

"I AM A 'TIRE' MAN AND I'VE ALWAYS BEEN A 'TIRE' MAN."

M. Aziz Bhai Rakla

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“ Networking's labyrinth,
a treasure-hunt trail,
Cards exchanged like du'as,
in hope they'll sail. ”

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From Aamil Saheb's Desk

In Ashara Mubaraka this year, the topic of every waaz mubarak of Al-Dai al-Ajal al-Fatimi Syedna Mufaddal SaifuddinTUS was rooted in the idea of Hubb-love. On the third of Moharram, HuzuraalaTUS focused on the Hadith Shareef of Rasulullah SAW:

ان من احب العباد الى الله عبدا سمحا بائعا ومشتريا قاضيا ومقتضيا

“Truly of the most beloved of Allah’s servants is the one who is easy-going, especially in matters of trade and commerce; in his selling and his buying, in giving and taking, and in settling dues and receiving payments of debts.”

Syedna al Dai al Ajal began elaborating this hadith by explaining the Arabic word, samhan (سَمْحاً) meaning easy going. He then went on to describe the traits of easy-going people. They place their trust in Allah Ta’ala and firmly believe that whatever He does will always be in their best interest. They maintain His piety and act in accordance with His directives and injunctions, while refraining from all which He has prohibited. They consider each of these injunctions as being easy to carry out and adhere to. They believe that having faith in Allah and carrying out His directives with ease will simplify all life matters.[1]

Easy going is both an attitude and a fine character trait. Aqa MoulaTUS encourages us, mumineen to remain easy going in our lives, be it in our workplace or with friends and family. This attitude strengthens the qualities of generosity and of being forgiving. It helps us develop a broad perspective enabling us to avoid trivial matters of day-to-day life that hold us back from dismissing unnecessary burdens. It promotes the willingness to accept new ideas and perceive the big picture. To sum it up, being easy going is the key ingredient of success.

The teachings of Syedna al Dai al Ajal TUS lead towards a holistic development of self. They are not limited to any one single aspect of life but are bridges to contentment and shields against trials and tribulations.

May we be blessed with the opportunity to be a part of Ashara Mubaraka with Maula TUS every year. May Allah Ta’ala grant him a long and healthy life till the day of Judgement.

Ameen!

[1] From Reflections – 3rd Muharram al-Haram

M. AZIZ BHAI RAKLA ON ENTREPRENEURSHIP



Courtesy: Tasneem Bhen Rakla-Anaswala

This month, on August 10th, 2023 - my family and I celebrated the 75th birthday of our beloved Papa, Mulla Aziz Bhai Rakla. Growing up with a father who is in so many ways, larger than life, is nothing short of an adventure. Life is filled with constant learning and amazement seeing what mountain he tackles next, and always doing so with unlimited kindness, love, and humility. In this edition of the Evergreen, our focus is entrepreneurship, and it was my privilege to sit down with my Papa, to learn more about him as an entrepreneur. He shared some amazing and simple words of wisdom that we can all apply no matter where we are and what we do - it all just boils down to you and your purpose as a human being.

What role does entrepreneurship play in your life as a Mumin?

Well, our Moula always says if you want to succeed in life the best path is to do your own business. Because "VePaar No Paar Nathi" - there's no limit in your income when you do business. That is the reason all around the world Mumineen are doing business and prospering.

What separates a successful entrepreneur from an unsuccessful entrepreneur?

In business you do not control anything. Suppliers, customers, competitors, government, employees, and new inventions are out of your control but one thing you can control 100% is yourself, your character and behavior. This means you have to be a good, honest, and hardworking human being to be successful in business.

On the practical side of business, to be successful, your mind has to be calm and stress free. It is only then new ideas and real successes in business can be achieved. A disturbed or worried mind cannot succeed.

