

Entrepreneurship

KSA-رواد الأعمال

SEPTEMBER 2021. ISSUE 1.

5 Ways to
create a work
environment
that helps
**INCREASE
PRODUCTIVITY**



اليوم الوطني
السعودي ٩١

On the anniversary
of the 91st Saudi
National Day...

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& PROGRESS
ON WAY**

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اليوم الوطني
السعودي ٩١



ENTREPRENEURSHIP magazine congratulates the leadership and people of the kingdom of Saudi Arabia on the occasion of the 91st National Day.

With the unconditional support of its people, the kingdom of Saudi Arabia was founded in harsh circumstances when King Abdulaziz bin Abdul Rahman Al Saud unified the country (May God Rest His Soul).

The dedication of the founder's descendants will pave the way for the kingdom to flourish and lead towards the path of excellence and glory.

May Allah preserve the leadership of Saudi Arabia,
The Custodian of the Two Holy Mosques,
King Salman bin Abdulaziz Al Saud and his Crown Prince
Mohammed Bin Salman.



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EDITOR'S NOTE

91st Saudi National Day: Continuing Growth And Maintaining Quality of Life

The idea that stemmed from the General Entertainment Authority and was launched by Mr. Turki bin Abdul Mohsen Al-Sheikh; Chairman of the Board of Directors of the authority by unifying the celebration of the Kingdom's 91st National Day under the slogan "A Home for Us" for all government and private agencies, inside and outside the Kingdom. It is a gateway to achieving integration and compatibility in all uses of the identity.

The identity of the Saudi National Day was inspired by the culture of humanism, a principle that the Kingdom has been keen on since its foundation.

Until this interest reached its climax with the introduction of the ambitious Vision 2030, and the support and care of the Custodian of the Two Holy Mosques, King Salman bin Abdulaziz Al Saud, and His Royal Highness Prince Mohammed bin Salman bin Abdulaziz; The Crown Prince, Deputy Prime Minister and Minister of Defense.

The Saudi National Day comes this year, as the Kingdom's victorious march is proceeding with vision, and steadfastness towards achieving its goals and objectives, with the help of its sons, their sincerity and dedication; for the sake of their homeland. All of this comes under a rational leadership vision that cares about the homeland and the human being, based on many goals.

The most important of which is developing citizen's capabilities, and achieving the prosperity, after paying attention to the basics and infrastructure; providing opportunities for continued growth; the preservation and development of a decent life.

Celebrating the Kingdom's National Day is not a luxury as much as it is a glorification of an important occasion, which derives its value from the value of the nation.

The Kingdom has its uniqueness and position among the countries of the world. Thus, National Day celebration should take on a special dimension as a distinct history of a country that seeks a unique cohesion between the leadership and the people to become a pioneer and leader, not only at the level of the Middle East, the Islamic and Arab world but also at the level of the developed world.

This goal requires the cooperation of all members of society to achieve. This will be done through active participation that contributes to the implementation of the goals set accurately and quickly.

The journey of development must be accompanied by a conviction of the importance of the role of each individual. All Saudis must come together to contribute to the implementation of the programs and plans included in the Kingdom's Vision 2030. Nations do not rise except by themselves, with their hard work and sacrifices of their sons. No country can rise without effort, perseverance and the participation of members of society.

As long as the Kingdom's government continues to care about the homeland and the citizen with clear efforts to improve the quality of life, every individual is required to contribute to development efforts at a stronger pace. We should all come together to preserve our identity and heritage as values that have remained constant.

Let the date of the National Day be the appropriate time to start insisting on achieving the desired goals and objectives, and let it be an occasion to increase the unity and strength of the Saudi nation.

Al-Jawhara bint Turki Al-Ataishan
EDITOR-IN-CHIEF

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Eman Haddon, Marketing Specialist at FranchiseME

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Saudi Arabia Ranks 1st regionally in chemistry, Environmental Earth Sciences

By: Taha Sakr

Like many of the larger nations such as US & UK, Saudi Arabia managed to slow the decline in its research output last year, maintaining its position globally as the highest contributor to the share of scientific research among Arab countries, and the second-highest contributor in both West Asia and the Middle East and Africa (MENA).

Saudi Arabia came as the only Arab country - besides the UAE - that entered the global list of 50 in all four disciplines of the natural sciences journals that were analyzed, in addition to being the highest contributor to the share of scientific research for each discipline.

The annual tables of the (Nature Index) this year included 17 Arab countries, with Saudi Arabia, the UAE, the index showed that Egypt continues to lead the

first three places in the list since 2017, it also showed that the Kingdom contributed 64% of the total share of scientific research in the Arab world.

As for Egypt, it maintained its first position in North Africa and the second at the level of Africa.

Despite the challenges and restrictions imposed by the "Covid-19" pandemic, King Abdullah University of Science and Technology (KAUST) has been at the forefront and by a large margin at the level of Arab countries, as it rose from 131st to 125th, and at the level of academic institutions from 118th to 113th.

(KAUST) has acquired the largest research share in the Arab countries over the past five years; with its contribution to more than 50% of the scientific research shares of the institutions of the Arab countries combined. This percentage represents a significant contribution to the high-quality scientific research published by the university.

"Despite the effects of (Covid-19) in

“

The annual tables of the Nature Index for the year 2021 which uses the 'share' scale showed that Saudi Arabia again advances by several positions over other Arab countries in the share of scientific research.

The index showed that Saudi Arabia was the only country - besides the UAE - that entered the global list of 50 countries with the most shares in scientific research; the two countries ranked 29th and 44th, respectively.

terms of closure of laboratories and disruption of experiments, the analysis of our tables indicates the ongoing strength of research production in the Arab world; this is evident from the success of the majority of countries in the region in maintaining or increasing the share of articles that have published Especially Saudi Arabia, which continues to advance over the Arab countries," says David Swinbanks Founder of the Nature Index.

"KAUST has achieved exceptional performance. Since 2016, this academic institution alone has provided more than 75% of the total research shares of Saudi institutions combined," he added.

Swinbanks explained in the field of chemistry, KAUST in particular has maintained its position as the most prolific university in research production in West Asia and MENA.

According to the index's report, (KAUST) is the only one to join the list of the 100 most productive institutions in this field, rising 20 places on



the list, and achieving a growth rate of 11.7% in the adjusted share, which shows its ability to adapt and achieve very good performance in under difficult conditions along with some of its larger and more established peers. The report stated that two other Saudi academic institutions deserve close follow-up, namely King Faisal University (KFU) and King Saud bin Abdulaziz University for Health Sciences (KSAU-HS).

King Faisal University is currently ranked fifth in the list of academic institutions in the Kingdom; after achieving significant growth in the adjusted share in 2020, equivalent to 6 times the growth achieved in 2018. Meanwhile, King Saud bin Abdulaziz University for Health Sciences ((KSAU-HS) maintained a steady - albeit limited - growth rate in terms of its total share in scientific research, the number of its research, and its adjusted share, for the fourth year in a row.

In the ranking of academic institutions in the Kingdom, King Abdullah University of Science and Technolo-

gy (KAUST) came in the first place, followed by King Abdulaziz University (KAU) second, King Saud University (KSU) third, King Fahd University of Petroleum and Minerals (KFUPM) in fourth place and the University of King Faisal (KFU) is fifth, Al-Faisal University is sixth, King Saud bin Abdulaziz University for Health Sciences (KSAU-HS) is seventh, and Imam Abdul Rahman bin Faisal University (IAU) is ninth in the research share.

Recently, Najran University ranked eighth and Taif University ranked tenth.

According to the annual tables of the Nature Index for the year 2021, the top ten countries in the ranking of the share of scientific research are Saudi Arabia, the United Arab Emirates, Egypt, Qatar, Oman, Morocco, Lebanon, Tunisia, Algeria, and Kuwait.

As for the 15 academic institutions in the ranking of research share in the Arab countries, they are King Abdullah University of Science and Technology (KAUST) - Saudi Arabia,

Khalifa University of Science and Technology - UAE, King Abdulaziz University (KAU) - Saudi Arabia, King Saud University (KSU) - Saudi Arabia, and American University in Beirut (AUB) - Lebanon, University of Nizwa - Oman, Hamad Bin Khalifa University (HBKU) - Qatar, King Fahd University of Petroleum and Minerals (KFUPM) - Saudi Arabia, British University in Egypt (BUE) - Egypt, United Arab Emirates University (UAEU) - UAE, Ain Shams University - Egypt, Cairo University (CU) - Egypt, American University in Cairo (AUC) - Egypt, University of Carthage (UCAR) - Tunisia, Sultan Qaboos University (SQU) - Oman.

The Nature Index is a database of researchers' links and institutional relationship.

The index tracks contributions to research articles published in 82 high-quality natural science journals, selected by an independent group of researchers, and is a high-quality index of global research outcomes and contributions.



AS PART OF DIGITAL
TECHNOLOGY FORUM:
**SAUDI ARABIA LAUNCHES
22 TECHNICAL AND DIGITAL
INITIATIVES; WITH MORE
THAN SAR 4 BILLION**

By: Mohamed Samir



هيئة الاتصالات وتقنية المعلومات
Communications & Information
Technology Commission



The Communications & Information Technology Commission (CITC) launched the Advisory Groups Initiative, as part of the work of the Digital Technology Forum held in Riyadh. The initiative aims to enhance aspects of communication and sustainable cooperation between stakeholders in the information technology sector and emerging technologies in the Kingdom.

The first meeting of the advisory boards was held on the sidelines of the forum under the chairmanship of Dr. Mohammed Saud Al-Tamimi CITC Governor.



ITC explained that the establishment of advisory groups aims to achieve growth and empowerment of the information technology market and emerging technologies in the Kingdom. It is also a mechanism to explore the needs of enterprises operating in this sector, and contributing to the implementation of appropriate solutions for it.

The commission indicated that the advisory group will enhance the harmonization of supply and demand, bridge the gap between them and the supporting bodies in general.

This will contribute to accelerating the adoption of initiatives by enterprises, in addition to increasing confidence and credibility by the sector in the decisions, regulations and initiatives of the commission.

Through the groups, CITC will work to enhance transparency in the information technology sector, while global facilities will contribute to presenting international success stories, and to localizing experiences and services.

Saudi Arabia has launched 22 major technology and digital initiatives, with a value exceeding SAR 4 billion - as a regional center for technology in the Middle East and North Africa, in confirmation of its leadership and digital superiority, within the activities of the Digital Technology Forum.

The move, done in cooperation with ten of the world's key technology giants, aims to enhance digital capabilities and is designed to create one programmer out of every 100 Saudi nationals by 2030, in addition to encouraging innovation and creativity and achieving global leadership.

This comes as a translation of the directives of His Royal Highness Prince Mohammed bin Salman bin Abdu-



laziz, Crown Prince, Deputy Prime Minister and Minister of Defense, in order to achieve the goals of the Kingdom's vision to seize the opportunities of the digital economy.

Moreover, these huge initiatives consolidate the Kingdom of Saudi Arabia's position as a regional technological hub for the most important entrepreneurs, innovators and programmers from the region and the world.

They also come as a culmination of the distinguished partnership between the Ministry of Communications and Information Technology, the Saudi Data & AI Authority (SDAIA) and the Saudi Federation for Cybersecurity, Programming and Drones.

The Kingdom hosted and organized a number of global summits and meetings in the fields of programming, data, artificial intelligence and the gaming industry, confirming the clarity of vision towards the importance of these sectors that make the future.

Organizers of the 'event of Launch' unveiled three major initiatives (Tuwaiq, Hemmah, Qemmah), which aim, as a whole, to raise the digital capabilities of female and male youths

in the fields of programming, enhance trust between technological companies and funding agencies and encourage innovation and creativity through central gatherings and platforms. The Saudi Federation for Cyber Security, Programming and Drones and the Ministry of Communications and Information Technology launched the two biggest technological initiatives represented by the 'Tuwaiq Camp 1000' initiative, which ends with employment as well as the initiative of 'Future Skills', which will be held in the Kingdom's 13 regions through 40 training camps covering four fields: cybersecurity, programming, artificial intelligence & data science and electronic games industry.

