



IN CONVERSATION WITH

Junaid Jamshed

BY SADAF ALWANI

Jazaa is a food company with an aim to benefit the consumer. It's an international as well as local brand, the name of the company and the brand we have specified to this, is according to the Global level, likewise Jazaa is really easy to pronounce, anybody can articulate this term easily. We have chosen really different segment because we realized that we could come up with something that will be beneficial for many people.

How did you come up with the idea of Jazaa?
 During my travels around the world, I came to know that the rice cultivated in Pakistan is being exported, and then sold in the wholesale market after value-addition by other companies. This way Pakistan loses the chance to brand its locally produced rice, while the countries that import it and sell it as their own brand. Fortunately, I had the opportunity to sit down with the marketing head of a noted conglomerate, and I discussed the prospects of setting up rice exporting venture. I was told that we could do so but since there would be issues on quality control because Pakistan rice exporters/processors do not give the top priority in quality measures to meet the international standards which are imperative in consumer brand, it would be better to export it like many local companies do. So, when I came back to Pakistan, I discussed this idea with my food business partners and we decided to enter in the market with the brand entailing the compliances which are essential as per local authorities in U.K, Europe & North America. That is how Jazaa foods came into being.

What is the meaning of Jazaa?
 Jazaa means "worthy change of anything" - primarily, the good

change of anything or in anything is known as Jazaa.

What is Jazaa for you?
 In simple words, Jazaa is all about business ethics for me, being of the Muslim faith; we have some rules and regulations for doing business. And I have learnt that several countries are applying the Islamic code of business instead of us which is strange, and accordingly they are doing profitable business. A leading example is Wal-Mart - the reason behind their accomplishment is customer service, or say business ethics. So, in a way, Jazaa is totally about business ethics.

You have ventured into clothing,

rice, because that's the primary element. My brand Junaid Jamshed is always known for quality and for that reason sometimes people used to ask that why were my clothes so expensive, but I know that what kind of material we are buying. The answer mainly lies in the fact that people are buying and wearing my clothes, and there is one particular reason for that, and that's the quality we offer.

How many varieties of rice does Jazaa offer?
 We have classified rice into five categories: Elite Steam Rice, Premium Basmati Rice, SelaGold Rice, Basmati Rice and Economy Rice. Each of these has diverse taste. In the west, the

bit but we haven't planned yet, so let's hope for the best.

Do you have a plan to diversify the Jazaa portfolio?
 Yes, definitely, but first we want to register this product in the minds of consumers. Once we have achieved a certain target, we will announce other products.

Do you have a message for aspiring entrepreneurs?
 The two important elements to achieve success are sincerity and hard work. The simplest thing is to lose focus, so be attentive. Avoid asking too many queries. A great leader or achiever is also a good listener and

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fragrance, and cosmetics lines but Jazaa is a different category altogether. What are your expectations from Jazaa?

I expect the same outcome from Jazaa, as we have had from our other businesses as we are following the same directions. Same rule will be implemented while ensuring customer service is not being compromised come what may.

To be specific, initially we struggled a lot in launching our clothing venture, but we learnt from it and expect fewer struggles from Jazaa. No doubt struggle is a part and parcel in setting up any business. With respect to Jazaa, our key objective is to maintain the quality of

consumer has a different psyche and an informed buying pattern. If you give them two possibilities: economic and luxurious - for any given product, they will pick luxurious, if it is worth spending. To be precise, we want to make our product worth spending money on.

Do you enjoy cooking?
 I have no idea how to cook at all. I enjoy eating different cuisines including Japanese, Arab, Turkish and Thai - all of which are my favorites. I like all these specialized cuisines with their proper elements.

Can we expect more products by the name of Junaid Jamshed?
 May be we will diversify our portfolio a

this really helps to figure out solution in the shortest amount of time. Also an entrepreneur should stay away from politics, because it doesn't help you accomplish anything. Remember that hard work always pays off no matter what.

In which cities, this brand is available in Pakistan?
 Currently we are available in Karachi, Lahore, Faisalabad and Peshawar. Soon will be available in Islamabad, Rawalpindi and Hyderabad.

Where is this brand available in international markets?
 At present, we are available in Hong Kong and soon will be available in all other countries.