**Read the article about a young entrepreneur and his business venture and answer the questions that follow.**

## Rice-ing up to the Challenge

**LONDON**

His love for *nasi lemak* prompted a young entrepreneur to venture into selling the Malaysian favourite. While studying architecture in the United Kingdom, Mohd Hisham missed his favourite Malaysian food, *nasi lemak*. Although popular even in the UK, he was unable to find *nasi lemak* that truly satisfied his taste buds. So, he asked for the family's traditional recipe.

"The magic in our recipe is not just the way the rice is cooked but the *sambal* preparation that truly sets it aside from the rest." This would be a defining moment for him as the popular Malaysian favourite would bring meaning to his life. Hisham's course was project-based and he was not as hard pressed for time as his varsity mates. They were burning the midnight oil and hardly had time to cook or get a decent meal.

Realising there was an opportunity here, Hisham decided to get into the food business, promoting his special *nasi lemak* through social websites. Apart from *nasi lemak*, he also served fried rice, *ayam masak merah* and *qabili pilau*, an Afghan rice dish. The demand for his dishes was incredible. Among his most memorable experiences was his appointment as chief cook for a four-day event that catered to 700 people in the UK. The event organiser believed Hisham could manage meals for such a large crowd because of the many good reviews from his customers. All went smoothly at the event.

**MALAYSIA (2011)**

Back in Malaysia in 2011, Hisham worked in an architect's firm initially. But, his heart was not in the job. At the back of his mind was a vision and a deep urge to give back to the community. He did charity work with youths during weekends. It developed into a full-fledged programme called the Weekenders Club that still has many ongoing projects.

Giving up his job started a new chapter in his life. He ventured fully into the *nasi lemak* business. The secret of the dish lies undeniably in its *sambal* that is cooked over low heat for four to six hours and stirred constantly. It may be his family's recipe but it is no easy feat as everything has to be done to perfection. He went through numerous failed batches before mastering the technique of cooking the delicious *sambal* to make the 'brand' truly unique.

**SPECIAL NASI LEMAK**

An interesting aspect of his business that has caught on with charitable customers is the suspended meals concept. Willing buyers pay in advance for *nasi lemak* packets that are later given away to the needy. He also dreams of expanding his business by setting up a central kitchen and café that will hire single mothers. He is not an architect, but he is definitely a successful and charitable young entrepreneur.

(Sourced from *Education*, The Star, Feb 2016)

**GLOSSARY**

| | |
|---|---|
| **prompted** | incited or urged |
| **vision** | a dream |
| **ongoing** | still in progress |

LIVEWORKSHEETS

**A. Find the meaning of the adjectives in the following phrases;**

| | |
|---|---|
| traditional recipe | fragrant rice cooked in coconut milk and pandan leaves, served with a side of sambal, eggs and anchovies |
| special nasi lemak | A person starting a new company who takes on the risks associated with starting the enterprise |
| memorable experience | foods and dishes that are passed on through generations or which have been consumed for many generations. |
| easy feat | worth remembering or easy to remember, because of being special in some way |
| young entrepreneur | job or action is easy, you can do it without difficulty or effort, because it is not complicated and causes no problems |

LIVEWORKSHEETS

**B. Complete the sentences with the correct phrases. You need to read the text again.**

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|---|---|
| His love for nasi lemak prompted a young entrepreneur to venture into selling the Malaysian favourite. While studying architecture in the United Kingdom, | a defining moment for him as the popular Malaysian favourite would bring meaning to his life. |
| "The magic in our recipe is not just the way the rice is cooked but the sambal preparation that truly sets it aside from the rest." This would be | his heart was not in the job. At the back of his mind was a vision and a deep urge to give back to the community |
| Realising there was an opportunity here, Hisham decided to get into thefood business, promoting his special nasi lemak through social websites. Apart from nasi lemak, he also served fried rice, ayam masak merah and qabilipilau, an Afghan rice dish. | Mohd Hisham missed his favourite Malaysian food, nasi lemak. |
| Back in Malaysia in 2011, Hisham worked in an architect's firm initially. But,. | promoting his special nasi lemak through social websites. Apart from nasi lemak, he also served fried rice, ayam masak merah and qabili pilau, an Afghan rice dish. |
| Giving up his job started a new chapter in his life. He ventured fully into the nasi lemak business. The secret of the dish lies | the suspended meals concept. Willing buyers pay in advance for nasi lemak packets that are later given away to the needy. |
| An interesting aspect of his business that has caught on with charitable customers is | undeniably in its sambal that is cooked over low heat for four to six hours and stirred constantly. |

LIVEWORKSHEETS