



PEOPLE OF BHOLA

MR. IQBAL PATEL

Founder of Bhola

A serial entrepreneur who started a business in Zimbabwe, in the 90s with his parents to coincide with the development and growth of the country at that time. The key entrepreneurial driving force behind the starting of the business was to earn a halal rizk (legitimate profits), with that and considering the state of the economy, they decided opening up a hardware store is the best business to start. In order to support agriculture, manufacturing and mining, and equip them with the basic hardware tools needed to contribute to Zimbabwe's GDP and growth.

Bhola (Bengali: ভোলা) being a village title, he opted to name the company as such, envisioning a community that caters for everyone and everything. Being Gujarati, the inception of an income generating business came naturally and where else to set it up than in the capital city of Zimbabwe, Harare. The specific location for the hardware business was well thought of. It had to be an area in the heart of the city and where people were familiar with as an area for hardware stores.

Mr. Iqbal Patel is a man of many good qualities and traits. This has shown in the strict adherence to pricing and quality control at every single shop. Bhola always tries to supply the best quality products to its valued customers at the most competitive prices. Their motto is 'customer first' and they have aimed to meet and go beyond customer expectations. In order to create a one stop shop, they have a wide range of products and price structure that satisfies customer's different purchasing powers.

They have made sure that each shop has a large moving area for customers with decent and large displays, where they can move freely and have a close look at the products before buying. Their ground staff is always available for customers to explain to them product specifications and assist them in all possible ways.

"The person who gets the farthest is generally the one who is willing to do and dare. The sure-thing boat never gets far from shore." - Dale Carnegie Mr. Iqbal Patel's greatest pillar of support is his supportive family. His wife and kids are always there as his backbone when things are hard. His constant creation of innovative ideas put into reality, have made Bhola's customers buying experience a pleasant one. Not only that, Mr. Patel believes that in the business of retail, distribution, manufacturing and human resource are inseparable. The need for human resource is vital and they feel proud that they have been able to provide employment to fellow countrymen, so that they can live a respectful and happy life.

Mr. Iqbal Patel's principles for building successful customer relations are steadfast and quite simple. Be honest with your customers, try to provide them with maximum possible quality goods at competitive prices and think about others before you. The golden rule also always applies.

Mr. Patel has said, "Never do anything wrong and fear almighty Allah for doing anything wrong. Just keep in mind that he is always watching over u. Have faith in yourself. Make efforts in right directions, and success will definitely follow u".



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MR. ARIF PATEL

Chief Executive Officer

After having completed his studies in India, he followed his heart. He has always been inspired to do business just like his father and where else to venture to buy into the family business. He joined Bhola in 1997, a time when the economy was in transition but this has helped him grow and he has attained immeasurable experience in that industry.

Mr. Arif believes that being a successful entrepreneur has a winning formula and it all stems from God. Do not do anything wrong to anyone, always try to ease up on other things and make honest efforts in a right way. In the same breath, work hard to be successful because no one is born successful.

Also, being an entrepreneur has its pros and cons, it has kept him mentally occupied 24/7 but it has given him the opportunity to fulfill all his dreams. This philosophy has made him quite an innovator. He has increased the product range by adding different product lines in the business such as home appliances, sanitary ware, sports equipment and the stationery division. This has set the company at a different level and has made it a one-stop-shop. Mr. Arif is maintaining the vision set by Mr. Iqbal in creating a place where a customer can buy everything under one roof. The emergence of new partnerships across the brands line has also had a great impact in the expansion drive with the establishment of several new branches since his appointment.

Bhola has become a household brand with a growing number of people in the nation owning at least 1 or 2 products from the company. The pricing has remained competitive through the smart partnerships and availability is guaranteed. Bhola as a brand is now synonymous with quality and durability. Many products carry a warranty and even tech or physical support.

Mr. Arif has huge shoes to fill but he has been doing a great job of it. Bhola has a bright and successful future ahead of it. He is looking to further its expansion drive. This in turn means more employment and a larger staff and support compliment.

"The great successful men of the world have used their imagination....they think ahead and create their mental picture in all its details, filling in here, adding a little there, altering this a bit and that a bit, but steadily building - steadily building." - Robert Collier



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MR. JUMMA

General Manager

GM (general manager) at Bhola, Mr. Friendson Agrippah Jumma was born on the 20th of February 1974 in Zimbabwe. He finished his education from Open learning center and obtained a diploma in Management Accounting and attained many more credentials majoring in Management.

The mantra that says "Behind every successful man there is a woman" does not apply to Mr. Jumma. In his case it was a man behind his evident success. Before joining Bhola, he worked for Hillandale at the early age of 19. Starting in the warehouse, then as a dispatch manager, then later on got promoted to HR Assistant before another promotion as the factory manager. His boss sponsored his education and supported him in his gradual success.

In 1997, he joined the first Bhola branch as a part-time account's clerk with Mr. Iqbal Patel, who is the Founder of Bhola. At that time, he used to humbly ride a bicycle to work every day. In less than a year, he was now permanently employed at Bhola as an all-rounder doing the buying, Clerical and Human Resources duties.

By the year 2008, he had risen through the ranks to the position of General manager which he still holds today. He handles all the business development decisions, legal matters and works hand in hand with the Chief Executive Officer, Mr. Arif Patel.

He has gained national recognition for his business expertise and philanthropy, at the same time making Bhola be considered as one of Zimbabwe's most generous organizations. Mr. Jumma's growth with Bhola has made the firm his home. He has provided job opportunities to more than 300 young Zimbabweans over the past 20 years through his work with Bhola. He's now looking into the expansion of Bhola in other cities such as Gweru, Kwekwe and Bulawayo. Mr. Jumma feels that Bhola Hardware city has conquered Harare city with 12 branches.

"Patience is the key to contentment." The Prophet Muhammad (Peace Be Upon Him)

Mr. Jumma believes that patience is key as the Prophet has said and things don't come easy. "I worked so hard to be where I am today". Mr. Jumma's words come from experiences throughout his life time.

The saying "Always using your mind when making decisions and not your heart" is one of Mr. Jumma's mottos. He has clearly always made decisions rationally and not emotionally, as is shown in his success and achievements at Bhola.