With regard to 'Hemmah Initiatives', it will focus on the goal of achieving the Kingdom's global leadership in the technology industry, through the launch of the National Program for the Development of the Information Technology Sector with a budget of SAR 2.5 billion.

The programme launched its early products, Financial Security, to strengthen trust between tech companies and financial entities, as well as the SME loan guarantee program,



Kafalah. The program aims to provide up to 90% insurance of the financing value and with a volume of SAR15 million, to assist these companies in implementing their projects and covering expansion plans.

As for the Qemmah, its main focus will be on encouraging innovation and creativity, through centralized gatherings and platforms, that support the technical and digital aspects.

Among the important announcements of the launch event, the unveiling of the Saudi-Chinese eWTP Arabia Capital Fund, which seeks to support emerging technology companies in the Kingdom with a capital estimated at SAR 1.5 billion riyals. It comes in partnership with the Chinese eWTP, supported by Alibaba and the Public Investment Fund, and with the support of the Saudi Federation for Cybersecurity, Programming and Drones, with the aim of contributing to supporting a solid economic system for digital business in the Kingdom.

Alibaba Cloud; The backbone of digital technology in the Alibaba Group chose Riyadh as its regional training center, with the aim of cooperating with local partners in the region over



بناء مستقبل لوطن عظيم

the next five years in academies and training and innovation centers, to build and develop capabilities in technical fields, to support the Kingdom's Vision 2030.

Chairman of the Saudi Federation for Cybersecurity, Programming and Drones Faisal bin Saud Al-Khamisi noted the most important successes of the era through programming and technical knowledge and announced that the opening of more than 10 giant technology companies, academies or training programs within the Kingdom.

This reflects the growing confidence in Saudi capabilities, its digital economy and its young competencies, which enhances its competitiveness. Globalism.

These ten companies include Microsoft, Apple, Google, IBM, Amazon, Cisco, Oracle, Alibaba, and others. The first of these academies will be the Apple Academy.

This initiative aims to provide training and empowerment at a high level for more than 10,000 talents and technical competencies, in various fields, such as programming, artificial intelligence, cybersecurity and others.

Engineer Abdullah bin Amer Al-Swa-ha, Minister of Communications and Information Technology, announced the manufacture of the first smart chips inside the Kingdom by Saudi hands, indicating that the Kingdom will launch executive programs specialized in the digital economy, space and innovation.

In turn, Dr. Abdullah bin Sharaf bin Jamaan Al-Ghamdi, President of SDAIA announced the authority's plans to qualify 25,000 specialists in information technologies, artificial intelligence and innovation in the Kingdom before 2030.

For his part, Engineer Haytham Alohal, Vice Minister of Communications and Information Technology said: 'We support all entrepreneurs to invent technology projects that lead us to a better life, and by achieving the vision of our Kingdom, we will create a nation of programmers, technicians and innovators, to share with us the journey of the ambitious future.'

Meanwhile, Deputy Minister for Future Jobs and Digital Entrepreneurship at Ministry of Communications and Information Technology Ahmed Altheneyan said: 'We will support recent graduates and job seekers by providing intensive training courses in the technical field, in order for the sons and daughters of the country to move towards a future that knows no borders.'

He also announced more than 40 virtual intensive camps in more than 18 areas that the market needs now, such as artificial intelligence and application development, ending with a mini-certificate.

The Future Skills Camps aim to help 1,500 graduates and job seekers to acquire appropriate skills and contribute to the digital economy.

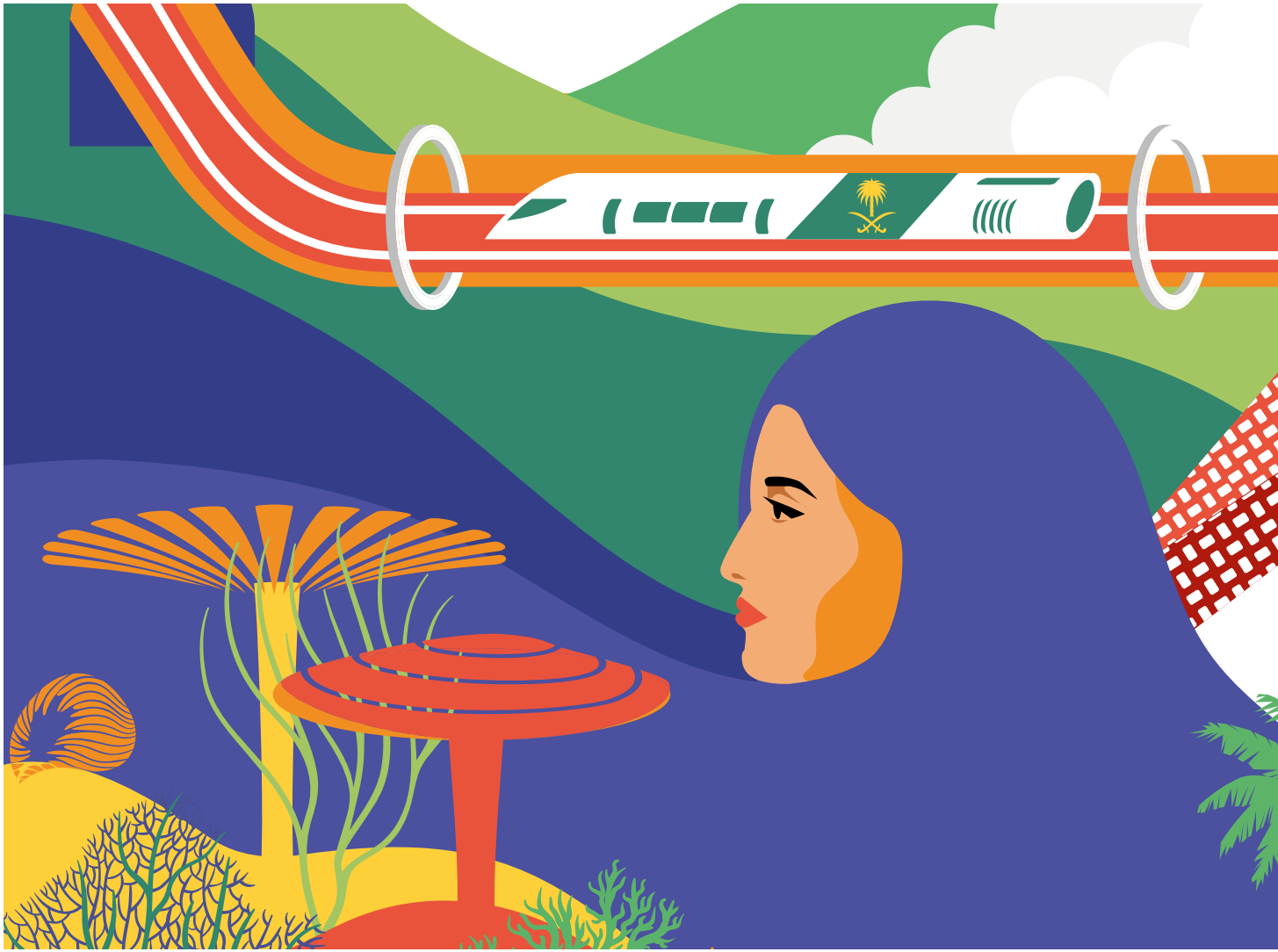
The Kingdom announced that it will organize and host the global "Leap" conference next year, the world's biggest technological event and first of its

kind in the region. It also announced that it will host the RiseUp Summit in Riyadh, the biggest of its kind in the Middle East and North Africa for entrepreneurs and start-ups.

Moreover, Saudi Arabia revealed the details of the biggest global conference @Hack in the field of cybersecurity will also continue to be announced within the activities of the Riyadh season, in partnership between the General Entertainment Authority and the Saudi Federation for Cybersecurity, Programming and Drones, with Informatech and Black Hat to address cyber threats around the world by hosting Offensive Security experts for information security training, while hosting the biggest challenge of its kind in the Middle East and North Africa region.

The event witnessed the launch of "SDAIA Academy" designed to contribute to building capabilities and enabling it in the field of IA and data science, the launch of "Satr" platform for programming with more than 1,300 educational videos, and the "Coderhub" platform, the first Arab platform specialized in programming challenges with more than 400 challenges and the launch of a special 'Drones' platform to serve drone users inside the Kingdom and the business sector, in addition to the launch of the DJI Academy, the first accredited training center for drones to serve trainees in the Kingdom and the Middle East region in partnership with the global DJI Academy and STC.

It is noteworthy that the Digital Technology Forum in its first edition; Organized by the Saudi Communications and Information Technology Commission. It was launched under the title 'Promising Investment Opportunities for a Digital Future' with the participation of a number of specialists and investors in the information technology sector and emerging technologies. The digital technology forum aims to review investment opportunities in the sector and to review the size of the information technology market and emerging technologies.



On the anniversary of the
91st Saudi National Day..
**LIMITLESS
GLORY & PROGRESS
ON WAY**



By: Lamia Hassan
Translation: Taha Sakr



In 1932, a royal decree was issued unifying all parts of the modern Saudi state under the name of the Kingdom of Saudi Arabia.

Late founder King Abdulaziz bin Abdulrahman Al Saud chose Thursday, September 23 of the same year, as the day to announce the establishment of the unified Saudi state, to begin after this date a march full of successes and achievements.

Saudis find themselves today in the list of the most importantly great, influential major 20 countries. The Kingdom of Saudi Arabia has become a bright and honorable model in all fields with its giant achievements and witnesses.

The celebration of the 91st Saudi National Day comes this year while the Kingdom is proceeding with the implementation of Vision 2030; which it is hoped will achieve a great leap in all fields, especially the economic field.

The vision seeks to achieve an ambitious homeland and responsible citizenship for the Kingdom to become a model with its giant achievements through the successive efforts of its leadership that prepared the vision of this country, which plans its future, ensures its security, preserves its economy, and seeks to defend the status of society.

Efforts that started from the time of the founder until the Custodian of the Two Holy Mosques King Salman bin Abdulaziz Al Saud and the Crown Prince, His Royal Highness Prince Muhammad bin Salman, both dedicate their life with all sacrifice to establish a proud and pioneering nation in the world.

The celebration of the National Day is



a precious memory that ignites belonging to this dear homeland, especially since the process of development, reconstruction, and renaissance has become clear.

The Kingdom has achieved great successes in a short period. The latest of which was its re-advancement by several centers over other Arab countries in the share of scientific research.

The Kingdom has succeeded in achieving unprecedented global success in four international sub-indicators in the field of entrepreneurship during the current year; it ranked first in the world in the government's response, and first in the response of entrepreneurs (Covid 19).

The Kingdom also advanced in the state of entrepreneurship index to seventh place in the world, directly after it was in the 17th place, according to the (GEM) report for the year 2020/2021.

The (GEM) report was issued in cooperation with Prince Mohammed bin Salman Business School and The Babson Global Center for Entrepreneurial Leadership (BGCEL) in addition to achievements in the areas of supporting the economy, providing investment opportunities, financial transparency, governance, the transition to the digital economy, and other fields.

On the occasion of the celebration of the 91st National Day of the Kingdom; Entrepreneurs KSA magazine polled some economists, academics, and entrepreneurs; those who affirmed their support and appreciation for the Kingdom's leadership in its efforts to transform the Kingdom into an advanced and world-leading country.

Achieving the Impossible

Corporate development consultant and founder of Arob— Solutions, Engineer Anmar Al-Sulaimani says in

exclusive statements to “Entrepreneurs KSA” in celebration of the 91st Saudi National Day, “The great power stems its independence and sovereignty from the strength of their economy;”

“Based on this principle; At the hands of the Custodian of the Two Holy Mosques and his faithful crown prince, the Kingdom began to put forward a vision of one of its main pillars, a prosperous economy” He explained.

Consequently, work began to provide the space and to expand the scope of the process of searching for unutilized resources and setting strategic plans for their investment.

