



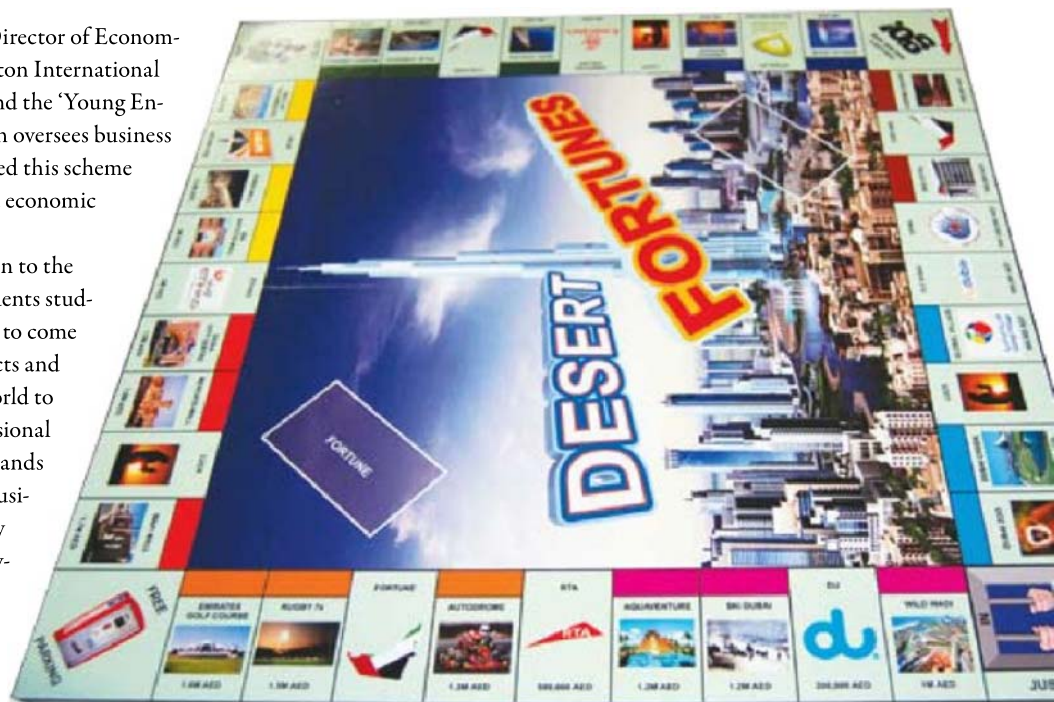
*The eight groups of students from Gems Wellington School during the Business Enterprise Day at the Artisans of the Emirates (ARTE), Times Square. The organisers of the ARTE are standing on the extreme right, Miriam Walsh and Paul Townsend. With his hands folded, on the right next to Paul and Miriam, is Sajjid Hussein, the brains behind the Business Enterprise Day.*

## Business Enterprise Day for students

The best way to infuse and encourage entrepreneurial passion in students is to expose their creativity in a challenging environment.

That is what Sajjid Hussein, Director of Economics at Dubai's Gem Wellington International School, did. The brain behind the 'Young Entrepreneur Scheme,' Hussein oversees business and enterprise at the school. He developed this scheme for the benefit of secondary business and economic students.

"I wanted to add a practical dimension to the theoretical business themes that the students studied. The best way was to encourage them to come up with innovating and inspiring products and venture into the competitive business world to market and sell their product in a professional manner. I wanted the students to have hands on experiences with dealing with local businesses and entrepreneurs. Skills that they would hone would include customer service, working as a team, problem solving, event planning, risk taking and dealing with stiff competition. These would help students in their life including



*The Desert Fortune winning game*

higher education, employment, work-based learning and entrepreneurship.

Last year, the students produced calendars, mugs, stationary and greeting cards with their own unique and innovative designs. This year, I believe they are worthy for a little extra exposure!”

The students got their rightful exposure at the ARTE handcrafted souq held monthly at the Times Square Centre, Dubai. An acronym for the Artisans of the Emirates, ARTE is the only souq in the UAE where expatriates display their unique handcrafted items.

“The founders of ARTE, Miriam Walsh and Paul Townsend, were instrumental in giving us a platform at their souq to encourage the students to produce, market, display and sell their products. We ended up having eight groups of students each with a company and a specific role who came up with innovative ideas under the guidance of three school teachers.”

The Business Enterprise Day was spent at the souq from 12pm till 7pm allowing the students to experience all facets of being in an actual business environment. ARTE’s regular customers and the public got to see the school’s eight groups display their products complete with the name and the concept.

- Chillax - stress balls, coconut juice, health related information (Won the best presented company award)
- For Heaven’s Cakes - blissfully tasty innovative cupcakes
- Howzat! - rubber wrists bands themed on cricket/IPL
- Quote Notes - Notebooks themed on inspirational and motivational quotes (Won the Most Original Concept award)
- Gotcha covered - Customised and



From left to right - The Desert Fortune winners: Michael Misselborn, Vince Lyster, Jordan Greivson, Daniel Watt

personalised mobile phone covers/ photo frames

- Fruitmania - healthy ‘fruit’ option with tasty coatings (Won the most profitable award)
- Desert Fortunes- board game based on Dubai following the monopoly concept (The Overall Winner)
- 4’s & 6’s - unique trading cards featuring the world’s greatest cricketers

How was the Desert Fortunes company, the overall winner, chosen? Hussein says, “The four boys were exceptionally groomed, they smiled throughout the long day and assisted customers very professionally. The concept took a lot of effort and determination, the boys faced a lot of challenges, yet they came through. They had created seventeen board games and sold all of them. The board game was based on Monopoly and themed on Dubai. There was excellent use of creativity between them, lots of colour, friendly fonts and the game was very user friendly. Instant feedback was extremely positive.”

Jordan Grievson, the head of Desert Fortunes said, “We were ecstatic when we first found out that we were going to participate in this event, since it would help us develop our business skills. The

profits that we made from the sales would go to charity, which is why our objective was to make sales. On the day, we arrived early and set everything up, ready to start while we waited patiently for our customers. All our customers liked our board game. Overall, we reached our objective and had a memorable day! While we enjoyed our day, we also learnt some valuable lessons during the competition, i.e. how businesses are run, experience in working in a team and the importance of presentation, importance of planning in order to meet deadlines. A lot of patience and very hard work and effort is needed to make sales (profit), practical experience is a must when learning practical subjects at school (for example Business Studies). The challenge has been part of the fun.”

Is selling online at ARTE’s website something to think about?

Hussein says, “It is definitely something we are looking into, where the money will go to charity as this is not a commercially driven project; it is just for them to have a first-hand feel of business in the real world.”

*This article was written by Preethi Janice D’Sa, a Dubai based journalist*