These are the simple principles to keep a clear and calm mind in business,

- a) You should never lie to anyone, including the government.
- b) You must know your line of business, read journals about that industry, and follow all the rules of industry.
- c) Always deal in a product which is not illegal or harmful to society.

d) Never bribe, never cut corners, and always charge reasonable profit under all circumstances.

e) Always try to be in the top 5 companies in your line of business, give the best service, best product, and stay with the latest technology.

f) In all important decisions include your employees, respect your employees, and improve the working conditions for them, as the success of your employees should be a part of the success of your business.

g) Only work 8 hours a day, and in these 8 hours only work for your business, nothing else.

h) Always honor every promise you make in business, to your employees, customers, government, suppliers and pay everyone on time or before time. This will build your credit and credit is everything for success in business.

What would you tell a young entrepreneur just starting her/his journey?

Go into a business you already know. You learn one trade in one lifetime. In one lifetime you cannot be a doctor or an engineer etc., I am a tire man and I've always been a tire man. So, pick up an industry where you have been employed and don't let your experience go to waste.

And never think you need money to start a business. Start with minimum overhead, start working from home and your phone or computer. Control your expenses and overheads. The best idea is to start selling your product on commission basis and build your business from there.

You need minimum capital, and this you can get from your savings, your parents, or Qardan Hasna.

Any final words/advice?

Just be a good human being. That's it.

By Tasneem Ben Rakla - Anaswala

“Fallacies of Circle

We're surrounded by different views all around
Just like the earth, our logic is round

We have fallen from the top, looking to find a way back

Looking to find a way back, as we've fallen due to what we lack

We try to reach our goals in a way that's linear and clinical

Like a mother who think love existing beyond her kids is cynical

For the path of being good resides in your heart
All it needs is kindle for the fire to start

To save humanity, we need to understand morality
For the lack of it can bring us to a place so dark that humanity would turn to insanity

Close your eyes and listen to your heart as it knows what's right

Just as the night passes for the sun to show you that things will be bright

By Hamza Bhai Githam



Courtesy: Hussain Bhai Degamwala

Mississauga

Courtesy: Taher Bhai Rajbhai

Kitchener

ASHARA MUBARAKH MISSISSAUGA

Ashara Mubarak 1445 in Mississauga was one of a kind. Janab Sh. Zoeb Bhai Galiakotwala's (Aamil Saheb of Toronto) interesting and innovative bayaans engulfed mumineen throughout. We were fortunate enough to be able to listen to the Gham of Imam Hussain A.S., and attain the Khushi Mubarak of our beloved Moula TUS. We would like to extend our gratitude to all the khidmat guzars who went above and beyond to help mumineen to be able to listen to waaz effectively.

This year, along with Mississauga, Waaz was held in Kitchener too. Mumineen living closer to Waterloo area were able to partake the barakat of Waaz Mubarak and Majlis at a waaz centre in Kitchener where the waaz was done by M. Hussain bhai Karimjee.

By Mustafa Bhai Kubbawala

ASHARA DIARIES



There are many ways in which people try to refocus and redefine themselves to achieve peace and harmony when they are faced with personal hardships. In recent years, schools and workplaces have introduced 'wellness days' that are used to refresh and reset one's mind and body. To me every year Ashara Mubarakah are the days where I reset and refresh my mindset. As a young professional and curious student, it is an opportunity to refocus and further define my pathway and my goals in my personal and professional life.

This year, I had the sharaf to attend Ashara Mubarakah with Aqa Moula TUS in Dubai. In the third waaz Moula TUS delved into Rasullah's SAW hadees: Masaajid (pl. of masjid and masjid) are the most beloved of places to Allah. Moula TUS further explained that the word masjid is derived from the word sajda, in which masjid becomes the place where a sajda is performed. As someone who is filled with curiosity and always determined to learn, this bayaan instilled the value and significance of humility within me.

