

Interview Assessment #7

Name of Professional: Tabbassum Mumtaz

Profession/Title: President & Chief Executive Officer

Business/Company Name: APEX Restaurant Management, Inc.

Date of Interview: October 25, 2016

My seventh interview was conducted with Tabbassum Mumtaz who is the President and Chief Executive Officer of APEX Restaurant Management. He has a portfolio of over 400 fast food restaurants and had started working with fast food approximately 10 to 15 years ago. Throughout the interview, I was aiming to learn how he became so successful and I wanted to absorb as much knowledge as I possibly could from him.

I learned that sometimes businesses start from the sole purpose of needing a steady income and food. Mr. Mumtaz moved to America and he did not have enough money to buy any food so he decided to work at a restaurant as a cook to solve the problem. He decided that he wanted to be doing something more with his life and went on a mission to buy the restaurant he was working in. His story has taught me a lot as I can truly see that anything is possible. No matter what one's situation may look like, it can always be improved with hard work and dedication. Also, a very important piece of advice he had given me was to always keep family as a priority. Later in life, there will not be as much time to spend with them due to work so I must remember to always make the best of it.

An important tip he gave me was to always stick to the plan no matter what. The plan has everything listed out and guides one through the bumps along the way. If I start to defer from it, I will keep avoiding it and will not get anything done. I must be dedicated and know that the plan will get me to where I need to be. Furthermore, he conveyed a crucial factor to his success which was surrounding himself with others who could help. He made sure to meet owners of other business and restaurants to learn how they bought these franchises. I have learned that a great way to learn is from others who have had experience in the topic in the past.

Something unexpected from the interview was the ways he would market his product. I had never before thought of the idea of advertising on a water tank. It is one of the landmarks of a city and everyone sees it. He thought outside of the box on how he could advertise his restaurants which is a factor of his success today. This shows me that it is always important to be different from others and find ways to stand out from the regular crowd. Another form of advertising is through social media and TV channels. Most importantly, however, was making sure that customer service and the quality of the product were above par. I have heard this in the past from many professionals which reinforces its sheer significance. Through my business I will be starting this year, I will make sure to keep this in mind in everything that I do.

Lastly, he had told me that not every deal will be mine. I must know that some deals will have to be made to grow my business over time and will not yield large short-term gains. Every

single person is looking for ways to benefit themselves and I must be satisfied with that knowing it will help me in the future. My interview with Mr. Mumtaz was truly very helpful towards my understanding of business and the direction I must move towards with my business. He taught me that anything is possible when one's mind is put to it.