Among the most important of these resources are innovative and updated ideas and projects; whether small and large, which are generated by individuals or even establishments.

He added, ‘So what about entrepreneurship? What are the reason for the frequency and spread of this term and the tendency of companies and individuals to support, learn, develop and work according to it? Simply, entrepreneurship is an innovative process, carried out through individuals or establishments;’.

Al-Sulaimani highlighted that the process of supporting the entrepreneurship sector began according to the vision of the Crown Prince through two aspects: the first is the analysis and evaluation of the current situation of this sector, and what are the challenges it faces, then works on addressing, preparing and overcoming these challenges as well as developing and improving the current reality following the desired goals in the future.

On the other hand, raising awareness of the importance of this sector and its empowerment, and pushing young men and women to play their effective role in it.

He stressed that thanks to the owner of the deep vision —the Saudi Crown Prince — and his belief in the capabilities of his people, there is a remarkable

achievement to what was impossible to reach in a record time.

This is evidenced by what the Global Entrepreneurship Monitor index that showed that the Kingdom topped four international indicators in the field of entrepreneurship during the current year.

The four indicators are (Availability of good opportunities to start a business, Ease of starting a business, Response of entrepreneurs to the pandemic, and Response of the Kingdom's government to the pandemic).

Moreover, the kingdom achieved advanced positions in 6 indicators, namely (Possession of skills and Knowledge of individuals, infrastructure, Access by project owners to utilities such as the Internet and electricity, as well as Ease of access to financing for companies and entrepreneurs, Ease of entry and market dynamics).

The Kingdom also got an advanced position in the index of government support for business, the lack of obstacles, and the ease of regulations for entering the market. He concluded: "Through this, we see that the efforts of the wise leadership are reaping their fruits,"

For her part, Sahar Al-Samdani who is acting as Deputy Director of Follow-up and Academic Guidance at King Abdulaziz University says "Saudi Arabia is the home for the one who has no home; it is the bond for the one who has no back,"

She added: "With pride, glory, and honor, we renew our loyalty and belonging to this great nation, which always provides us with all support, opportunities, and possibilities for development and continuity to obtain a decent life,"

She concluded her speech by saying: "I find on this happy occasion (91st National Day) in our hearts an opportunity to extend the highest congratulations and blessings to the Custodian of the Two Holy Mosques, King Salman



bin Abdulaziz Al Saud, his Crown Prince, His Royal Highness Prince Mohammed bin Salman Al Saud, and to the Saudi people,"

The certified auditor in information security, Omar Al-Umar who is acting as executive vice president of "Rumoz"; a company specialized in information security asserts that on the occasion of the 91st National Day Saudi celebrate decades of achievement, and a journey full of loyalty to elevate this country and raise its flag high among the nations.

He added: "On the 91st National Day, the Kingdom is the first in the world in many indicators of government performance and institutional achievement, which is a success and a harvest of the wise Saudi leadership,"

He stressed: "Some huge initiatives have been launched recently, including the largest technical launch of its kind in the Middle East and North Africa region, which met with great interac-

tion during its announcement at the Launch event, the event took place in the capital, Riyadh, to raise the status of the Kingdom of Saudi Arabia, as a regional technical center for the most important entrepreneurs innovators and programmers in the region and the world,"

This technical launch included a set of qualitative initiatives and technical programs; with a total value of nearly SAR 4 billion, in cooperation with 10 of the most important technology giants in the world.

The event is aimed at enhancing digital capabilities, achieve a programmed goal for every 100 Saudis by 2030, encourage innovation and creativity, and achieve global leadership. This comes as a translation of the directives of Crown Prince Mohammed bin Salman bin Abdulaziz, to achieve the objectives of the Kingdom's vision to seize the opportunities of the digital economy.



We started in 2015 with the idea of “Food Truck” and soon we will turn into a franchise:

BANDAR AL ATEEQ, OWNER OF COTTAGE COFFEE

By: Entrepreneurship Stuff



We offer our own coffee, many products, and we pay attention to the smallest hygiene for our employees.

Bandar Al-Ateeq, founder and owner of Cottage Coffee (CC), one of the ambitious Saudi youth, started his project, and now he has two branches. Today, we will learn about his success story:

Let's start from the beginning, can you tell us about your upbringing and studies?

Bandar bin Muhammad Al-Ateeq, I grew up in Riyadh, I am the founder and owner of the CC brand. I hold a BA in Heritage Resources Management and Tourism Guidance, from King Saud University.

How did the idea first start?

The idea of CC came to me in 2015. I was traveling outside the Kingdom, and I saw the food trucks and I liked

the idea. Due to my experience in making food trucks, including coffee, I decided to return to the Kingdom and open a simple cafe in principle at the lowest cost.

The idea of ‘Food Truck’ in 2015 was completely new, with daily work and diligence in ways and activities, we were able to open a permanent branch.

You opened the second branch of CC, how did you prepare for the expansion?

Praise be to God, our customers are present in all regions of Riyadh, and by virtue of our previous work with roads and events, the idea of expansion came to me after seeing that our first branch is far from some of them. We have received several requests from customers, in addition to a large turnout from customers located in the west and south of Riyadh. Through direct surveys in the branch and on our social media accounts, we got to know the desires, and the site was seriously studied, and we were then able to open the second branch.

The competition in the cafe market is fierce, what distinguishes you?

The cafe market is very strong, and it can accommodate everyone, but





it needs intelligence and patience. Now in 2021, the customers have changed from before, now they are aware, understand and differentiate between high, medium and bad quality. Customers are now able to own a coffee machine in their homes, young men and women have the tools to prepare specialized coffee. All these factors drive us to be distinguished, to provide a different and unique service, and to choose and present our menu with great care.

For CC, it is distinguished above all by choosing passionate employees, who love their work and are creative in it. We are also distinguished by innovation and keeping up with products. In the summer and winter seasons, we keep pace with the market and live with the seasons first.

We have innovative products and presentation methods. We try as much as possible to excel with our products, which have no competitors in the market, and we always look for

excellence in the ways of presenting to the customer.

We work on respecting the customers, good treatment, and fulfilling their needs, in addition to the speed of service, which is one of the most important ingredients for the customer's satisfaction.

As well as paying attention to workers, their health care, hygiene, attention to all standards in terms of clothing, and attention to the smallest details.

We have paid great attention to the health of employees since the beginning of the coronavirus pandemic. We obligated all employees to take the two doses of vaccine in line with the decisions of the Ministry of Health. Also, we check their temperature daily, and all this contributed to the success of the project.

What are your favorite drinks?

At CC, we offer all hot and cold cof-

fee products. All of our products on the menu are carefully selected. For the always desired distinctive drinks, we have the 'Karakao' product; It is a soda in CC with our special flavor, it is our best-selling product. We also have the Spanish Latte, we present it in a new way different from what is available in the market, which is a mixture of Spancho and White Mocha, it is available both hot and cold. The 'Blacao' is soda with our flavor as well and other products.

What're your future plans?

I aspire for CC to reach all the cities of the Kingdom of Saudi Arabia, and to be supportive of the Saudi market, and God willing, we will achieve our vision with the permanent support of His Highness, Prince Mohammed bin Salman, for the young men and women of this great country.

Do you dream of expanding the franchise?

This is the dream of every entrepreneur who wants to expand. Thankfully, every year, we get more than one investor who wants to take a CC franchise, and we are currently working on this file.



We have innovative products and presentation methods.

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Economy today



Iraqi **ZAHA HADID...** WORLD'S 'MOST FAMOUS FEMALE ARCHITECT

By: Taha Sakr

“

During her glorious career, the Iraqi architect, Zaha Hadid, completed about 950 projects in 44 countries around the world.

She sat on the throne of architecture for decades, until 2004 when she was awarded the highest-ever international Pritzker Prize in the field of architecture.

This award is considered the ‘Nobel of Architecture’ as it is awarded to the engineer with the highest contribution to ‘raising the standard of human life through the arts of architecture. Hadid was not only the first Arab woman to receive this award,

but also the first woman in the award’s history, which began 41 years ago.

In her second home, UK, in 2012 Queen Elizabeth II bestowed upon her the title “Dame –“Equivalent to the title ‘Sir’ or knight)–, two years after she won UK’s highest architectural award, ‘Sterling’. This was one of more than 100 awards bestowed upon her in recognition of her creativity and the new horizons she has struck in her field.



Since the year 2000, Zaha has been receiving an award at least every year, and it happened that she won 12 awards in one year, and this is an amount of honor that no other architect in the world has achieved, whether man or woman.

Prominent Achievements

Zaha's architectural achievements include famous landmarks in Germany such as the BMW Administrative Building, Vitra Fire Station, and the Pheno Science Center. It also has a snowboarding platform in Innsbruck, Austria, the Guangzhou Opera House, and Galaxy Soho Complex in China, the Riverside Museum in Glasgow, Scotland, the National Museum of Twenty-first Century Art (MAXI) in Rome, the Eli and Edith Museum of Art at the University of

Michigan, and the Rosenthal Center for Contemporary Art in Cincinnati, United States, Sheikh Zayed Bridge in Abu Dhabi and Bee'ah's headquarters in Sharjah.

Zaha's works in her later years included the London Aquatics Stadium (2012 Olympics), Heydar Aliyev Center in Azerbaijan, Danggemon Plaza in Seoul, South Korea, Vienna University Library, the Renovation Wing of the University of Hong Kong, and the Ports Administration Building in Antwerp, Belgium.

She also designed some other huge architectural projects that work began on, but death did not allow her to see them completed. These include the Salerno Naval Station in Italy, the Scorpion Tower in Miami, the 666 skyscrapers in Manhattan, Daxing

International Airport in China, and the Skypark residential complex in Bratislava, Slovenia.

Short Biography

Zaha Muhammad al-Hajj Husayn Hadid al-Lahibi was born in Baghdad on October 31, 1950, to a well-off family. Her father, Muhammad Hadid, was an Iraqi industrialist and a leader of the Iraqi National Democratic Party; he also acted as Minister of Finance between 1958-1960.

Her mother, Wajeha Al Sabunji, was a visual artist from Mosul (City in Iraq) who is credited with instilling the aesthetics of painting in her daughter. She has an older brother, Haitham, who is an economist residing in Lebanon, and a younger brother, Foulath, who died before her in 2012.



Zaha fluctuated in Baghdad schools until the completion of her secondary education.

She obtained a BA in mathematics from the American University of Beirut (AUB) in 1971, then began her major in architecture at the oldest British higher college, the 'College of the Architects Association' in London,

where she graduated in 1977.

She began her working life after graduating from the Urban Architecture Office in Rotterdam, the Netherlands, and then returned as a lecturer at the Architectural Association College in London.

In 1980, she established her own

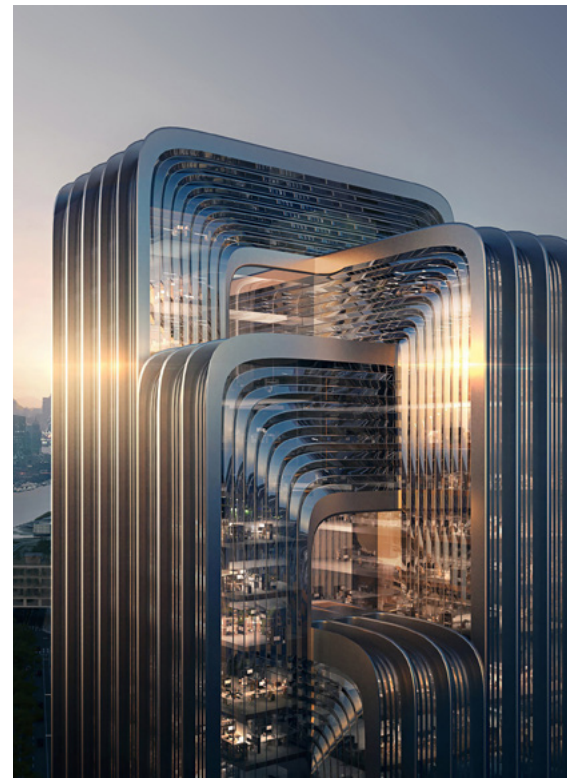
company in London, 'Zaha Hadid Architects Office', which employed more than 350 engineers, and became the highest-paid architect in the world.

