***Noudi’s Accessories***

Interview Transcript

**Interviewer**: Mireille Aziz

**Narrator**: Malak Zaazou

**Date**: 14/6/2014

**Place**: Malak Zaazou’s place. 41 Beirut Street Heliopolis, Cairo, Egypt.

**Persons Present**: Mireille Aziz and Malak Zaazou

**Professor:** Kim Fox

**Mireille**: Hey Malak, I’m Mireile Aziz an AUC and I’m doing this project for my Multimedia Writing course, so please feel free to introduce yourself.

**Malak**: I’m Malak Zaazou, I’m 23 years old and I just graduated from AUC. I’m the founder of a shop called Noudi’s Accessories. I’m selling accessories and I currently live in Heliopolis.

**Mireille**: What made you choose this type of business?

**Malak**: Actually I love accessories and I find it very important for every girl to wear accessories and very nice ones because it makes clothe look nicer and better. I’m a shopaholic and mainly all the things I like the most are accessories and I found it very nice for me to start a new business for selling accessories and it actually started by small open day that I had a couple of years back and it was a success so I thought why not have it on the bigger scale.

**Mireille**: How long did it take you to start your business?

**Malak**: Approximately, a year and half or a couple of years

**Mireille**: How did you advertise your products?

**Malak**: I’m trying to advertise for it. But it doesn’t have a large market campaign but word of mouth is the main I rely on, I have a Page on Facebook where all products are on the page. My friends also help me by sharing my pictures in order to be viewed by everyone.

**Mireille**: Do you have a specific target market?

**Malak**: My target market would be definitely females since I’m selling accessories and the age range starting 15 years old till 30.

**Mireille**: What is so unique about your products?

**Malak**: What’s unique about my products is that they are made out of semi precious stones.

**Mireille**: What is the toughest decision you had to make during starting your business?

**Malak**: The toughest decision was, I had like an ultimatum either to choose to run and take the risk of running my own business at this early stage of my life or to join the corporate life and have a stable regular salary, so I had to make a decision that time when I graduated and I took the decision to do what I want which is selling my own accessories. I believe that this is the best decision I have made so far because it makes me very special and I strong person as I’m now and I think that risk takers are very successful people. So, I’m really glad that I took this decision.

**Mireille**: Do you think that dealing with different typed of people is an interesting issue?

**Malak**: I’m very much interested in psychology and I like to deal with people, encounter new people and getting to know new cultures and different mindsets. This gives me a competitive edge over some people.

**Mireille**: One last thing I would like to know if you have one piece of advice to someone just starting out, what would it be?

**Malak**: I think the perfect advice would be to love the business you have; you should really be very passionate about what you love. Be patient because patience makes everything successful.