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GET BUSY

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**HOW JACK CHASED
HIS DREAM**

**FROM DJ TO
BUSINESS ?**

An exclusive interview that changed
how we look in the world.

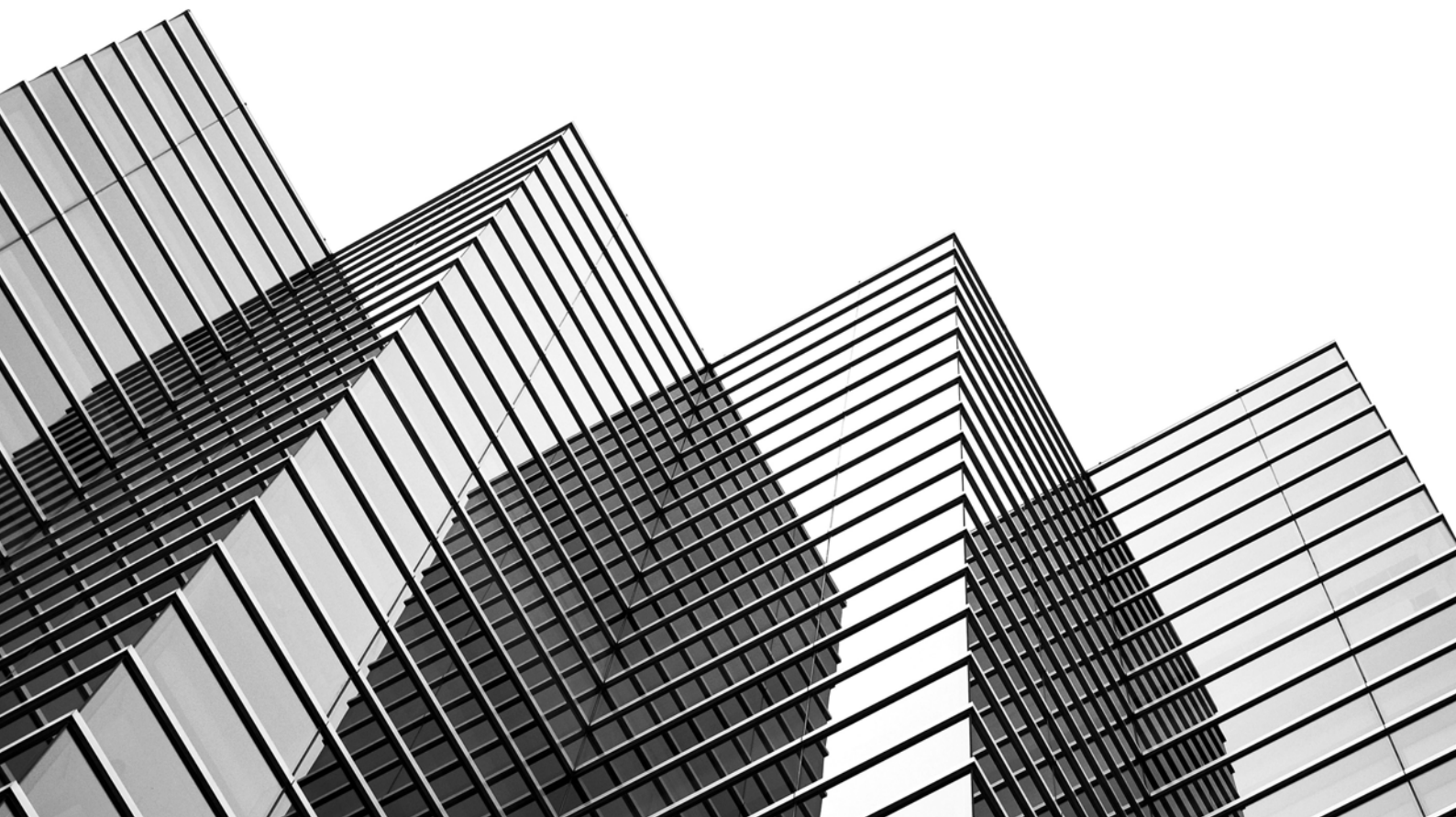
**ARE YOU READY TO
EXPAND YOUR
BUSINESS INTO
ANOTHER COUNTRY?**

PHOTOGRAPHED BY IAN CASTANEDA

How Jack chased his dream

Once upon a time there was a smart kid, named Jack. He was a finance geek. Everyday he would spend at least 3 hours in a library reading about the financial world and all the crazy stories surrounding it. Dreaming about investing in stocks and making millions of euros made his heart race. However, dreams just stay as dreams if one does not do anything to make them a reality. Fortunately, Jack understood it himself when he was still at the right age before choosing his higher education and a career path.

At school he was a good student, acing all the subjects which were even remotely related to the subject of finance. Thus, not surprisingly, he got accepted into a good university where he could seriously start walking his dream career path. As a smart kid, he understood himself that he is not perfect and learning from more experienced people is the best way to go forwards. The first thing he did after joining the new community of similarly motivated students and alumni was to find a mentor. That person would go to the meetings with Jack and tell him all about the industry he is trying to get into. Jack highly valued every single minute talking with her as she was working in one of the most famous investment banks in the world. Those conversations opened Jack's eyes, as he got many tips how to go around finding the perfect spot for himself.