Ashara Mubarakah Dubai - A Harmonious Experience

My experience during Ashara in Dubai this year, amongst other things was mainly having a strong moment of refocusing and enhancing my values while redefining the reason I attend Ashara - I attend to do gham on Imam Husain AS, and this gham is my sajda that humbles me into realizing the sacrifices made by Imam Husain AS, so that we can remain steadfast on the path of Imaan as a mumin, in this world and reach our final destination - Jannat, in peace. Everyone that I had a chance to speak to during or after Ashara, kept alluding and emphasizing that this year the waaz felt like Moula TUS was speaking to and addressing everyone individually. As the topic for waaz was 'hub' this year, I believe that my heart has been opened, rather humbled, in a way that encourages me to continue to acquire ilm and build on my focus.

By Sakeenah Ben Numberdar

Embracing Unity

Embracing Unity & Reflection, community Members from Dawoodi Bohras of Mississauga participated in the **Annual Hussain Day** hosted by the "Pakistani Canadian Cultural Association" and "We Are Community". In his address, the president of the Mississauga Dawoodi Bohra Community Shk Behlah Ayman said, "Imam Hussain A.S. and his family and companions showed the world that the essence of faith is love."

Source: Official Twitter Post



CREATIVE WORLD

“

ASHARA

Moula's Waaz with love is composed
By what's hidden and what's exposed

What is absent, in fact, is present
But if presented it becomes absent

How so? One may even ask
To explain this paradoxical task

The number ten story this tells
The Adad of 10 the word Hoob spells

Ten years ago Moula TUS did proceed
To assume the rutba of Dawat indeed

Bringing life, Moula TUS brings
Events of an immortal sacrifice
Delivered by angelic wings
About the victory of truth at any price

May this memory bless your lives
As it shall impress all generations

Love transcends all prayers
It teaches us to hide hardships

And share the joy of satisfaction
Promoting friendships,

The absence then becomes present
And the presence is absent!

By Sh Mustafa Bhai Master

“

FROM DU'AS TO \$\$\$

In faith-filled halls, entrepreneurs conspire,
With Quranic wisdom, their dreams aspire.
Moula's zikr on their lips, they tiptoe with flair,
Into startup empires, with a "Bismillah" prayer.

Networking's labyrinth, a treasure-hunt trail,
Cards exchanged like du'as, in hope they'll sail.

Tech gremlins arrive, like cosmic jest,
Buffering prayers, oh, tech gods, be kind, we request.
Like Suhoor before dawn, iftar after twilight,
Entrepreneurs sprint on, fueled by divine insight.

Elevator pitches, like surahs concise,
In moments fleeting, their ambitions take flight.
Budget tightrope, trust put to the test,
Entrepreneurs whisper "Insha'Allah", for the best.

Meeting rooms buzz, futures at stake,
Prayers blend with plans, a divine handshake.

Inboxes bloom, emails spring forth,
Blessings and memos, an inbox of worth.
Entrepreneurs type, with gratitude and zeal,
Turning trials into tales, with a spiritual seal.

In this world of purpose, Allah's decree we embrace,
Entrepreneurs venture, with smiles on their face.

Their tale, a comedy with a divine twist,
Guided by faith, in Allah they persist.

By Hunaid Bhai Vahanvaty

”

Power of Ideas

In an all-girls high school, a savvy janitor became an unexpected entrepreneur in the face of an unusual challenge. This tale showcases the power of initiative and innovation when met with perplexing obstacles.

One day, while tidying the bathroom, the janitor spotted a series of lipstick kisses on the mirrors. He chose not to succumb to frustration but to take action. After erasing the marks, he left a note: "Please don't leave kiss marks on the mirror. Lipstick stains are difficult to clean."

The following day, his hopes were dashed as the mirrors once again sported lipstick kisses. He reported the issue to the principal, who warned the students. But when the kisses persisted, the janitor found himself back in the principal's office, disheartened.

The principal's advice to "wait it out" left the janitor contemplative. An idea struck – a creative solution to the ongoing dilemma. He returned to the bathroom, cleaned the mirrors, and left a note with a twist: "Please don't leave kiss marks on the mirrors. I don't want to wipe them clean again with the same sponge I used to clean the toilet bowl."

