beginning was when I established a cafe in the Mangaf district in Kuwait called *B Five Cafe*. Naturally, this experience was destined to face many challenges due to lack of experience in some fields. One prominent challenge I faced was that the funding of the project was personal. After that, I learned, and I started saving up from funds from the Industrial Bank trust fund through the Easy Funding program. In the end, the project did not live up to the expectations." **Almubarak** continues saying, "In 2012, an innovative idea of a car that prepares burgers in front of the customer (Burger Station) was born. This car moves to the place the client orders wherever he\she is." Thus, this model would have provided the new service of Live Cooking for the customers, in previous experience. **Almubarak** adds, "Considering the innovation the idea was based on, the demand for the service started to grow increasingly; therefore, a growth in the operational activity was necessary. Consequently, the number of utilized cars was increased. Then, major step came, which is establishing a 'Central Kitchen'; in addition, two more branches were opened in different districts. The aim of the Central Kitchen was to make it the pivot of any future expands, for the kitchen provided a solid ground for any expand." In all of these stages, **Almubarak** was reliant on the funding he received from the Industrial Bank as a source for the cash flow in order to operate.

The Transformation to a Franchise

Short time after these great changes that the project has seen, it began to receive attention outside the borders of Kuwait. **Almubarak** indicates, "It was not very long until guys from the UAE came to us, proposing a collaboration to take this experience to the UAE through the concept of a franchise, which represented a great and a rare leap in the SME field. Indeed, following its counterpart in Kuwait HAMBURGAH-UAE was launched in the UAE. After launching the project, Al-Sharjah's kitchen was established, followed by several branches, which number has reached three by now." He points out at the same time that the success of the experience attracted more interested parties from the UAE, such as Abu Dhabi, Ajman, etc. In the same regard, **Almubarak** elucidates, "Currently, we are completing the final touches on moving this experience to Saudi Arabia by establishing HAMBURGAH SAUDI ARABIA, in a step that would represent our biggest success as a franchise."

Keeping Up to Date

On the other hand, these rapidly occurring changes in HAMBURGAH, especially on the associative level, raised many questions about how to keep up with them on the administrative level. Here, **Almubarak** states, "In the beginning, we utilized an advanced, hi-tech system that allowed us to keep our data up to date in all of our foreign branches in addition to several other technological means and applications on smart phones. Hence, the technology ground was an important element in supervision, administration and in keeping up date of all of the operational details."

Almubarak summarizes the elements of this successful experience with the following, "The presence of a capital, the human resources and staffs, and networking with influential people and also with people who you can benefit from their experiences, especially initiators, in addition to cleverness in the daily life dealings." He emphasizes on the importance of the initiator being prepared to work 24\7, stating that he had experienced this element himself on the personal level. Moreover, he states, "Sometimes, necessities drove to work my work with my own hands as a chef or sometimes even as a receptionist. This has continued for year and a half, until we have established a call center."

"Outi", the Electronic Drycleaner

Almubarak is currently finalizing a project call "Outi" in the local tongue, which means a drycleaner. The idea is based on a digital application that the client registers his\her information in, including his\her address. After the client's makes the order, the company's staff moves to the client's residential area and receives the clothes. The client is permitted to pay through various means, such as paying with credit cards, paying through application itself, or paying in cash. The application sends continued notifications to the client concerning the stage that his\her order has currently reached, starting from receiving the order, to the cleaning stage, and ending with the estimated time of deliverance.