At the same time, she was a visiting professor at several universities in Europe and the United States, including Harvard, Chicago, Ohio, Columbia, New York, and Yale.

Zaha was not associated with any marriage in her life, which gave her to advance the art of architecture.

She died on this day, March 31, 2016, at the age of 65, in a Miami hospital, after suffering a heart attack and was undergoing treatment for pneumonia. Her fortune at the time of her death ranged from \$85 million to \$215 million, according to media outlets.

This fortune included real estate holdings, stock investments, and her business in fashion, beauty, perfumes,



restaurants, and a soccer team.

Sumerian Start

It is stated that Zaha's interest in architecture began when she went as a young girl with her family on a trip to visit the Sumerian monuments - the oldest civilization known to mankind - in southern Iraq.

In a press interview, Zaha said: 'My father took us to visit the Sumerian cities, and we went with a boat made of reed sheaves. The beauty of the landscape there, of ruins, buildings, sand, water, birds, and people, has been engraved in my memory since that moment.'

Zaha's has held many international exhibitions of her artworks, including architectural designs, drawings, and paintings. She started it with a major exhibition at the Architectural Association in London in 1983.

She also held a group of other large exhibitions at the Guggenheim Museum in New York in 1978, the Ga Gallery in Tokyo in 1985, the Museum of Modern Art in New York in 1988, the Graduate

Department of Design at Harvard University in 1994, and the waiting room at the Grand Central Station in New York in 1995.

Her artwork and architectural designs are part of permanent exhibitions at the Museum of Modern Art in New York and the Museum of German Architecture in Frankfurt.

Zaha's architectural designs were radical, meaning they went beyond the ordinary, as they were characterized by the flow and roundness that came from her old conviction that there is no place for the right angle in architecture.

It is mentioned in her biographical records that she was influenced by the works of the architect Oscar Niemeyer, especially his sense of space and his treatment of it as an entity in a tangible place.

The work of this architect inspired her and encouraged her to create her style based on fluidity in all forms and the use of spaces between them.

Her works were characterized by

deconstructiveness and the appearance of the building as if defying gravity as it consisted of flying roofs and arches, emphasizing the dynamism of the formation.

So her work has been called 'Dynamic Abstraction' which sounds like a style drawn from another planet rather than our own.

Zaha Hadid in Media's Eyes

'Zaha Hadid is the queen of curves who freed architectural lines from their constraints and molds and subsequently gave her a new identity to express herself as they resolved to her' - The UK Guardian newspaper.

'Entering in a building designed by Zaha Hadid is like entering an oyster shell' - The New York Times.

'There is no doubt that her architectural achievement made uncertainty an art in its own right' - The New York Times (in another article about it).

"Zaha Hadid is a planet in its own orbit" Elia Zinglis, professor at the College of Architects, London.

Startups at a Glance



By: Taha Sakr

Do you have a product or service idea and are considering turning it into a start-up company? But you do not have enough information about the characteristics of startups or how they work?

Do not worry, in this article we will try to provide you with the information you need to learn about the field of startups.



What is the meaning of a start-up company?

For many years, investors have dealt with the start-up or the startup as miniature copies of large companies. This deal has caused great problems in understanding and dealing with these companies as there are largely intellectual and organizational differences between the startup, small companies, and large companies, which require the presence of different financing strategies.

Famous entrepreneur Steve Blank

defines startups as a temporary organization designed to search for a project that generates profit repeatedly and can be measured, meaning that the startup must make its project succeed quickly and have an impact on the market it wants to exist and work in immediately.

Another definition for Neil Blumenthal, who co-founded and manages sunglasses retailer Warby Parker, is a simple and succinct definition that explains the concept of a startup with insight.

Neil says that a startup is a company working to find a solution to a problem that is not clear how to solve, and the success of this solution is not guaranteed.

A startup depends on the concept of work as a task, and not as a traditional work that has dates and quick money, so you may find workers in the startup, including its owners, working all the time.

They do not commit to a certain number of working hours, because the primary goal is an achievement and rapid growth and results.

2- Stay Away From Politics

If you contemplate the state of most of the giant companies that started as emerging companies, you will find that most of them, if not most of them, did not engage in any political

battles, or take sides in any conflict.

Most of these companies when they talk about politics in the form of support for the opinion of their audience, for two reasons, the first is that the audience is the source of profit, and no company wants to lose its audience because of differences in political orientations.

The second reason is to avoid clashing with political parties or governments. The companies that followed this method continued and gained great public popularity.

3- Accurate Financial Control

Startup owners carefully monitor the movement of financial flows within their companies and treat them with great care as if they were their savings (sometimes they are dependent on their savings as a source of their funding) because simply losing money means sure failure.

4- Relationships

In difficult times, the role of relationships and communication appears, the more the company is in contact with a large number of people, whether they are potential customers, companies similar to them, or even competitors is an advantage.

Therefore, the owners of the start-up are keen to form many relationships and on several levels, to benefit from



them in the future and to rely on them if necessary.

5- Strong Leadership

The managers of start-up companies are strong and adopt a positive work ethic. They are also keen to raise the morale of their team and encourage them, believing that a high team spirit is a basis for the efficiency and success of their companies.

6- Mutual Respect

There is a career ladder, managers and employees, but everyone is respected equally, and successes are collectively celebrated regardless of the individual or department that made it possible.

7- Client is the main focus

Successful startups see the customer as the most important asset, so they care about their satisfaction and evaluation of the product they offer and

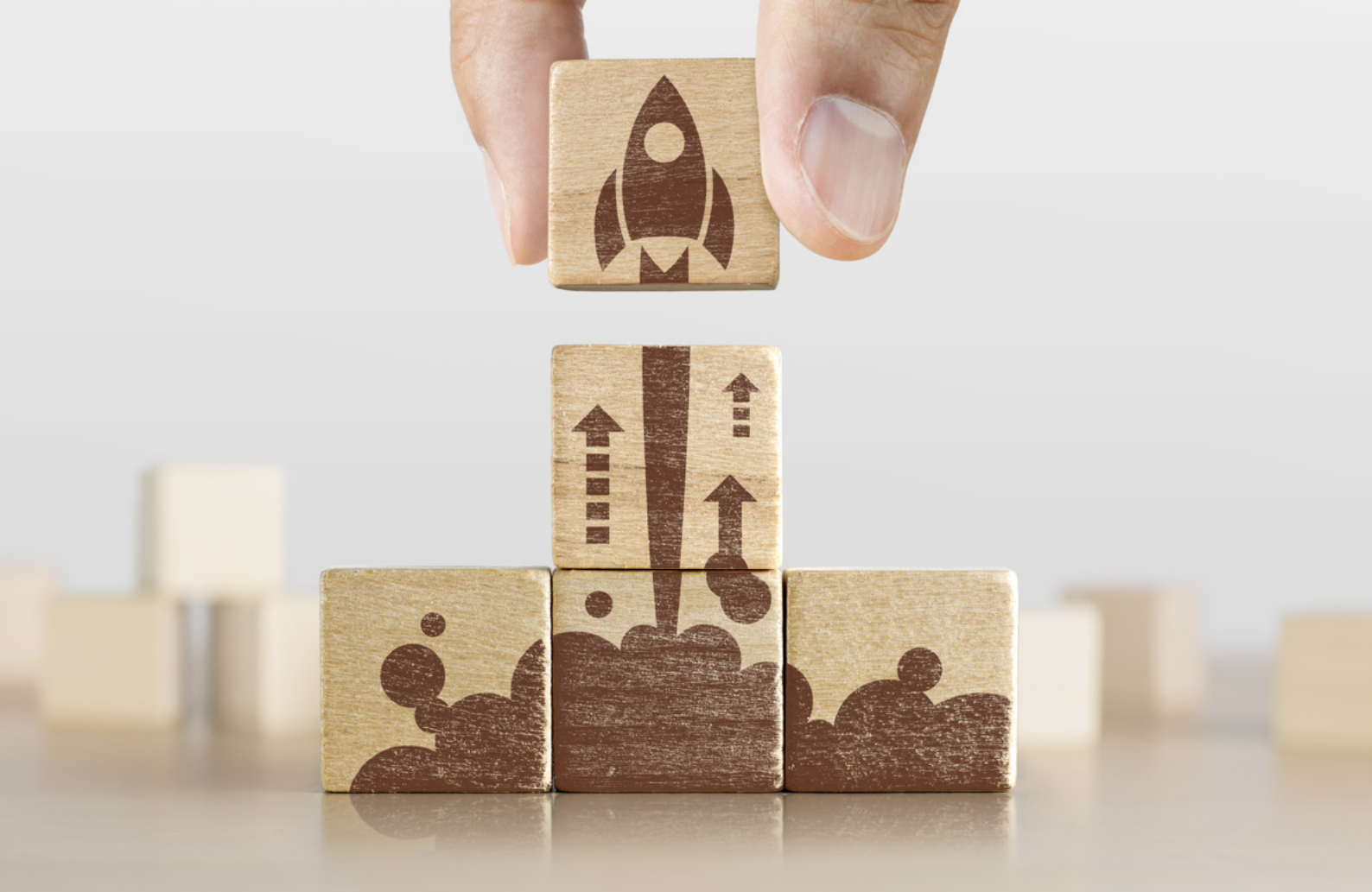


provide them with after-sales service to ensure their continuity and gain their loyalty.

8- Positive Energy

The work environment in emerging companies is characterized by the

presence of a general atmosphere of encouragement and positive energy for motivation and production as these companies know that without this energy, the work environment will transform from an active form to a routine one that is concerned with wages and working hours.



9- Fun

Never underestimate startups that know how to entertain their team. When early-stage startups were monitored, the ones that thrived in their early stages were often the ones that worked hard, had fun, and had a good time too.

10- Honesty

Successful startups usually have a high level of honesty and transparency, so these companies always try to be honest with their customers, as well as with their employees, as they know that without these qualities they will not gain the confidence they need to continue and grow.

How do you get ideas for your startup?

Perhaps you have the enthusiasm and desire to start your startup, but you do not have an idea that is suitable to be the basis of this company, there is no problem.

1- Meet New People

Go out and meet new people to get out of your normal life, talking to new people who don't think like you and don't know how to think helps stimulate the brainstorming process.

Also, going to learning meetings and workshops can refresh and refresh your ideas, and it is also useful to talk to people outside your field of work.

If you are already working on a traditional project of your own or a startup that you manage, your communication with your current customers is useful in more than one way, for example, knowing their opinion of the service you provide and examining their requirements, which may often lead to new ideas either.

2- Keep a small diary to jot down problems

Successful companies have one thing in common: they create solutions to common problems.

Companies such as Google, Netflix, and Uber have solved problems facing many people, and through these solutions, the services of these various companies have come out, which have provided and are still providing solutions in the form of great products to some of the most important human problems in the modern era such as:

Difficulty quickly finding information on a particular topic from different sources (this is a problem that Google search engine solved).

It is not possible to rent movies and TV shows directly from your TV at a low cost (Netflix offered this service in addition to providing only Netflix exclusive content).

The high cost of transportation and the lack of it on demand (Uber took advantage of this requirement to offer cheap and easily orderable transportation).

Simply ask yourself: What is bothering me? Dedicate a note to write down the obstacles and problems you face daily. Review the note regularly and let some of your friends or colleagues look at it to see if they are facing the same problems. Finally, think of a product or service that can solve this problem.

3- Dive into your interests

Restaurant appraisal services company Zagat often leads by example when we talk about turning a hobby you love into a business.

The founders of the company, Tim and Nina, were lawyers who loved eating in restaurants, and in 1979 they began sending letters to their friends asking them to rate the restaurants they visited.

As the volume of messages and information increased every year, they began charging fees for their work, and in 2011 the company was bought by Google.