The next day, success! The mirrors remained kiss-free. The girls had met their match through ingenuity rather than reprimands.

This tale emphasizes a crucial entrepreneurial lesson: individual resourcefulness drives change. When confronted with challenges, it's not always about disciplinary action, but about innovative thinking. The janitor's story serves as an inspiring reminder that in the realm of entrepreneurship, it's the power of one's ideas that can turn a predicament into a triumph.

By Hunaid Bhai Vahanvaty & Jumana Ben Hussein



Courtesy: Hussain Bhai Degamwala

CURRENT EVENTS

Hubbul Watan Carnival: A Unifying Celebration on Canada Day

Mississauga Dawoodi Bohras organize a carnival to celebrate Canada Day and Eidul Ad'haa.

The Dawoodi Bohras of Mississauga organized the Hubbul Watan carnival on July 1st to celebrate Canada Day and Eidul Ad'haa. Hubbul Watan, "the love for one's land of abode," is a phrase from the prophet's Ahaadith that states, "the love for one's land of abode is integral to one's faith." By celebrating Canada Day and Eidul Ad'haa together, the carnival spread the message of cultural harmony, unity and diversity.

The carnival brought community members, neighbours, and dignitaries together for festivities and the flag hoisting ceremony led by Janab Aamilsaheb Shk. Behlah Ayman, President of the Mississauga Dawoodi Bohra Community. The ceremony was a symbol of the community's allegiance to Canada and its commitment to the values of equality, freedom, and inclusion.

Expressing his appreciation for the community, Sheref Sabawy, Member of Provincial Parliament (MPP), Mississauga (Erin Mills), said, "Your passion and dedication have contributed to a positive atmosphere that makes our community a better place. It is the perseverance of enthusiastic community leaders like yourself that demonstrates the true Ontario spirit. When Ontarians work together, there is nothing we can't accomplish."

The carnival was also attended by Mayor Bonnie Crombie, MPP Nina Tangri, Member of Parliament (MP) Rechie Valdez, MP Iqra Khalid, Councillor Brad Butt, Mississauga Fire Emergency Services Platoon Chief Luigi Davoli, and Cst. Bains of Peel Police.

By Zainab Ben Khorakiwala and Mufaddal Bhai Khambati, edited by Tasneem Ben Rakla-Anaswala

On the momentous occasion of **IFTETAH OF ZARIH MUBARAK OF MOULATENA NAFISA AS, HUZURALA (TUS) WAS PRESENTED WITH WISHAH AL-NEEL (NILE SASH) BY HIS EXCELLENCY THE PRESIDENT OF EGYPT ABDEL FATTAH AL SISI**



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Courtesy: Zahra Ben Taha Ali

Buying on a Budget - Home Decor

As a new immigrant or a new homeowner, decorating a house to suit our needs is quite a task. From catering to functional needs to looking over the very Instagrammable “décor” and aesthetics, things can get quite daunting. Budgeting is one of the biggest factors to consider. As a designer having executed projects in Pakistan and Dubai before moving here, I also feel sometimes there is a cultural barrier to furniture needs. You're no longer greeted by the familiar sights of "back home." Combine that with the prevalence of cookie-cutter designs, which are often the most budget-friendly option. Anything slightly detailed or custom that is more suited to our aesthetics costs an arm and a leg.

In this first article of the home décor series, I will give some tips and tricks to buy things you want without breaking the bank. The first thing to consider is to have a budget for interiors and décor. I have seen many instances where we end up exhausting the entire funds in acquiring the property leaving nothing for the most important part- the inside. If you will not count it as an expense, you will never be able to cater to it. Trying to furnish everything at once can be a bad idea sometimes.

To start off all you need is a mattress, some kitchen ware and a dining table. This way you stagger your expenses and are not forced to buy things you don't like. This is not a “haughty designer advice” but never buy cheap things. It always leaves you wanting and exhausts a good budget that could have kept aside for later. I did not buy a bed for two years- it was a preference to get what I wanted instead of a “make do”.

