



# MBM



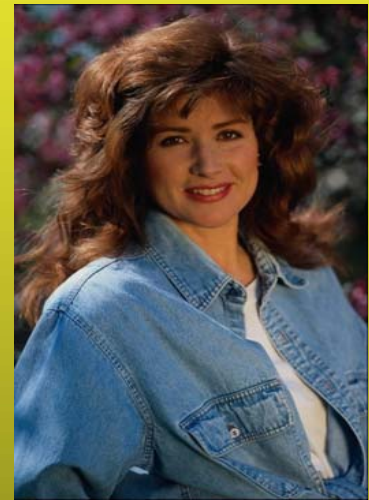
مریم رنجپور

مهیار سالک

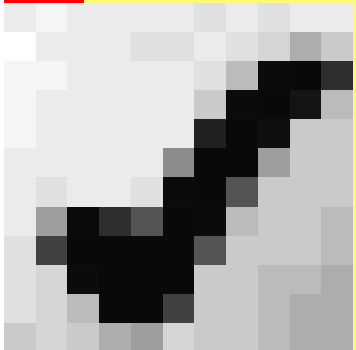
فاطمه قیومی

سمیه موسی زاده





يونس ژائله



# Background

- A mediocre populated family
- Accomplishment in the school
- Never to neglect opportunities to earn money
  - Leaving the college
- 28 months of service in the front line of Iran-Iraq war.
- He says his motivation was his tendency to be free!

# First serious job

Establishment of a small limited company

- His Creativities and innovations in his first serious experience.
- He faced failure!

He is now the manager of



*Shirin Asal*  
شیرین عسل



**SHIRIN ASAL**  
**FOOD IND. GROUP**



# The launch of Shirin Asal

- Only 10 million Tomans initial investment
- The size of factory and facilities
- After six months the whole investment returns!
- He develops the factory after 1 year.



# And now

50% of total nutritional exports

Ranked 60<sup>th</sup> in the whole world

His goal is to position his company in top 10s all over the world.





# Characteristics and beliefs

Sense of patriotism

I am ABLE to make it.

- تا توانی دلی به دست آور  
.....

Honesty is the best policy



# Being generalist

- Manager
- Technician
- Market man





*Have you ever  
risked?*

- Daily challenge
- Cocoa!





Some interesting answers:

What was more important in your success?

Luck or Creativity or **never to give up?**

What will you do with a skillful employee, who has made a big mistake?

- Forgive!
- Fire!!

# Island!



# Young Entrepreneur

He always feels to be in a economic competition.

He always express his opinions on new products.