4- Discover new ways of thinking

New methodologies and ways of

thinking are constantly evolving, and some industries are better at embracing them than others. Take design thinking for example. The core of this thinking is having a mindset and methodology that aims to better understand problems and implement innovative solutions.

This definition was first articulated by David Kelly, co-founder of the design firm IDEO, which has designed logos for popular products like Apple, Steelcase, and Oral-B.

Read about the new methodologies of thinking and alternative learning methods, and apply them to the problems you wrote in your memo that we talked about in an earlier point.

There is a good chance that you will come up with a startup idea by applying these solutions to your problems.

5- Travel

There are many countries with great ideas that have not yet entered the market, if you saw an idea during your travel and liked it... you can re-implement it in your country, and give it a new role that specifically meets the needs of your market or society.

Even if you don't find inspiration, traveling will help take you out of your surroundings and rejuvenate your life. There are also places around the world that have ideas waiting to be commercialized, such as in universities with office of Technology Transfers, which are Its role is to identify research that can be commercially exploited and potential strategies that can be applied to projects and profited from them.

6- Search on the Internet

Don't waste your time looking at funny videos on the Internet, or at least don't waste all your time watching funny videos on the Internet, research the field of entrepreneurship and browse the sites that entrepreneurs use to communicate and exchange information.



HOW TO FIND SOURCES OF FINANCING FOR YOUR START-UP?

By: Mohamed Samir



Financing your new business is not an easy task, successful entrepreneurs have a golden rule “Do not put all your eggs in one basket.” One of the most important pillars of the success of your business strategy is the diversification of financing.

Doing this will shield your business from any potential negative events and ensure your business continuity.

Entrepreneurs' financing options are not limited to banks, there are plenty of alternatives to getting the funds they need for their businesses.

These include bank loans, angel investors, venture capitals, business incubators and many other options. Each of these has some pros and cons that should be evaluated.

Here's an overview of top sources of financing for entrepreneurs:

1. Self-finance

As your new business journey starts, your first investor can be you. You can do that through your savings, your time, or your assets. This usually takes place in the founding stage of the startup, as at this time no revenues or external financing is available, yet there are always some startup costs to cover.

This is always viewed positively by external investors, as it shows your commitment to your company and that you are putting your neck in the line for it, and ready to take the necessary risks.

2. Family, friends, and small network

Usually, this type of fund is being done by parents, family, spouses, friends who have faith in the entrepreneur and his idea. In most cases, this source of financing is used to cover the cost of starting a new company or prepare the startup for pre-seed funding.

Yet this method has its limits, as those ‘investors’ usually have limited capital. Usually, it comes in form of a loan that should be repaid or in exchange for having equity in the business. Also, be careful as balancing the business relations with family and friends is not an easy task.

3. Venture capital

Venture capital (VC) is private equity that specializes in investments in early-stage companies. Yet, VC is not

for everyone. In most cases, venture capitalists look for tech-driven startups that have strong growth potential.

Venture capitalists invest in the company in exchange for equity, which means that you will give up some ownership to an external party. This means that VC is usually the right choice for a business that has already passed the “seed stage” and are looking for series A or series B funding.

VC will boost your company’s growth. The advantage of VC firms is that they can fund multiple rounds for the same company, where an angel or other seed investor is not always capable of doing so.

4. Angel investors

Angels investors often come from two categories, business people or wealthy individuals that want to directly invest in others. Angel investments can help you get financing of between \$20,000 to \$1,000,000 in some cases.

When opting for this source of financing, you should realize that Angels offer what is even more valuable than money, experience. They can help you with networking, industry-specific knowledge

or even management knowledge. Thus, look for an Angel who comes from a background that would be useful for your business. You should keep in mind that Angels usually will have a call in the company’s management. This often means having a seat on the company’s board.

5. Crowdfunding

Crowdfunding is one of the most liberal ways for entrepreneurs to get funds. This is usually performed through online platforms, where you can pitch your business and offer investments opportunities for interested parties. The main concept is to get small amounts from a large number of investors which will cover your company’s needs.

Crowdfunding has several types, loans, pre-orders/donations and convertible loans. It depends on which stage your company is at.

6. Business incubators

Business incubators (or accelerators) are organizations that help startup businesses grow and succeed by providing free or low-cost workspace, mentorship, expertise, and access to finance.





They are mainly tech-oriented. The incubation stage of a company lasts between 6 months to two years. Afterwards, the startup leaves the incubator's premises to start its real journey on its own.

7. Government grants and subsidies

In many countries, government agencies provide some sources of financing in the form of grants or subsidies. Usually, they focus on the sectors that fit that government's strategic vision, which differs in each country. To get a grant you will have to go through a very competitive selection process, where you need to showcase your company's benefits, a detailed work plan with full costs, and your business model. This will be accessed by a committee that will decide if you are eligible or not.

Why Digital Marketing and Entrepreneurship Go Hand in Hand

By: Mohamed Samir

“

No one can deny the importance of digital marketing for businesses and organizations in this day and age. As entrepreneurship evolves it has become essential for startups and small businesses to familiarize themselves with the concepts of digital marketing if they want to succeed.

Digital marketing has become an essential pillar of entrepreneurs' projects as it plays a major role in brand awareness, sales, and partnerships.



According to a study published by the University of Gavle in Sweden, digital marketing can play a crucial role in the growth of start-up companies.

The study explained that: “Start-up companies can use digital marketing platforms to advertise their products effectively, efficiently and most of the platforms are free of cost. When it comes to the core attributes of business success, it is vital to strengthen relationships, trust and satisfaction with the



client. Digital marketing enables start-ups to promote two-way communication using the right content with their consumers and has a global reach.”

Unlike before, in this day and age, it is not enough to only build your local business with only dedication and management skills. Marketing, both traditional and digital is as important as your product.

Several entrepreneurs mistakenly believe that the quality of their products or services would be enough to attract their potential customers. It is not that simple.

As a startup, having a digital presence is essential, and in many cases, you will need to learn to become a marketer yourself. Every entrepreneur must decipher which platform to use to attract potential customers.

Learning best practices of digital marketing will allow you to do many things:

1. You will be able to connect with your customers online
2. Communicate & influence mobile consumers
3. Boost your return on investment (ROI)
4. Track consumer interactions
5. Improve your conversions

By definition, as an entrepreneur, your main task is to create a product or service that represent a solution to an existing problem and make it monetizable.

That's correct, however, you should not think that you don't need to know anything about digital marketing in order for your business to survive.

Here is a list of the most important digital marketing concept you need to be familiar with:



Start-up companies can use digital marketing platforms to advertise their products effectively, efficiently and most of the platforms are free of cost.

Social Media Marketing

Social Media has unlimited potential for entrepreneurs, it gives you the necessary tools to increase customer interaction, promote your products, and build brand loyalty.

You can leverage social media to distribute your content as well as use it as a channel for customer service and reviews.

The best thing about social media

marketing is its low cost, especially when compared to traditional marketing.

Email Marketing

Another efficient way is email marketing, as it gives you a chance to grow your list of potential customers. Email marketing gives you a channel to boost conversions through offering deals and promotions and giveaways to your customers.

Also, it allows your customer to stay up to date with your products or services.

Affiliate and influencer marketing

One of the top digital marketing trends nowadays is influencer and affiliate marketing. This is done through collaboration with an influencer to introduce your product or service to their audiences.

Influencers will help your reach on several social media outlets such as Twitter, Facebook, and of course



Instagram. They also can help you get traffic to your website by sharing it with their followers or linking to it on their blogs.

Also, they can directly boost your sales if they advocated for your products especially if it is in their niche.

Search Engine Optimization

Search Engine Optimization (SEO), is the process of optimizing your website so that it appears in the search results on Google and other search engines.

SEO will help you reach potential customers when they are looking for a product or a service, using the right keywords in your website.

Search Engine Marketing

Search Engine Marketing (SEM) is the process of getting paid traffic through search engines. You can utilize Google AdWords which is the best SEM tool currently in the market. Through SEM you place a pay-per-click (PPC) advertising that displays your message or product.

Data Analytics

Data analytics is an essential pillar of your digital marketing strategy, it allows you to understand your customers and measure your product's performance.

Accordingly, as an entrepreneur, you will be able to understand your position in a specific market and set your strategy accordingly.

Automation of business operations

Successful entrepreneurs use digital automation tools to help them with their digital marketing campaigns and their overall business. These tools include for example AI bot chats on social media platforms and on your website, which reduce the amount of work needed. It also makes you available 24/7 without having to endure a huge economic toll.



What is the hybrid investment?

By: Taha Sakr

“

Hybrid investment is defined as a form of investment that combines the advantages of equity and debt; This allows companies to protect themselves from risks in securities transactions.

So hybrid investment combines the advantages of stocks and debt, but its volatility is lower than stocks, and its risks are higher than debt, and in any case, it is a complex investment that can be risky.

It is possible to obtain a fixed or floating rate of return up to a specified date. However, there is no guarantee on the amount and timing of interest payments.

What is long-term financing?

Long-term financing can be defined as any financial instrument with a maturity of more than one year such as bank loans, bonds, some forms of debt financing, public and private equity instruments.

Shareholder/owner capital is the most common type of long-term financing for companies; It is that which is obtained through the distribution of ownership shares, based on the money that has been invested in the company or pumped into it.

But what we mean here is the shareholder capital; That is, money obtained through people who invest in the company and own some shares in it, is the most common source of long-term financing.

I am thinking of launching a deliv-

ery application. What advantages can it provide for me?

Delivery applications have become popular in recent years, but they have gained great importance during the period of home quarantine due to the Coronavirus; This made it at the forefront of profitable technology project ideas that can succeed, especially during the current period.

Your delivery application can be created based on modern technologies, however, the stage of studying the target consumer is one of the most important things to consider before launching the application, as well as thinking about how to compete in the large market that already knew many of these successful applications.

You can provide more features that the consumer is looking for and not finding in other applications.

You can rely on the two elements of social responsibility, competitive prices; both will never let you down to reach success.



SKILLS YOU NEED TO KNOW TO BE



AN INFLUENTIAL LEADER



By: Entrepreneurship Stuff



Leadership skills are not only needed by leaders or business owners but are skills required for anyone who wants to be heard around them and to be influential.

Whatever you are doing now in your life student, entrepreneur, officer, boss or teacher, you need leadership skills that fit your position, the larger your responsibilities and the circle of people you deal with, the more you need to master your leadership skills.

In this piece, we are trying to shed light on the most important leadership skills you need to become an influential and likable person.

Leadership Skills

1- Responsibility & Honor

There is no successful leader unless he holds himself accountable before he holds others accountable. If the company or organization fails, he is the first to say "I am wrong."

The leader does not attribute to himself an only success and the right decisions, but he attributes everything to himself,



and he bears all the consequences of the decisions of the team he works with because he is responsible for them.

You will not find any real leader who excludes himself from obligations, or gives himself more advantages than those around him, as He / She is like them and leads them by being an example to them.

2- Effective Communication

There is a saying “A great Leader Is A Great Communicator”, which means that a great leader is someone who knows how to communicate with others skillfully.

The leader knows when to speak up and when to be silent to listen to those around him and show them that he cares about them, knows how and when to tell someone on the team that he / she is wrong, and knows how to use words to praise someone who has done a good job.

3- Confidence

The successful leader moves with

confidence in the steps because he/ she trusts himself and his ability to make decisions, as he/she trusts those around him and gives them their space of freedom and creativity.

In the latest psychology studies, they found that people who are confident in themselves always have experience and knowledge of what they are doing, meaning that a large part of confidence comes from knowledge.

To speak in front of people or give orders to those around you and make decisions, you must be fully aware of what you are talking about, so you find the ignorant leader vacillating and hesitant and does not know what he/ she is talking about.

Therefore, make sure that you are well versed in your skill and that you are familiar with everything in the organization that you run.

4- Have a Clear Vision

A true leader knows very well what he wants and what he seeks, and this in itself is a source of inspiration for

those around him to follow him after they believed in this vision.

