



## Housseem Bahrini - PRO KWIZINE

Beja

In 2017, Housseem Bahrini launched PRO KWIZINE, a flat-pack furniture manufacturing company, that has created 3 permanent jobs in his native village of Slouguya.

After graduating as a senior technician in industrial maintenance, Housseem did not imagine that one day he would become an entrepreneur. However, while working as a trainer in a training center, specialized in 3D design and technical drawings, Housseem worked on several contracts for kitchen companies, which ignited his interest in woodwork and inspired him to launch his own business.

“Since the revolution there has been a decline in the supply and demand in all sectors in the region of Beja, except for woodwork,” says Housseem. “I witnessed this while working in the training center and it was confirmed in my feasibility study. I saw an opportunity in the kitchen and indoor furniture market and wanted to combine by professional experience with entrepreneurship.”

In 2015, Housseem decided to take the plunge and launch his own business. He contacted the Business Center, where he was assisted to develop his business plan in order to submit his funding application with the BTS (Tunisian Solidarity Bank). After several attempts, he was granted a credit of 74,000 Tunisian Dinars. This is when he discovered the Mashrou3i project,

organized by UNIDO and funded by USAID, the Italian Cooperation and the HP Foundation.

“I was put in touch with a Mashrou3i regional expert who immediately offered his support and diagnosed my needs. The expert helped me to quickly obtain working capital and is providing me with ongoing technical assistance to help ensure the smooth launch and operation of my company.”

To develop his branding and promotional materials, Housseem also benefited from the support of Mashrou3i experts in marketing and communications. He was also invited by Mashrou3i to present his products at an entrepreneurship fair in Tunis and to promote his business in an interview on the regional radio.

“Intensive communication coaching really helped improve my oral skills and prepare me for the radio interview,” explains Housseem. “It was a great opportunity to raise awareness of my business.”

“I have just started, but I am very ambitious about the future of my business. I nearly have all the machines that I need and am currently finalizing the marketing mix with my new partner who is opening a showroom in Soukra. PRO KWIZINE is now able to build customer loyalty with a perfect service, which will create 10 permanent jobs in the region.”