Learn to thrift. Thrifting is an art. Anything second hand is not “used and sad”. The market is full of products that were never used but just stocked to be sold again. Look for products that look unused, is a good quality wood product or has damaged packaging. Never thrift upholstered furniture, rugs and curtains unless you are absolutely sure they are new.

I don't endorse big scale DIY ing as a beginner, a house should never look like a craft project. But small simple changes, bring big results. Painting walls, changing hardware, adding wallpaper, painting cabinets add a new life to battered looking products. Facebook marketplace is your best friend. Along with second hand products you also have vendors, stores and liquidation centers which are like treasures. Liquidation stores have slightly damaged pieces that still look great and work perfectly and great to get in thrifted prices. Rugs would be a great product to buy off liquidation. Ikea, Structube, Wayfair and Amazon are budget stores that keep quality stuff. Always look at customer photos and reviews before buying. If something looks good in bad lighting and poor photography, chances are it will look good.

Don't do impulse purchases. Always carry pictures of your home before buying a new product and see them side by side. Something that looks great might not be a good fit. Less is more to begin with. Go slow, go intentional and enjoy the process.

By Zahra Ben Taha Ali



Courtesy: Abbas Bhai Khambati

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WHAT STRATEGIES CAN INDIVIDUALS USE TO STRIKE A HEALTHY WORK-LIFE BALANCE IN TODAY'S FAST-PACED AND DEMANDING PROFESSIONAL ENVIRONMENT?

It's very important to set boundaries. Be clear about when it's work time vs. family time vs. social time, etc. Over the past few years, working from home has significantly blurred the lines between the two. (There's a quote out there along the lines of: 'On their deathbed, no one ever says they wish they worked more.')

Once you've set boundaries, write out what's important in your life—family time, praying namaaz in its proper time—not when we have time, social interactions, learning something new, health, exercise, proper nutrition, hobbies, etc. During this process, consider aspects of life that are truly important to YOU, not society. Additionally, it's advised to set aside your phone during downtime and turn off notifications during the weekend so you can respond when needed.

HOW DOES THE CHOICE OF COLORS IN INTERIOR DESIGN IMPACT THE MOOD AND ATMOSPHERE OF A LIVING SPACE?

Colors play a huge part in any interior. Sunlight is what drives colors and color choices in your space. A brightly lit room, painted a soft, warm white is very inviting, neutral soft palettes work best in high activity areas like living and formal rooms because they bring "calm" to the continuous chaos. Dark, moody spaces are great for a work environment (think home office, study) and even bedrooms. Dark colors are extremely misunderstood in design. When used correctly, they open up the room, blurs boundaries, makes the furniture stand out and look inviting. In all spectrums of light, dark and tonal colors, choosing the shade that changes mood with changing light is THE most important factor.

Q & A

EXPERT'S ANSWERS TO OUR READERS QUESTIONS

WHAT DO YOU BELIEVE IS THE MOST IMPORTANT FACTOR FOR LEADING A FULFILLING AND MEANINGFUL LIFE?

You are often seen as a reflection of the people around you. That is one of the reasons why Aqa Moula (TUS) gathers us mumineen on different occasions. Attending Majalis helps us connect with our spirituality as well as our fellow members of our community.

Finding a purpose through work, life, and family. This can come through charity, volunteering, and thinking outside of yourself. Choose the people who you surround yourself with; ensure that they lift you up, not bring you down.

WHAT CREATIVE AND EFFECTIVE STRATEGIES CAN PARENTS AND EDUCATORS IMPLEMENT TO ENCOURAGE CHILDREN TO SPEND LESS TIME IN FRONT OF SCREENS AND INSTEAD ENGAGE IN MORE OFFLINE ACTIVITIES THAT PROMOTE LEARNING, PHYSICAL ACTIVITY, AND SOCIAL INTERACTION?

