L.11–12 Teenage Business Men & Women

Read the newspaper article about teenage businesspeople and choose the correct answer:

1- set up means...
a) started
b) bought

2- dietary habits means....
a) methods of losing weight
b) food usually eaten

3- benefits means...
a) disadvantages
b) advantages

4- cope with means...
a) deal with
b) put up with

5- Majid Al Kaabi has started his company ...

a) just after graduating university
b) at the age of 19

6- His food delivery company is currently valued at ...

a) twenty billion dirhams
b) twenty million dirhams

7- Majid decided to .....for his family because of what he learned at school about healthy eating habits.

a) set up the food delivery company
b) cook healthy meals

EMIRATI TEEN DELIVERS GREENS



As part of our series on young, successful Emiratis, this week we are speaking to Majed Al Kaabi. At the age of nineteen he has already set up his own food delivery company which is currently valued at 20 million AED.

We asked him how he got the idea for his business. 'Well, we were studying healthy eating habits at school and I found it really interesting. I also became worried about my family since the lessons made me realise how unhealthy our diet was.'

So, Majed decided to try and change his family's dietary habits. He had always been interested in cooking so he started to prepare the daily meals and eventually took control of the weekly grocery shopping. When his family noticed the benefits of their new healthy lifestyle, they began to tell their
friends and neighbours.

'Whenever a neighbour was having a dinner party, they would pay me to prepare and deliver the food. Pretty soon I was getting orders every day and often several orders for one evening. It was crazy. I wouldn't have been able to cope with both school and the business unless I changed something.'

So how did Majed cope with the increasing demand for his healthy food as well as keep up with his schoolwork? It must have been difficult to balance school while expanding his business.

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8- Majid paid ...to help deliver food in the evening.

a) his friends

b) his siblings

9- Majid Al Kaabi's company supports environmental causes since it ...

a) invests in renewable energy

b) promotes local producers

10- He currently employs..... staff full-time nationwide.

a) two hundred

b) two thousand



By T. Asya

"Even though I was so busy my school grades improved. I think it was because running a business allowed me to relate school to the real world. It also helped that I was able to pay my friends to deliver the food in the evenings."

People are spending more and more time at work and don't have time to prepare a real, healthy meal. That's why fast food is so popular. It's convenient. Once it became clear to Majed that there was a real need for a healthy food delivery service, he could see the potential to make a lot of money.

"Because I was working from my family home I had very few overheads. My largest expense was the healthy ingredients, which were very often imported. Then one night, after watching an interesting documentary on the environment and reducing carbon footprints, I had the idea of working with local producers. I got in touch with a few and they were very keen on my proposal."

This proved to be a clever move since promoting local producers not only cut costs but highlighted the health benefits which helped advertise Majed's service. Before long, local businesses were signing contracts with Majed for him to supply meals for their staff during lunch hours. They believed that the healthy meals, as opposed to fast food or no meals, raised and maintained energy levels leading to increased productivity.

Within two years, Majed was making enough money to move into his own premises and start a chain of healthy food delivery outlets across the UAE. He currently employs 2000 staff full-time nationwide. And remember, he is still only nineteen years old. Having achieved so much in such a short time, what's left for him?

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