Jack learned that doing a short-term internship in his dream company or even shadowing real workers from there should be his first move. In this way you can test the waters without getting soaked as taking a glimpse into the industry can help one understand if the reality matches their idea of a dream job. Such move usually requires an interview to be accepted into an internship or a job, thus Jack also got some tips about interviews. Everyone knows the typical advice, but one should also prepare beforehand by asking the right questions to the right people (current employees of the company). For example, such small details as dress code or social environment inside the company or with the managers should be taken into consideration beforehand. During the interview one should also not forget to ask a lot of questions to the interviewers. In such way not only you find out a lot of valuable insights for yourself, but you also show that you are extra motivated and interested. Jack got some tips to ask about the general trends in the industry, if the people are joining or leaving, about salaries and other benefits, possibilities of personal growth inside a company.

Jack got lucky and through intense searches, many lunches, dinners and interviews he found his dream job. His friends wondered how he got so lucky and said that it was an accident. However, Jack knew the secret recipe to success.



An unbelievable story of success in business!



Recently we interviewed Mr. Ahmed Al Barha, stakeholder of HP computers, who holds almost $\frac{1}{4}$ of the company and one of the best salespersons across Europe. We had the pleasure to meet him for an one hour conversation, where he had the willing to reveal us his past and his unique career path that fortunately lead to this success that makes him today that well-known figure.

You may have heard stories of people being poor before turning into millionaires or people who easily found their way into business, but definitely you have never heard that one of the owners of HP company started as a DJ !

“I know, no one of my colleagues, neither my wife could ever imagine, but my first job for more than a decade, was to work as a DJ, in my city, Cairo. I started in my teen age, around 15 years old. I always loved music and there was a job offer in a place nearby. I also had this revolutionary teen spirit, wanted to be independed, make my own money etc. So I took the chance and presented myself in the bar as an 18 year old guy and gaining there my first experience! Things were going well and each year I was earning more than the previous. I became famous enough, with my DJ nickname ofcourse. I worked in bars. Clubs, all around Egypt and mostly in the touristic areas. After more than 10 years of nightwork and parties, on my 27 it felt like enough! I decided I got too old for this lifestyle.

I knew that I loved working with crowds and people around me. Cairo was having way too many tourists, so I thought it would be a good opportunity to work as a tour guide! I took a training and started working as a tour guide! Soon after it was the moment when I met my wife Lisa. She was one of the tourists in my group. We made a family and we were living happily in Cairo, me working as a tour guide and feeling totally satisfied.

But then things changed, as the political environment in Cairo became unstable and forced us to leave the country. Then our only option was my wife's country and so we moved to Prague. Lisa focused on raising our children and I was looking for a job. Ofcourse I couldn't work as a tour guide in a city I didn't know. I even faced discrimination for my skin color by the time I was looking for a job.

After a year of being unemployed I started unemployed I started working as a salesperson in a large store for a very low salary. Finally I had a job and I was trying hard to prove that I was able to keep it. Remember, I had a whole family to feed. My motivation was my wife and our kids. Little by little I was promoted and after two years of proving my value everyday, I got promoted to be the general manager of the sales in that store. But this success didn't last long. Few months later the shop closed due to other internal issues and I was jobless again.

Again on the run of a job, I am getting hired this time by a company to a good position to improve their sales, according to my past success. The misfortune of being jobless again, luckily tend up to be my start as a sales manager in companies, not stores this time. After 3 years and although the work I offered there was worthy enough, the sales got better, but my salary didn't. That was the moment, when I joined the HP computer company. With a better offer and a fair salary for my services, little by little in a 10 year journey within HP I am today the general manager of HP sales across Europe and Middle East and one of the stakeholders.

My advice to everyone in this world is to believe in yourself and ofcourse work hard. There is no secret to success and specially in business. I didn't have a specific career path followed, I didn't get any famous college degree and things didn't just come easy to me. You really have to try and work hard and invest in your dreams. Most people say that motivation about business is money or selfpower. I say that's all stereotypes. For me it is my family. Everyone has his own motivation and way to succeed. Just keep trying, keep working, take risks. Soon your business success will come!"

Are you ready to expand your business into another country?

If you say yes to the question in the headline, then you must have a good plan to achieve your goal. And remember, it is all about research, research, research!

Before doing anything, you should first learn the local legislation of the country. This includes said country's regulations and legislation on the requirements to establish a company, the legal company structures, the requirements to obtain an investor/entrepreneur/work visa/permit, and so on.

So, you decided to establish a company in another country. Now what? Find a service provider to do the paper work for you! There are plenty of international service providers operating in almost every EU country. We advise you to work with those providers since they are more trustworthy and well-experienced in their field. These companies can help you to establish your company, handle your daily accounting entries, pay your taxes, provide administrative services such as secretarial services, provide you an office place with reasonable costs. In the beginning, it would be better to outsource these services to a service provider so that you can save some costs.

Know your market! It is important to analyze the needs for your products and/or services in the country you desire to operate. In this sense, you should first understand the potential demand for your business. Then, you should analyze your competitors' strategies and market shares. Accordingly, it is absolutely recommended that you should set a goal regarding the market share you want to have and establish a strategy to achieve that goal.

Now it is time to consider your costs. Estimate your fixed costs such as rent, utilities and salaries and variable costs which means your costs related to your sales. After that, you should have a plan to create your revenue stream. In other words, you should plan how is your revenue will increase over time. Accordingly, set your prices considering your costs and revenue stream.

Are you ready to take the next step? Good! Now, you should fund your business. There are plenty of EU Funds available for entrepreneurs. Also, many countries provide incentives for your business. To illustrate, there are incentives for manufacturers in Lithuania, incentives for high-tech companies in Ireland and Estonia. Of course, attending competitions for entrepreneurs and applying for bank loans are also viable funding options. The most important thing to find funding is to have a good business plan. That's why, as we said in the beginning of the article, research, research, research!

ARE YOU READY TO LAUNCH A BUSINESS?

Test yourself and find out!