That is why you find that most of the employees who work in the best and largest companies in the world... work there mainly because they believed in the founder of the company and his vision for the future.

Vision is the main driver of any successful leader. It is the incentive that makes him wake up every day energetic to go to his work and get closer and closer to achieving his vision on the ground.

Always remember that the vision is not only for the person standing at the top of the pyramid, it is for the manager, the administrator, the student, and the supervisor, as long as you are responsible for a specific task or a group of people, you must have a specific purpose and a vision that you seek to achieve.

5- Good management and distribution of tasks

The leader knows how to take advan-

tage of all the resources and opportunities available to him, knows how to exploit each individual in the work team according to his capabilities and capabilities.

He knows how to read the data and analyze it to know the locations of the defects and defects to correct them, and also to know the areas of strength and excellence to enlarge them.

6- Fast Learner

Any successful leader learns to speed up. If you explain something to him/her or tell him about a new technology that has emerged, he will work on it until he masters it to use it in work and management.

The speed of learning comes from concentration and learning how to search for information from reliable sources and then apply it well. What is the benefit of learning anything new without exploiting it?!

7- Creativity and development

A true leader never stops looking at the future. He/she looks at the problems in front of him and how to overcome them. He/she looks at the resources in his hands and looks for how to develop them.

Additional skills:-

1- The ability to communicate with others

As we mentioned earlier, the skill of communicating with others effectively is one of the most important leadership skills that you must have, it is a skill that all companies and organizations require.

The question here is, "How do you master this skill?"

A study published by UCLA University in the United States of America, says:

"People, in general, depend on 3

factors in accepting the other person and evaluating the message he wants to deliver to them."

This evaluation was as follows:

- **The visual factor:** 55% of the other person's evaluation depends on his visual impact in conveying the information.

- **Auditory factor:** 38% of the other person's evaluation is based on the tone of their voice in different situations.

- **The verbal factor:** 7% of the other person's evaluation is based on the words and terms they use.

To win others and communicate with them, you must:

- Always use simple, clear, and easy-to-understand words for everyone around you.

- You should change the pitch of your





voice according to the nature of the event, but be careful not to speak when you are angry or if there is any personal circumstance that may affect you.

- When you talk to people, rely on communicating only one idea, and after you are sure that you explained it well, move on to the next idea.

- You always have to look people in the eyes as you talk to them so that you go from one person to another when you go from one point to another.

- Don't be afraid to use your hands to speak, but make sure that there is space between your hand and your shoulder to give the impression of being open to others.

- Make your facial expressions in harmony with your words; it is not correct to talk about something serious and decisive while laughing and smiling and vice versa.

- You always have to be honest. Your general appearance is a big factor, so make sure you wear appropriate clothes and pay attention to your hygiene and your smell.

- Do not underestimate these simple steps because body language has a magic factor in influencing others.

- Follow these steps constantly, and with the subject, you are talking about, you will be able to communicate your thoughts very easily.

This is the first half of being a good communicator. Remember, if you can have people's ears and attention, you can easily shape their awareness and influence.

As for the second half of the skill of communicating with others, it is about listening to them. To master this part, you must:

- When someone talks to you, make sure you always look at them.

- Do not interrupt someone who is talking to you.

- Hear more than you speak.

- Be the last person to speak after you hear the other person so you can respond better.

- Use your facial expressions and your hand in interaction with the other person to ensure that you hear and are affected by what they have to say.

- When someone talks to you and sees you paying attention and asking them questions about the topic they are talking about, He / She will feel that you care and respect him, and this makes him reciprocate with you the same interest and respect.

2- The skill of dealing with the evaluation of others (Feedback)

- This skill is part of the communication skills, here we talk about it separately because of its great importance,



to be a successful person in any field, you must be proficient in dealing with people's evaluation of you and your evaluation of them.

- When someone criticizes you, don't take the situation personally. Treat it like an athlete who listens to the coach's screams and criticism and takes it as a motivator to achieve better results.

- When you give an evaluation to anyone, be sure to be sensitive, give him the evaluation in private, make sure first that he is fine and in good health, and that there is no external factor affecting him.

- When you give any evaluation be specific and clear and do not generalize.

- Never nervously criticize any policy or law in public in front of everyone, control your feelings and follow the rules set out in the face of any problem.



When you do this, you will earn the respect of others, whether you are a boss or a subordinate, and you will be a role model for everyone around you, and everyone will turn to you in the event of any problem to help them solve it.

3- Taking the Initiative

This is one of the skills that show the true leader in any organization anywhere, the real leader is always proactive in solving problems and dealing with obstacles.

He is the one who takes action when he sees any mistake to remedy it, so be more courageous and be effective.

4- The skill of cooperating with others and distributing tasks.

To be a successful leader, you must cooperate with everyone around you, and this skill can only be acquired if

you communicate well with people, read their personalities, and identify their strengths.

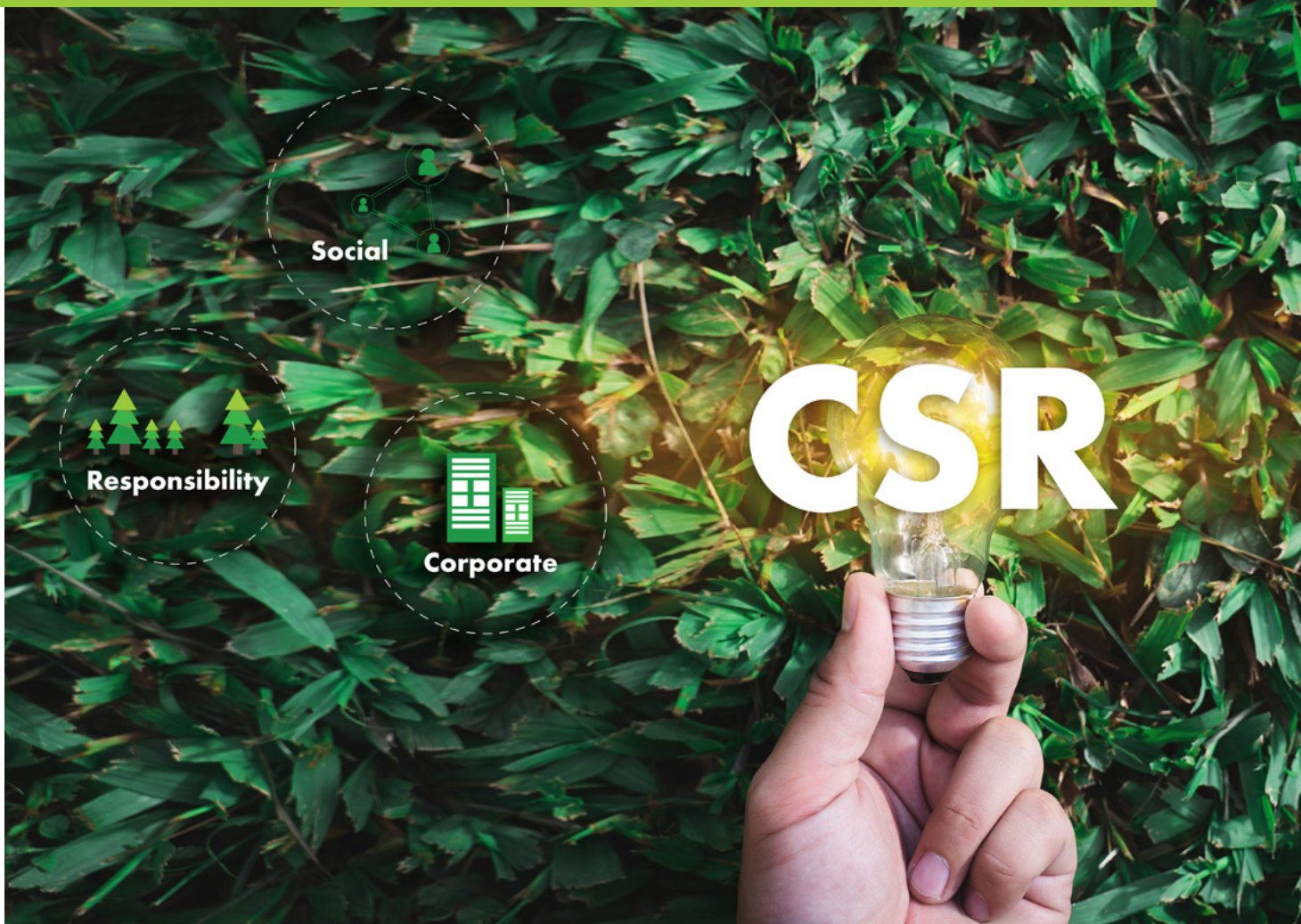
So that you depend on them at the right time and in the right way... and to do it right you have to be humble and clear.



People, in general, depend on 3 factors in accepting the other person and evaluating the message he wants to deliver to them.

IMPACTS OF GREEN MARKETING & CSR ON ORGANIZATIONAL GROWTH

By: Mohamed Samir





Both industry experts and end users agree with the need to adopt the green motor oil technology, which helps increase the customer base of companies in the KSA.

Nowadays, many organizations have to balance Corporate Social Responsibility (CSR), commitment to ethical and moral values with developing overall quality of the organization.



A recent study published on the 'International Journal of Entrepreneurship' explore the relationship between the adoption of CSR policies and the improvement of organizational performance. The study also tackles how the application of green marketing strategies in the lubricant sector in the Kingdom of Saudi Arabia (KSA) can maximize the profitability of the companies.

Furthermore, the paper analyzed the perception of lubricant industry experts and end users in KSA toward the new green lubricants concept.

The study also discusses the positive implications of green marketing strategies for the organization as the result of the implementation of CSR policies.

"Most organizations in different industries consider environmental preservation as an important goal. Green activities are implemented in the organization to ensure that all the processes, products, and manufacturing are based on the principle of environmental safety," the study explained.

It added that CSR means that the

company should not only depend on economic and legal factors to gain profit but should do more by considering social and ethical factors as well.

Accordingly, the organizational management style should be approaching profits while improving people's lives and sustaining the environment.

One of the important CSR tools is green marketing. Based on the definition of American Marketing Association, green marketing refers to the marketing of concepts or goods that are believed to be eco-friendly by modifying the promotion tactics to increase awareness of the new product.

Green marketing can be also defined as the promotion of ecological concept or meeting the demands of the present market without compromising the needs of future generations.

The study indicates that CSR has become a critical issue for today's organizations. It mainly aims to continue the commitment of the enterprise towards ethical and moral value in terms of economic development, while continuously improving the overall quality of the organization.

Accordingly, traditional enterprise approaches are emphasizing the economic aspects of the organization's activities, but it was found that these

also increase social and environmental issues.

CSR in KSA lubricant industry

The study reviews the implementation of CSR activities in the lubricants industry, explaining that it will bring more advantages and improve the reputation of business.

Moreover, the study indicated that CSR also increases employee engagement and customer satisfaction. Besides, it is expanding the business through consumer baseline while applying the organisational policies related to the social and environmental subjects.

In Saudi Arabia, many organizations have emphasized the structure of corporate strategic marketing based on different factors such as corporate resources and corporate culture.

Many organizations in the Saudi lubricant sector will implement green marketing strategies to improve their overall performance. They will introduce the revolutionary new green technology which can be applied for the first time in KSA.

Moreover, the lubricants industry utilized smart energy strategy to support the reduction of carbon emission. This strategy is the most suitable for organizations to handle the overall business



operations and functions. The expert knows about energy improvement while increasing opportunities and reducing the rate of carbon emissions. In this way, it becomes easier to measure energy efficiency such as selecting appropriate lubrication items that directly give positive impact on the environment.

The study data points to the innovative concept of green motor oil with eco-friendly advantage.

This creative idea helps in inspiring many customers to purchase the green motor oil. Therefore, the new concept is becoming popular in Saudi Arabia while gaining more profit margin regularly.

The feedback for the use of green technology products as part of green marketing strategies in the sale of lubricants shows that the KSA market has noticed very positive and supportive attitude.

