

IS YOUR BUSINESS GOING TO ATTRACT FUNDING? **REGIONAL INVESTORS** ON EVALUATING YOUR PITCH

Entrepreneur[®]

MIDDLE EAST

THE MENA **HOSPITALITY** ENTERPRISE ECOSYSTEM

FOUNDERS DISCUSS ONLINE AND OFFLINE ENTERPRISES, BIG BRAND EXPANSIONS, CONCEPTUAL DEVELOPMENT, CO-FOUNDER DYNAMICS, INVESTMENTS AND INVESTORS, AND LOCALIZING BOTH ORIGINAL HOSPITALITY CONCEPTS AND FRANCHISED OUTLETS

BUSINESS BEST PRACTICES FOR **F&B** 'TREPS



CHEFXCHANGE

MULTICITY DATABASE DEVELOPMENT FOR FOODIES AND CHEFS, AND HOW IT PLANS TO TURN A PROFIT

RESERVEOUT

ONE ONLINE BOOKING STARTUP ACQUIRES ANOTHER, AND DISCUSSES ITS RAPID REGIONAL EXPANSION

ZOMATO

GARNERING INVESTMENTS, GIVING F&B OUTLETS THEIR OWN APPS, AND GROWTH STRATEGIES

PURPLE HONEY GROUP

MARRIED CO-FOUNDERS IN F&B, AND HOW THEY MAKE IT WORK

LA CANTINE DU FAUBOURG

IMPORTING AN EXISTING SUCCESSFUL FOREIGN CONCEPT, AND WHAT AREAS POSED CHALLENGES

AEGIS HOSPITALITY

ADAPTING AN ORIGINAL F&B CONCEPT TO NEW MARKETS, AND HOW IT AFFECTED THE FOUNDER

ASEEL GROUP

ENTREPRENEURSHIP IN THE HOSPITALITY SECTOR, AND WHY THEY'VE LAUNCHED AN F&B ACCELERATOR

FRIENDS' AVENUE

HOW THIS MICRO F&B STARTUP INJECTED PERSONALITY INTO THEIR INTERIORS





Zaytinya, described as "fusion Mediterranean", is expected to open in 2016 at the Palm Jumeirah, Dubai

Partnerships in F&B

Married co-founders can make it work

Currently owning and operating six outlets in the UAE, Purple Honey Group (PHG) develops, operates, and invests in F&B brands. With three original concepts, Coriander, Biryani Pot, and Zaytinya, the co-founders of PHG, a husband and wife team, also provide catering services for corporate events and private occasions. By 2020, Shalini Gangaramani Dosaj and Akshay Oberai Dosaj hope to have an ambitious 30 outlets up and running, and they've already secured the financials to make this roadmap a reality. PHG's two MDs come from very different backgrounds:



Akshay Oberai
Dosaj

Shalina is an engineer with a MBA and a major in finance and Akshay is a lawyer. The Dosajs put their corporate backgrounds to work for their business, with Akshay acting as the group's General Counsel in addition to his other areas of responsibility. We've asked these co-founders to share their five tips of successfully running a co-founded enterprise without crossing hairs.

1. TRUST YOUR PARTNER

"This is the most important factor for a successful co-enterprise. If you do not have complete trust in your fellow co-founder the venture is almost certainly destined to fail. It's not possible for both founders to always make joint decisions -as this would slow down the enterprise- so it's vital that you trust the judgement of your co-founder. As a husband and wife team, it goes without saying that Shalina and I have complete trust in each other, and I feel working together has actually meant that the trust has grown even stronger."

2. HAVE MUTUAL RESPECT AND KEEP A COOL HEAD

"Business can often be stressful and tempers can rise; it's at these times that it is of utmost importance to remain calm and respect each other."

3. CHANNEL SHARED PASSIONS

"Passion is one of the most important factors when running a business. The journey will present many challenges and if both founders don't have a passion for what they are creating, it is easy to lose heart and become disillusioned. For almost five years, Shalini and I ran Purple Honey Group as a hobby and focused on the business in evenings and on weekends. We would complete our day jobs and start work on the restaurants from 7 p.m. until midnight. It was our joint passion and love for what we do that allowed us to continue in this way."

4. ENSURE THAT YOU HAVE A CLEAR AND SHARED VISION

"Although disagreeing and challenging each other is healthy and often leads to better decision making, it's important that fundamentally the co-founders agree on the vision for the business and the direction in which they want to take it. Shalina and I are very fortunate that we

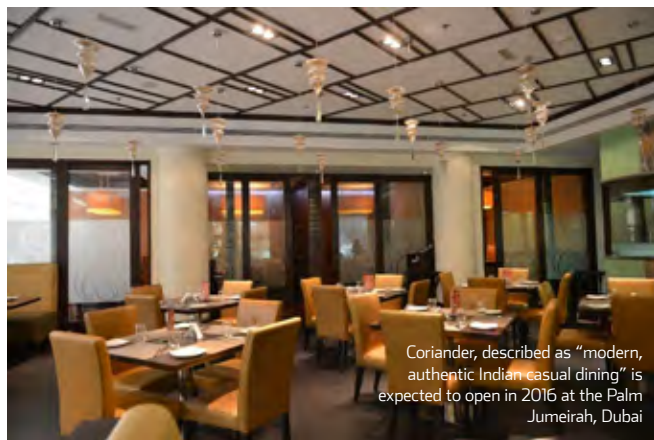


Shalini
Gangaramani
Dosaj

almost always see eye-to-eye on important business decisions."

5. EMPLOY DIVERSE SKILLSETS

"It's very helpful if the founders come from different professional and even cultural backgrounds, as this diversity means that they will approach challenges differently and it provides multiple perspectives. Shalina is a mechanical engineer with a MBA, and I'm a corporate finance lawyer with an undergraduate degree in economics- we both approach problems in a very different way. Shalina takes a very direct approach to resolving the problem, and is extremely effective at cutting through the noise and getting straight to the point. Being a lawyer, I naturally tend to consider every angle and analyze all potential risks involved in a decision. As you can imagine, both approaches have merit."



Coriander, described as "modern, authentic Indian casual dining" is expected to open in 2016 at the Palm Jumeirah, Dubai