Navigating appropriate screen time for your child can be complex, but their holistic well-being is paramount. Assess factors such as sleep, school performance, family bonding, hobbies, and social interactions. Initiate conversations with your children about healthy media use and demonstrate positive habits yourself. It's advised to create places and times where children are expected to be screen-free. This can be carried out with screen-time tracking apps, tech-free zones in the household, and schedules. Designate specific screen periods—namaaz time, quran tilwaat, work, leisure, and social media. Additionally, embrace physical activities in order to encourage your children to spend more time doing them.

By Zahra Saigar, Fatema Salem, Zahra Taha Ali, Sakina Patanwala, et al.



Courtesy: Tasneem Ben Rakla-Anaswala

The Yummiest and Most Delicious Sugar-free and Gluten-free Halwa Ever!

A regular Sunday evening, it's a family dawat - picture it:

You: "Nani, the halwa isn't sugar free"

Nani: "It's okay beta, bus taste karwu che" (while she proceeds to spoon 1.5 servings next to a gulab jamun already sitting in a pool of sugar syrup on her plate)

We all know one and we all have one, that grandparent, parent, aunt or uncle who just loves their sweets in spite of regularly declaring "Manay sugar che". Bless their hearts, I would love to give them all the sugar they desire, but as we all know everything should be enjoyed and consumed in moderation, particularly when it poses a health risk. Since my sister created her brand of date sugar, LIVA, the sugar-free creations are endless in our household. While none of us are diabetic, we all know that excess consumption of refined sugars in any diet is never a good thing, but like many of our fellow Mumineen, we do love a post dinner sweet treat.

During a family weekend we had some relatives from Chicago visit, including my cousin Shireen, who is a culinary genius and a sought after caterer in the Chicago Jamaat. She brought to us a halwa recipe that she had developed that was both sugar-free and gluten-free. We were only too eager for her to get in the kitchen and create it for us right away. The flavour and texture was perfection, and best of all, everyone could enjoy wholeheartedly, the regulars and the "sugars".

Since then this recipe has been a regular in our Pehli raat nu thaal, dawats, and even just for a random day when we want to enjoy it ourselves. Its rich, nutty, and sweet. But please note, I never said it was calorie free!

Next time your Nani, Dadi, Sasra, Bhabi, Chacha or any loved one who visits but has "sugar", please do create this recipe so they can enjoy many servings to their hearts content!

Method:

INGREDIENTS:

1 cup almond flour
 1/2 cup unsalted butter (can be substituted with avocado oil or ghee)
 7 tbsp Liva Date sugar
 1/4 tsp green cardamom powder
 1/4 tsp saffron
 1 cup warm whole milk (you can substitute to almond milk or 2%)

GARNISH:

1/4 cup Sliced almonds and/or pistachios
 pinch of saffron threads

- Preheat oven to 325F
- In a non stick pan melt butter on medium to low heat.
- Add almond flour, saffron, cardamom powder. Keep stirring until you see a slight colour change and the aroma of the almonds intensifies
- Add date sugar and then stir again so it mixes well.
- Add the milk to the pan and increase the heat to medium. Keep stirring until the butter starts separating from the sides.
- Transfer the mixture to a baking dish (Pyrex or ceramic) and cover loosely with foil and put it in the oven for 25-30 mins.
- Take the dish out and let it rest for 5 mins.
- Dish out the halwa onto a serving plate and garnish with chopped nuts and saffron.
- Best enjoyed warm right out of the oven!

By Tasneem Ben Rakla-Anaswala



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BUSINESS PLAN 101: PATHWAY TO PLAN, LAUNCH, & GROW A PROFITABLE BUSINESS

Starting a business venture is exhilarating. You'll experience the thrill of turning your vision into reality, and making an impact in your clients' or customers' lives, and of course, the prospect of turning a profit. But before you jump into the activities of launching and running your new business, there's something you should tackle first - creating your simple business plan.