Moreover, the study data shows that senior managers (with more than 16 years of experience in the field) thought CSR might initially cost finance in business but they also believed it will certainly lead to enhanced performance branding and public relations as well as increased profitability, with 85.7% of respondents agreeing.

The 15% are neutral and 2.70% disagree with the CSR strategy to contribute to organizational growth. Both industry experts and end users agree with the need to adopt the green motor oil technology, which helps increase the customer base of companies in the KSA. Furthermore, most of customers show interest in buying the green motor oil if it is available in the market with consideration of the price

The results show the positive attitude and encouraging consumer behavior toward the new motor oil, which has extraordinary benefits such as extra

mileage performance, saving petrol and ecological considerations.

The researchers examined the interactions of respondents and how the environmental and ethical practices are considered as commercial and business benefits.

The study concluded that CSR policies can play a crucial role in the organization's growth, and the green marketing strategy is also a vital tool in modern corporate planning and strategy. The findings proved that adopting a CSR strategy increases employee engagement and commitment. Moreover, CSR improves the image of the organization, enhances the confidence and adds a positive impact for the staff, suppliers, customers, and shareholders. Also, the company can gain more profits by promoting new technology in the oil and gas field. Therefore, the business can attract more investors and funding by investing in environmental projects.

رواد الأعمال

مجلة شهرية تصدر من الرياض، تهتم بريادة الأعمال
والمشروعات الصغيرة والمتوسطة، وتطوير العمل الحر،
وتعزيز دور رواد الأعمال، ورفع مستوى الوعي التقني،
والاقتصاد الرقمي والمعرفي.



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SAUDI ARABIA INVESTS \$1 BILLION IN ELECTRIC CARMAKER **LUCID MOTORS**

By: Taha Sakr



“

On December 17, 2018, the US company “Lucid Motors” announced the signing of an investment agreement with the Saudi Public Investment Fund, worth one billion dollars, to produce “Lucid Air” electric cars.

The company has planned to launch the car commercially as the first electric vehicle in 2020.

Lucid planned to use the funding to complete engineering development and vehicle testing, build a plant in Casa Grande, Arizona, begin a retail strategy for global distribution in North America, and bring Lucid Air into production.

After three years of continuous work on the production of the electric “Lucid Air” car, the “Lucid Motors” company for electric cars, supported by the Saudi Public Investment Fund, announced the launch of its first “Lucid Air” car in April 2021, to be the first car

launched by the electric car company depending on Saudi investment.

“The convergence of new technologies is reshaping what the electric Lucid Air is, to unlock the full potential of electric vehicles; to move the industry forward,” says Peter Rawlinson Lucid.

Lucid and the Saudi Public Investment Fund agreed to establish a global luxury electric car company in Silicon Valley, with global engineering talents.

The company works with the Saudi Public Investment Fund to implement an effective strategy that would enable the company to introduce its electric cars to the market, in light of the rapid changes in the global auto market.

The Saudi Public Investment Fund confirmed in media statements that investing in the electric car sector, which is witnessing wide and rapid growth, is an added value to the fund's investment portfolio, which aims to achieve long-term growing returns by supporting innovation and technological development.

The fund's international investment strategy also aims to enhance its performance as an active contributor to the international economy, an investor in future industries, and a preferred partner for international investment opportunities.

Price & Design

The Lucid Air is expected to set new standards for electric cars, especially if we talk about luxury and performance with a range of 500 miles or more.

The price of the car starts from \$60,000 (225,000 riyals), but the price of modified models may exceed \$100,000. The interior design is characterized by wooden additions, leather seats, in addition to the fact that the rear seats are inspired by aircraft seats.

The car uses innovative technologies; among them: futuristic headlights that use so-called 'taper lenses' and sensors for autonomous driving.

The company announced that it plans to produce several models of luxury electric cars, including:
The Air Car

Lucid electric sedan, designed by Peter Rawlinson; CEO, Chief Vehicle Engineer, formerly Tesla's Chief Vehicle Engineer; He is the one who designed the Tesla Model S.

The car has a 480-horsepower rear engine with a range of 406 miles on a single charge, and the ability to add 300 miles; via fast charging (900 volts) in 20 minutes.

Different Editions

Air Touring Car



The Air Touring has two engines: one at the front, one at the rear, with 620 horsepower (like the Porsche Panamera Turbo S) and a range of 406 miles.

Air Grand Touring Car

This car comes with two engines: one at the front and one at the rear, producing 800 horsepower. The range increases to 517 miles while maintaining the 19-inch wheels.

Air Dream Car

The Dream Edition features an electric motor on each axle that takes power to 1080 horsepower. With 21-inch wheels, Lucid announced that the Air Dream Edition could travel 503 miles on a single charge, while it would have a driving range of 465 miles with 19-inch AeroRange wheels; This indicates that the Dream Edition electric car's battery can produce more power than the Bugatti Veyron.

Lucid confirmed that the Dream Edition goes from 0-60 mph in 2.5 seconds and has a top speed of 144 mph; What makes it better than a car like the 2015 McLaren P.

Manufacturing in Saudi Arabia

The company currently relies on manufacturing in its main factory in Arizona, USA, but Lucid Motors also plans to transfer its car manufacturing operations to Saudi Arabia in the future.

In a new restructuring of its board of directors, "Lucid" announced the appointment of Turki Al-Nuwaisr; Deputy Governor and Head of International Investments, representing the Public Investment Fund of Saudi Arabia on its board of directors, which includes people with experience across various auto and technology companies, who are:

Lucid Board of Directors

Peter Rawlinson; CEO and CTO of Lucid Group.

Andrew Liveris; Chairman and former CEO of The Dow Chemical Company.

Turki Al-Nowaisr; Deputy Governor and Head of the International Investments Department at the Public



Tony Posawatz



Frank Lindenberg



Andrew Liveris



Nichelle Maynard-Elliott



Nancy Gioia



Glenn R. August



Turki Alnowaiser



Janet S. Wong

Investment Fund of the Kingdom of Saudi Arabia.

Glenn R. August; Founder and CEO of Oak Hill Advisors.

Nancy Gioia; CEO of Blue Current Inc.

Frank Lindenberg; Former Finance Director of Mercedes-Benz Cars and Mercedes-Benz AG.

Nichelle Maynard-Elliott; Director of Element Solutions, Inc.

Tony Bosowitz; President and CEO of Invictus Icar.

Janet S Wong; Partner (retired) at KPMG LLP.

For the second time, reality proves the success of Saudi Arabia's entry into the field of electric cars.

The main sovereign wealth fund in the Kingdom enjoyed book gains of more than 30 times its investment in Lucid Motors; The value of his stake is set to rise as part of a deal to offer the company to the public,

while the Public Investment Fund's investment in Lucid is a confirmation of its successful bets in the electric car industry.

Following the acquisition of the company by Churchill Capital, the Saudi Public Investment Fund will own a 62% stake in Lucid; The value of the holding is estimated at approximately \$32 billion, based on the current Churchill Capital share price on the London Stock Exchange.

The deal represents the jackpot for the Saudi Public Investment Fund, which invested \$1 billion in Lucid in 2018 and is expected to provide an additional \$600 million in financing for the company before the merger deal is completed.

The Public Investment Fund had recently shifted investment priorities by building stakes in companies such as Uber and Jio Platforms, which specialize in digital services; this raised the fund's returns on investment from about 3% between 2014 and 2016 to 8% from 2018 to 2020, according to the Public Investment Fund's website.

The assets of the Public Investment Fund have more than doubled in the last five years since His Royal Highness Crown Prince Mohammed bin Salman took over the position of Chairman of the Board of Directors.

The Saudi Public Investment Fund seeks to be one of the largest and most influential sovereign funds in the world; this helps create new sectors and opportunities that will shape the global economy, and drive the economic transformation of the Kingdom of Saudi Arabia.

To achieve this, the Public Investment Fund builds a diversified global portfolio through attractive investments and long-term opportunities through sectors and assets at the local and international levels.

The Public Investment Fund acts as the main investment arm of the Kingdom to provide a strategy focused on achieving attractive financial returns and long-term value for the Kingdom, in line with Vision 2030; by cooperating with global strategic partners and renowned investment managers.

5 WAYS TO CREATE A WORK ENVIRONMENT THAT HELPS INCREASE PRODUCTIVITY



By: Entrepreneurship Stuff

“

People leave their jobs for many reasons, but most leave because their work environment is not inspiring, or it may be completely destructive, so a good work environment is one of the most important factors for the success of companies, as it helps employees to do their best.

One of the most important things you can do as a leader to improve employee satisfaction and enhance their productivity is to create a work environment that respects and appreciates them.





Numerous companies focus on pay and benefits to employees without asking if they have created a work environment that employees are happy to return to day after day.

Here are 5 ways to help you create a strong work environment that helps employees increase productivity:

Providing Learning Opportunities:

To keep your employees motivated, offer them opportunities to constantly learn new things, or hone their existing skills by adding a variety and quality of training programs.

These programs can include team building, management development, and technical training. You can schedule these training programs at regular intervals.

No doubt providing employees with a

variety of skills enhances their participation and can reduce the chances of them leaving.

Moreover, keeping employees up to date with new technologies will help them keep pace with developments.

Cross-training and developing the skills of your employees are also beneficial to your business, as employees will be able to perform different roles.

This will help to avoid productivity gaps that occur if an employee leaves the company.

Maintaining Instant communication with the team:

Communication is a key element to achieve better understanding to your employees' goals and is vital in any constructive working relationship. Not only is it important for your employees to realize what you want them to achieve, but it is also important for you to be aware of what they expect of you.

Sharing company goals is a key part of the communication process, so let the team know your goals, as well as the reasons why they are doing different work tasks, and this will establish the meaning of teamwork for them.

Appreciating Hard Work & New Ideas:

Your employees work hard to accomplish the tasks assigned to them, this hard work deserves recognition and respect. This, in turn, will inspire other employees to make a similar effort.

Recognizing that each member of the team has a different skill than the other is critical to understanding the value of your team.

Make sure to tell them that without them it would be different, that each member is important in their role, and that their mission is just as important as that of any other member.

Also, encourage your employees to share new ideas, as a work culture that





recognizes the influence of everyone is best suited to keeping employees motivated.

Motivation:

If the goal is to increase productivity, the simple solution is to provide employees with an incentive to produce good work. These incentives can be in any form employers choose, including financial rewards, salary increases, promotions, or just letters of thanks for employees, you can also try a few different initiatives to keep employees motivated.

Create an Attractive Workplace:

Some studies show that productivity

increases significantly in a welcoming and attractive workplace.

Colors like: blue, green, and yellow can improve focus and increase creativity. You should also provide your employees with basic office supplies and equipment and allow them to customize and make their workspace their own.

As the manager, you are responsible for defining the work environment for your employees, ensuring that it is comfortable and encourages creativity; A positive work environment will benefit your business for years to come.



To keep your employees motivated, offer them opportunities to constantly learn new things, or hone their existing skills by adding a variety and quality of training programs.

SIMPLE WAYS TO MAXIMIZE YOUR **PRODUCTIVITY**

By: Mohamed Samir



“

Productivity, like many other things in life, is impacted by one's habits, through adopting the right ones you will be able to maximize your productivity.

It doesn't matter if you are the CEO, a team member, or a freelancer, simple habits that you can pick and do will make you more productive. Productivity is not just about working hard but also working smart.

T

his became more important as the pandemic came, especially if you are working from home.

Here is a list of simple ways to maximize your productivity:

1-Take scheduled breaks:

Taking short and scheduled breaks help you stay focused, improves your concentration and memory. Continuously working for hours without taking breaks causes stress and fatigue and greatly reduces your efficiency and productivity.

2-Put a to-do list:

Having a to-do list to map out your daily tasks is a great way to boost your productivity. This allows you to set your priorities and manage your work more efficiently. However, you should always avoid putting too many items on the list, as this will only make you feel overwhelmed.

