



TAKING PASSION FORWARD

An Exclusive Interview with
ALI JABBAR
 CEO and Director, Jazaa Foods (Pvt.) Ltd.
 talks about the rise of his latest venture
 and contributes its success to the
 legendary Shaheed Junaid Jamshed.

By: Fahad Siddiqui

YOUNG AND DYNAMIC COMMERCE GRADUATE FROM GOVT. COMMERCE COLLEGE KARACHI, ALI JABBAR BELONGS TO AN OLD BANTVA MEMON BUSINESS FAMILY. HE HAS BEEN ENGAGED IN RICE AND COMMODITY BUSINESS SINCE 2000. A PRO-ACTIVE AND ENTHUSIASTIC PERSONALITY WITH HIS EXTENSIVE EXPERIENCE AND KNOWLEDGE, HIS INSPIRATION TOWARDS JAZAA FOODS TEAM IS TO EMBRACE NEW PRODUCT DEVELOPMENT, DISCOVER UPCOMING MARKETING TRENDS AND INVEST IN HUMAN RESOURCE DEVELOPMENT. HE TALKS TO CORPORATE GEMS ABOUT JAZAA FOOD'S SUCCESS.

CG: First of all, please tell us about your professional and educational background.

AJ: Since my childhood, I have been always and still being very passionate about having my name in the business community and to have multiple businesses to my credit. So, it all started back in 1999 when I did my first job which was a part time after school when I was only in grade 9 and after completing my matriculation I got introduced in the field of rice, wheat and corn. Since then I have been focusing on grains business and it has been 17 years now since I have been associated with this area. I started off with a small job and moved to trading business and now it is all about

running a brand, which is totally different from trading. As for my educational background I'm a commerce graduate and left my MBA in between due to the busy schedule which I regret the most. But what I am thankful for is the experience I have had in such a small span of life and still there is a long way to go.

CG: How did Jazaa Foods came into being

and what made you to launch it?

AJ: I got my career boost in 2008, after doing Hajj with late Junaid Jamshed in 2010 and 2012 that has changed my way of doing business on a positive note. I was running a business then when I met Junaid Jamshed in mid-2015 who suggested to me the idea of making a brand that makes Pakistani products stand out and help make Pakistani products' image stable and good in the global market. I trusted his vision and that's how we launched Jazaa Foods. The basic concept of Jazaa is to benefit the customer. Jazaa as a word means "blessing" and our aim is to provide products that are true to the meaning of Jazaa.

CG: What was the connection between Shaheed Junaid Jamshed and Jazaa Foods?

AJ: Jazaa Foods was his idea and I give all the credit to him. He was keen to showcase the best of Pakistan to the world. He knew that Pakistan produces great varieties of rice. So, we took the initiative to build a brand that will be known for its quality and will have proud Pakistani products. Benefiting others was his way and staying true was his teaching, which Jazaa Foods firmly believes in and will continue to work under this vision. Not only this but all the partners and late Junaid Jamshed himself agreed that in future certain percentage from the profit will be for charity and for the team that works day and night to make it successful.

Also I am very glad that his son Taimur Junaid Jamshed is working hard to maintain the standard that his father had set for Jazaa Foods.

CG: At present, in how many countries you are exporting rice from Pakistan?

AJ: At present Jazaa Rice has reached various global shores in countries including USA, West Indies, Hong Kong, Kingdom of Saudi Arabia, Australia. Inshallah, we will continue to expand.

CG: What are other products that you are exporting currently, apart from rice?

AJ: Apart from Rice we are exporting Fried Onion, Ginger paste, Garlic paste, and Ginger Garlic paste that are perfect partner for any traditional

dish. Apart from these products spices, salt and many more products will be launched soon. We aim to make Jazaa Foods a world class food company and InshaAllah we will achieve it.

CG: Tell us about the products that you are dealing with at the moment.

AJ: Currently we are dealing with variety of Rice, Fried onions, Ginger paste, Garlic paste, and Ginger Garlic Paste. The company is working under international standards. We are ISO, HACCP, HALAL, and FDA certified. Our products meet international safety and hygiene standards when exporting or even while catering for the local market.

CG: Are you satisfied with the facilities and benefits government are providing to exporter?

AJ: Pakistan is struggling in almost every sector. The Government's attention towards export facilities is required as export business plays a vital role in establishing economy. I firmly believe things will work out in future.

CG: How do you see Jazaa Foods's market position after five years?

AJ: We aim to build our customer base by offering products across different categories and this will in turn create a presence of our brand across multiple product categories and solidify our market position as a premium global foods company that bring traditional and ethnic food products right to your doorstep. I am pretty confident that Jazaa Foods will be in every part of the world. Catering to and satisfying consumer needs and putting people as our priority is the main aim for Jazaa Foods and we will continue with this legacy and vision. I was told by Shaheed Junaid Jamshed and Imran Khan told this to him that sincerity and hard work is the key that takes people and companies miles ahead.

CG: Are your products easily available in Pakistani market too?

AJ: Yes; we are easily available in Karachi, Lahore, Islamabad, Quetta, Faisalabad, and Rahim Yar Khan. We also offer nationwide home delivery through our online partners. Using our website, our customers can get their favorite variants delivered right to their doorstep. On the purchase of Rs.1000 we provide free delivery across Pakistan. Our online presence and home delivery feature has made it extremely easy for us as a company to generate trial and build customer base through constant social media presence and incentives.

"In business you have to work really hard, but most importantly you need to be passionate about it." - Ali Jabbar

