

Meet SARAH AL-QABANDI

“Believing in your idea is the magic ingredient to the recipe of business building success. You must believe in the value you are giving to your customers.”



Sarah Al-Qabandi founder and CEO of YUMZ food, tells us her vision on business building success. Her passion that has become her strength, and motivation to change people's lives. Let's get to know her more as she walked us through the journey of a successful entrepreneur.

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WM: What was your inspiration behind YUMZ Food?

Sarah: The idea of YUMZ came into mind when I had come across the wide obesity and diabetes rate in Kuwait. I noticed how these health problems affected children as they grew and wanted to promote a change in their lifestyle choices. In order to have a healthy adulthood, it must start at a younger age.

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WM: Children are picky eaters, aside from knowing their likes and dislikes. How can you really convince them to eat your meals?

Sarah: By providing them with tasty food. Food that their generation can relate to, such as pop culture food. What youngsters are interested in when it comes to their daily meals is the taste and presentation of the food. That's why at YUMZ we offer pop culture food that is cooked in a healthy way using the best ingredients.

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WM: Do you have specific meal plans for each kid? Are they allowed to have a "Cheat Day"?

Sarah: Our menu at YUMZ is very diverse and flexible. We have designed our programs to offer convenience and flexibility for our clients taking consideration their nutritional needs to meet their ideal weight where they can enjoy the program and benefit from it at the same time.

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WM: For making this child to eat, you need to ask the parents first. How do you convince the parents to enroll in your program?



We believe that providing your child a healthy lifestyle through healthy food should not need convincing as the whole world has agreed that healthy eating habits will prevent our children from major illnesses, the lack of a strong immunity system and a properly functioning brain and cognitive abilities.

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WM: What advice can you give to all moms who are struggling to make their children eat healthy?

Sarah: Since providing healthy meals is a necessity, we definitely advice parents to consider such solutions provided by companies such as YUMZ. Where healthy meals are now convenient, affordable, accessible and fun!

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WM: On a personal level, when did you decide to officially establish YUMZ, and what difficulties did you encounter during the initial stages of your business?



Sarah: We started YUMZ almost 2 years ago with a concept to create healthy meals that customers can order by subscribing online. We were targeting B2C and B2B such as nurseries. However, as the pandemic hit, it put a strain on our business where we are limited to mealtime deliveries not to mention the lockdown played a role. We overcame these obstacles by providing educational insights to our customers on the importance of eating healthy during this pandemic to maintain a strong immune system in addition to using social media platforms to showcase the daily operation of our central kitchen, the process of checking the hygiene and health of our employees on a daily basis, the cleanliness and hygiene of our kitchen. This transparent approach allowed our customer to further trust us and feel safe with subscribing to our services. With this method we were able to cater to Ministry of Health (MOH) front liners during Ramadan. Another thing was the fact that we had to shift our business concept, not only by delivering to all our subscribers but also to provide party boxes and catering as well. This direction attracted customers to provide their children with healthier options for

celebrations. We also created additional packages which caters to the whole family. Since parents are direct role models, this is the best way where they can influence their children to eat better, as well as the whole family can enjoy YUMZ together.

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WM: What do you think are the key qualities required to be a successful entrepreneur?



Sarah: There are many key qualities which makes you a successful entrepreneur, but in my opinion these are the most important ones and will definitely place you onboard the successful entrepreneurs club!

The first one is having a clear vision of where you are going with your business. What is the value I'm offering? How is it changing people's lives? Where is this going in 10, 15 and 20 years from now?

The second important key quality is passion. You MUST be passionate about what you do because passion is what will keep you going on the most challenging and difficult days. Passion is what will give you the strength to stand up after the fall.

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We are all a work in progress, and learning is part of our growth. Challenges are not meant to be complained about, the main purpose of challenges is learning what areas we need to work on and thus overcoming them. This needs perseverance, which is the persistence in doing something

despite the difficulties we come across.

Innovation, an appetite for learning and self-discipline are also very important qualities which will differentiate you from everyone else.

8 WM: In this pandemic situation, what tips can you give to have a healthy lifestyle?

Sarah: Eat well, sleep well, stay active and stress free! A healthy life leads to a happy life so treat yourself with kindness, ease and take care of your body by eating good food, staying hydrated and active.

