



## Jannat Shafaei

Jannat is currently the Marketing Director of Bin Mirza International (BMI)

As Marketing Director, she has the responsibility to handle all the brands in the stable of BMI, which include, among others, Second Cup, Nando's, Cinnzeo, BreadTalk and many more.

Over the past several years Jannat has been instrumental in translating the global strategy of these brands to make them relevant in the Omani context. A key driver of this success has been the many immersive training programs on various brands that she has attended all over the world which include:

- Dubai - A four day Second Cup induction, where she worked in a café on Sheikh Zayed Road.
- Toronto, Canada – A four week stint to train for Second Cup, which involved theoretical training in a classroom for 4 days a week and practical training for 2 days a week in a café.
- South Africa – Here she spent six weeks to get trained on Nando's and concentrated mainly on how to market the Nando's way.

In 2006, BMI obtained the franchise rights for Cinnzeo, and therefore she was introduced to the Cinnzeo brand standards. Post this she had to implement local marketing strategy.

Testimony to her success, are the many awards that BMI has accrued:

- 2005 - BMI management won Best Omanisation Award for the Intillaqa Program organized by Shell.
- 2005 & 2006 – Second Cup won first runner-up for the Best Café Award in the Best Restaurants Awards organized by Oman Today Awards.
- 2007 – BMI MD became a finalist in the Entrepreneur of the Year Award in the Awards of Excellence organized by Ernst & Young.
- 2007 – Second Cup Oman won first ever International Franchise Partner of the Year Award by Second Cup International.

Apart from the Marketing role that she plays, Jannat is also closely involved with the rest of the business – be it staff recruitment or day-to-day operations of all the outlets, which are reported to her.

In addition decisions that are taken in the company are always agreed upon by the Managing Director, Hani Mirza and herself, as a husband-wife team.