

Case Study

ShowStopper Inc
Inspirational Talk

My name is Mobeen Imran Shah. I got married while I was still in college and as a result had to juggle both married life and my education. With Gods help I was able to successfully maintain a balance. I was eventually blessed with two beautiful children. The need to exercise the skills I had learned from my studies caused me to end up in an event hosted last year by Business Link at the Vine Community Centre.

Sadi Khan, the CEO of Noble Khan was invited as a chief guest to the event. She talked us through all the hardships she faced in her life and how she converted those weaknesses to the strengths that crowned her the empress of the business empire she so successfully runs today. I was very impressed and arranged for a meeting with her.

Sadi gave me some very crucial suggestions that helped me pave a path for myself.

1. She told me that in order to succeed in any walk of life you need to work hard and honestly for it and that could only happen if you had a raging passion for what you wanted to do.

2. Even if I had two little kids I needed to setup a timetable where I could be a mother as well as a professional. She told me to wake up early and sleep late even if I had to. Once again I could put in all these efforts only if I enjoyed and loved what I did.

3. Sadi told me that it took her 5 years of constant struggle and efforts before she was able to receive her first ever payment. She expected me to have patience and a big heart to bear any untoward happenings.

4. I told her that I was planning for a clothing exhibition. She was of the view that I should first design a variety of clothing and experiment to see which range of clothes wins most hearts. As the saying go's that the customer is always right, I needed to see what the customer wanted and design accordingly.

5. She told me that eventually I could have a catalogue of designs and through appointment basis, customers could order suits. That demand did exist and I could find myself a place in the market if I was well rehearsed about supply demand.

6. She told me that it would be a great idea to host an exhibition before Eid which is a festive season for Muslims as they do most of their clothes shopping before the occasion.

7. I therefore have an exhibition under the brand name ShowStopper Inc. on the 4th of September 2010 of ready to wear clothing to welcome the festive occasion of Eid.

I hope that I would have other opportunities of being enlightened by the wisdom and knowledge that Sadi Khan not only possesses but imparts as well.



Mobeen Imran Shah
ShowStopper Inc

Inspiring
INDIVIDUALS

Enhancing
Cultural
Awareness

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