3-Start with the most difficult task

Start your day with the most crucial and difficult task that you have. This method is called "Eat the Frog" it was devised by Brian Tracy, an American-Canadian author and speaker, who wrote the book 'Eat That Frog! 21 Great Ways to Stop Procrastinating and Get More Done in Less Time'.

In his book, Tracy recommends that you should start the day with the most important task you are dreading. By doing this, you will feel relieved and the other tasks will seem simpler.

By picking this habit you will learn to discipline yourself to begin immediately and then to persist until the task is complete; adds the motivational speaker.

4- Avoid multitasking

Contrary to the popular belief, multitasking is counterproductive according

to studies. Moving through several tasks reduces your concentration and working memory. By focusing on a single task at a time you will be more productive and focused.

5- Divide your tasks into mini ones

Breaking your tasks down into smaller ones will help you to become more productive. Because after finishing every small task and crossing them off your to-do list you will feel that you are making progress towards your end goals. Don't try to do everything at once, it is more productive and easier to go through it step-by-step.

6- Do the easy pending tasks

Renowned Author David Allen wrote in his book 'Getting Things Done': "If an action will take less than two minutes, it should be done at the moment it's defined."

The concept is that if a task can be completed in two minutes do not procrastinate, this will help you boost your productivity and accomplish more tasks.

7- Visualize what productivity means to you

Visualize the thoughts and feelings you associate with being productive, and try to follow them.

8- Utilize your commute

You should utilize your commute and make use of this time spent beneficially. You can do that through reading a book, listening to podcasts, checking your e-mails, etc.

9- Try to realize what is holding you back

Realizing and understanding your feelings will help you figure out why you feel distracted or overwhelmed. Getting to the bottom of this will help you tackle the main issues at hand and in turn making you more productive.

10- Organization is key

Clutter and mess harm productivity.

According to several studies, messy desks have a negative impact on your concentration and lowers your information processing time. De-cluttering will help improve your efficiency, concentration and productivity.

11- Avoid Distractions

In this digital age, distractions surround each one of us 24/7. Many precious hours are wasted on browsing social media for non-work related activities. Constantly checking your social media reduces your concentration and severely impact productivity. The best course of action is to set a certain time to check your social media accounts or browse the Internet.

12- Reward yourself

Reward yourself for every completed task. This can be as simple as having a small break, treating yourself with a cup of juice. That will help be more motivated and productive as you look forward to your reward.

13- Constantly keep track of your productivity

Keeping track of your daily activities will help you analyze and understand how to improve your productivity. When you have the data you will be able to understand and find what makes you more or less productive throughout the day. Accordingly, you will set your strategy for the future.

14- Get enough sleep

Sleep deprivation diminishes concentration and in turn your productivity and efficiency. Getting enough sleep elevates mood, improves creativity, and reduces stress. It also sharpens your focus and enhances your ability to accurately make split-second decisions.

15- Take care of your health

Having a healthy lifestyle is directly related to productivity. Eating nutrient-rich food, avoiding junk food, and working out improve your concentration.



REMOTE-WORK EXPERIMENT DUE TO THE PANDEMIC: HOW TO ADAPT?

By: Taha Sakr

“

If you are working remotely due to the COVID-19 pandemic, it may feel like work is taking up all your time. Through this piece, you will learn how to separate your work and personal time, as well as how to avoid professional isolation.

As a result of the COVID-19 pandemic, many people were forced to work from home for the first time. While there are several benefits to working remotely, it also poses special challenges. Consider the following tips for maintaining work-life balance and for avoiding professional isolation.





The pros and cons of remote-work experiment

Before the pandemic, research indicated that remote work could increase employee job satisfaction, enhance their commitment to the organization, and even slightly improve their performance. Telecommuting can also reduce work-related stress and tension, possibly due to a reduced need for transportation or more flexible hours.

Other benefits include lower transportation costs and more freedom to work independently.

However, there have always been downsides to working remotely, including social and professional isolation, reduced opportunities to share information, and difficulty separating work and personal time.

The lack of physical separation between the occupational and family domains can lead to the intrusion of family obligations into work duties, or the impact of work duties on family time.

This can result in employees continuing to work after office hours to demonstrate their dedication to work, leading to burnout. The ability to constantly

connect to electronic work systems can also result in employees feeling like their work hours are endless, or unable to take a break from thinking about work at the end of the day.

New challenges associated with remote work may emerge as a result of the pandemic.

People who are not accustomed to working from home may not be accustomed to being isolated from their colleagues; they may not have an office at home or suitable home space to do work. With other family members at home as well, including children or a husband or wife, it can be very difficult to avoid distractions and interruptions.

In their quest for privacy, employees may find themselves in an awkward situation and have to conduct meetings from the bedroom or kitchen. It's not always easy to set up virtual meeting technologies to work properly. These challenges can cause anxiety, stress, and frustration.

How to avoid occupational isolation while working remotely?

For working from home, the biggest challenge may be the lack of an element

of personal interaction with colleagues. When working remotely, employees cannot see their managers, staff, or colleagues in the corridors of the organization or in the cafeteria, for example.

As a result, regular communication via email, phone calls, and virtual meetings has become crucial. To compensate for the lack of social aspect as a result of working remotely, for example, you can set aside a specific time at the beginning of meetings to allow colleagues to interact with each other.

One idea that managers can consider is to set aside a regular five-minute time to check on each employee, even if there is no urgent matter at work to discuss.

For employees, consider scheduling virtual meetings for lunch and coffee, to pursue joint projects, and to maintain your relationships with them. Online communication platforms can also help keep you in touch with your colleagues throughout the day.

Remote Work's Effect on Life Balance.

The key to work-life balance for those who work remotely is the ability to set

boundaries between your work and your personal commitments. How to get started?

Establish a consistent routine.

Create habits that help you mark the beginning and end of your workday. For example, make your bed and get dressed every morning as if you were going to the office.

When you finish working each day, change your clothes, drive your car or walk outside — mimicking your routine when you come back from work — or engage in activities with your children. You may also benefit if you start and finish your work around the same time each day.

Take care of yourself by eating healthy and exercising. By becoming accustomed to resisting various temptations, you will develop a resolve you can count on when you need discipline in separating your work and personal life.

Talk to your manager.

Discuss with your manager what they expect of you about working time and the obstacles you might encounter at home. Ask your manager when you

can stop checking work email or stop responding to work requests. Or, agree with the manager on an alternate, flexible schedule that allows you to spend time caring for your children during the day while making up for working hours at other times.

Talk to Your Family.

If you work from home and your family is in the same house as you, try to agree with them about not interrupting you. If your kids are young, you'll likely need to remind them regularly when you're busy and can't play with them, as well as come up with fun activities that keep them occupied.

If there is more than one person able to take care of them at home, you can take turns taking care of the children. You can also remind family and friends of times when you can or can't talk on the phone or text.

Think Before You Send Email.

When working from home, your use of email or work text messages may increase as they become the main means of communicating with colleagues. Reduce the burden on your colleagues by making it clear whether the request you

sent them was urgent or important.

If you are in a leadership position at work, think about how your employees' ability to relax and enjoy their personal time will be affected if you emailed late at night.

Set Your Business Priorities.

Focus on the most important work to be done. Working without a break is not good for you or your family.

Working from home requires patience, creativity, and perseverance. Keep experimenting to find the best coping techniques during this uncertain period.



The key to work-life balance for those who work remotely is the ability to set boundaries between your work and your personal commitments.



Kingdom's ambitious entrepreneurs led to high supply and demand for franchising:

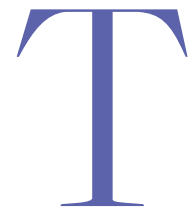
EMAN HADDON, MARKETING SPECIALIST AT FRANCHISEME

Interview by: **Samih Gamal**



The Saudi market needs some time to fully respond to the franchise system.

FranchiseME is one of the companies specialized in providing franchising consultancy, at a time when the Saudi market is crowded with many brands that have turned into local franchises, in addition to foreign franchises.



The franchising sector is greatly desired by Saudis after the state provided the necessary support and care for the success of projects. In this dialogue with Ms. Eman Haddon, we review the position of franchising in Saudi Arabia:

Your company boasts an accumulated experience of your team, how do you present it to the transformation in Saudi Arabia?

FranchiseME enjoys accumulated and multiple experiences in various sectors, due to the expansion of franchising. It serves many fields such as the food

sector, medical sector, banking and many others.

The Kingdom of Saudi Arabia has been characterized by successful brands, and ambitious entrepreneurs, who have the desire and passion to invest and raise the level of the economy at the personal and international levels. This has led to a high supply and demand for franchising in the Kingdom. Accordingly, FranchiseME aims to attract commercial brands to Saudi Arabia to support and contribute to raising the level of the commercial franchise in the Kingdom. We aim to achieve these goals by qualifying franchise brands; building systems and strategies; training franchisees to increase the chances of success; limit the mistakes resulting from the lack of experience and knowledge in this broad field.

Can you elaborate on the consultancy services that the company provides for franchising in the Kingdom and the Gulf?

FranchiseME provides many services, divided mainly into two pillars: Services provided to the franchisor, and services provided to the franchisee.

The franchisor is the brand that aims to expand. In this case, we provide multiple solutions and consultations to build its franchise system, through a feasibility study, building appropriate



strategies, building the legal structure of the company or activity, and then contributing to the marketing of these companies for expansion through regional and local franchising.

Also, we provide complete solutions, such as training, qualification, follow-up and development, and a lot of different services in this field, which vary according to the brand.

As for the services that the franchisee may request, we provide training, assistance in attracting the brands that he wants to invest in, in addition to mediation solutions between the two parties. These include studying local or regional brands, in addition to trademark contracts and ensuring their eligibility for commercial franchise and entry into the Kingdom of Saudi Arabia. The franchisee is assisted and supported to choose the most appropriate brand based on his desires and requirements of the Saudi market.

In your view, what does the Saudi



commercial franchising market lack?

The commercial franchise system was issued nearly two years ago, it was the missing link in the Saudi market, and the Saudi market may need a short time to fully respond to this system. We will see the benefit significantly in the coming years, and this impact will be reflected in the future, as regulations and laws usually work to organize work and preserve the rights of all parties involved. These are the main pillars buildings block for the success of any commercial sector.

What are the most prominent companies and entities that have benefited from your services?

FranchiseME contracted with various parties across several sectors. The services and consultations provided differed according to the entity, and we will mention some of them, for example, but not limited to, including government agencies such as Monsha'at, the Ministry of Health, Princess Nourah bint Abdulrahman University. We also provided services to the food and beverage sector such as McDonald's, Dose Café, Chopped,

Sugar Sprinkles, Catch of the Day. Nevertheless, we provided services to other sectors such as the automotive sector, education, health sector, and retail sector, including Richy, Saudi Skills, Jawad, Jazeera Paints and many other brands.

Franchise contracts in Saudi Arabia attract many investors, what are your advice to them?

In light of expansion and the increase in the investment desires of the Saudi society, I advise investors to study the available opportunities and contracts accurately before starting a project. If the investor has sufficient experience in studying contracts he can personally do this, or he can use consultants with experience, and knowledge. The investment is a long journey, and a commitment in money, time and effort, it is necessary to invest these resources in the right place and project.

What are the main challenges facing franchisees of foreign brands?

There are many successful brands and examples, however, we should not lose sight of the general problems that

some overseas brand investors may face due to the lack of sufficient experience, or the lack of market knowledge. Some brands might be successful in their home country, yet they fail to succeed in other markets.

This can be due to incompatibility with the culture of society, and the difference in some policies and laws in the countries, or they may sometimes be below the required level. Additionally, they might also face difficulties in training and follow-up by the parent company due to the remoteness of the two countries.

The financing of local franchises finds wide support from the state, how do you evaluate the results?

In the eyes of many, the results are still largely unsatisfactory, due to some of the conditions required to obtain financing, in addition to the long procedures that take time to start the financing process, based on several experiences through previous clients. However, we recognize the Kingdom's continuous efforts to develop services introduction and facilitation, to support the commercial franchise in the Saudi market.

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