It is straightforward, concise, efficient, and personal. It won't limit your ability to make money in the early stages of your business, instead it will enhance it.

A business plan has numerous benefits that will put you on the path to profitability:

- It encourages proactive decision-making, which leads to confident and strategic decisions based on informed insights.
- It reduces uncertainty and acts as a blueprint that will outline your next moves for up to a year.
- It promotes continuous improvement. Through regular review and adaptation to market changes, your business plan will keep you a step ahead of the competition.
- A simple business plan produces all these benefits and more but doesn't require the time commitment of a traditional business plan.

The Simple Business Plan vs The Traditional Business Plan

A simple business plan is a streamlined version of a traditional business plan. While a standard plan is typically detailed, elaborate, and often used to attract investors and stakeholders, a simple business plan is for YOU.

Its primary purpose is to steer you towards your goals, including one of the most important goals for small business owners: having a profitable first year.

7 Reasons You Need a Simple Business Plan if You're Serious About Increasing Profits

Here's how a simple business plan is directly tied to growth and generating a profit

It Solidifies Your Brand

Your business plan is a branding tool. It helps you identify your brand's identity and values, which affects how your target audience perceives and responds to you. Profitability isn't just about selling a product or service, it's about selling a brand that people want to connect and identify with.

A powerful and relatable brand can command higher rates, attract repeat business, and foster loyalty. All of these factors contribute to profit-

ability and wouldn't be possible if you didn't take the necessary time to explore them in advance.

It Helps Clarify Your Vision

Having a clear vision and mission gives your business a purpose. It clarifies what sets you apart from the competition and who your target audience is.

Your vision and mission provide the foundation for all your profit-making strategies and decisions. In developing your simple business plan, take the time to consider these important elements of your business.

It Puts the Focus on Strategic Marketing

A marketing plan is a key part of every business plan. It's where you define how you'll target and engage with your audience.

With a marketing plan, you wouldn't waste time trying out all sorts of tactics and hoping they work, instead of referring to the data you've collected and mapping it out in your simple business plan.

Your marketing strategy should also focus on retaining existing customers. By strategically targeting your marketing efforts with the help of your simple business plan, you will increase your customer base – and your profits.

It Prioritizes Financial Planning

Financial planning is a major component of every business plan. The financial section typically includes revenue projections, expenses, and projected cash flow.

Planning out your finances in advance allows you to optimize your product/service offerings to maximize profits and control costs. By forecasting possible financial issues or obstacles, you can prepare in advance, ensuring that you stay on the path to profitability.

It Paves the Path for Expansion

Strategic expansion can boost your profits, as long as it's well-planned and executed.

By identifying potential streams of income in your business plan, you can strategically work toward these goals. This might be reflected in your expense estimates, cash flow projections, operations strategies, and marketing tactics.

It Boosts Operational Efficiency

Efficient operations directly contribute to your profitability. Your business plan will help you outline your operational strategy – how you'll produce and deliver your products/services, what processes you'll follow, and what resources you'll need.

This helps minimize waste and streamline processes, which will increase profit margins. Operational efficiency also helps to save time, allowing you to focus on the activities that generate profit for your business.

It Enables You to Track Your Progress

A simple business plan allows you to set specific, measurable milestones. This can help you track progress toward your profitability goals.


A simple business plan is more than just a preparatory step; it's a profit-boosting tool and is an essential prerequisite to success. So, before you rush into your launch, marketing tactics, social media posts, and operations, take a pause. Craft a simple, strategic business plan that brings together your vision, strategy, operations, and finances to achieve an essential goal: profitability. With a simple business plan, a successful, profitable business is within your reach.

By Mustafa Bhai Gangardiwala
edited by Tasneem Ben Rakla-Anaswala



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OPTION ONE - \$53

Logo / Brand Image / Brand
Slogan

OPTION TWO - \$153

Half page advertisement
7.5" by 5"

OPTION THREE - \$253

Full page advertisement
7.5" by 9"

Published By: AEF-Mississauga

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