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New student contributors
We welcome new ideas and articles from students, teachers, and staff. Whether you are an experienced writer or contributing for the first time, we would like to hear from you. We cannot promise to publish what you send us, but we will read it carefully!

Submitting articles
Any article you wish to be included in a future edition must be submitted to your English teacher. Please make sure you include your full name and section number within the document.
CREATE - MOTIVATE - BECOME

The year that passed saw historical changes in the Kingdom. These welcomed beginnings came at the perfect time to surrender to the timing of the New Year. We have re-branded the magazine, and with this change comes content that celebrates communication. We pay homage to expression, and what better way to do that than to theme this new issue with all things social. As we dip into the crevasses of social media, we also meet new influencers that merge their passion with a follow button.

As SPOTLIGHT evolves, we are seeing etchings of new hope. Forward thinkers are taking to their keyboards to paddle through the slopes of media. KSU is built on inspiration and motivation, with our alumni leading nations and Fortune 500 companies. It all begins with loaded backpacks and handbags filled with books, mini devices and power banks ready to support the change of minds and inspiration through persuasion. This is the power of language. SPOTLIGHT is KSU.

Asma Al Yousef
Editor in chief

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SPOTLIGHT

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ON THE COVER

Congratulations

Her Royal Highness Princess Reema bint Bandar - Has just been appointed The Ambassador of Saudi Arabia to the United States.

With so much happening in the world, the Kingdom has woken up to an abundance of new and positive changes. We congratulate Princess Reema on her new appointment as Ambassador of Saudi Arabia to the United States.

Her Highness previous role as the General Sports Authority of Saudi Arabia helped to shape sports for the youth of Arabia for many years. Her outcomes are always in-line with existing education initiatives.
IN CINEMAS

Alita Battle Angel

We love anything played by Christoph Waltz. Alita: Battle Angel is no exception. Set in futuristic splendor, a robotics doctor restores a cyborg found in a junkyard. When she wakes up, she has no recollection but slowly traverses many stages of the treacherous Iron City.

The movie involves masterful fighting skills, combined with a storyline that doesn’t disappoint. Alita’s character is played by Rosa Salazar, who had to wear full FX camera screening gear to portray the very agile Alita.

The Lego Movie 2

The citizens of Bricksburg face a dangerous new threat when LEGO DUPLO invaders from outer space start to wreck everything in their path. The battle to defeat the enemy and restore harmony to the LEGO universe takes Emmet, Lucy, Batman and the rest of their friends to faraway, unexplored worlds that test their courage and creativity.

Johnny English Strikes Again

The new adventure begins when a cyberattack reveals the identities of all active undercover agents in Britain, leaving Johnny English as the secret service’s last hope. Called out of retirement, English dives headfirst into action with the mission to find the mastermind hacker. As a man with few skills and analogue methods, Johnny English must overcome the challenges of modern technology to make this mission a success.

IMAX Under The Sea 3D

Johnny Depp and Kate Winslet narrate an exploration of the exotic and rarely seen ecosystems that thrive in the deepest sections of the ocean. Divers photograph the most colorful undersea life, highlighting the symbiosis and biological traits these undersea creatures have developed to survive at such depths. Turtles gather algae to clean their shells, giant squid rapidly change color and divers witness the yearly spawning of a coral reef in the Gulf of Mexico.
Thrusting the reader right into the action like the brilliant novelist he is, John Grisham, “America’s favorite storyteller”, takes the reader on a forty-three-chapter journey of the protagonist’s struggles to avenge (if you care to call it that), or to expose the characters that tried to hurt his career as a promising lawyer.

Imagine the following kaleidoscope of events: the remotest part of Brazil, $90 million suddenly goes missing. Take that, and add the elements of freedom, bondage, hospitalization, public scrutiny, meticulous planning, mind-boggling litigation, federal corruption charges, and you get sensational work that you can’t put down.

These facts all paint a picture so wonderfully woven into a narrative that sheds light into late twentieth century law, order and politics. Set on the Mississippi Gulf Coast, in the deep south of the USA. Once you pick up this book, you will not be able to put it down and dare not bypass reading to watch the film because this legal fiction opus has not been made into a motion picture, unlike many of Grisham’s other masterpieces.

The book is available in the KSU CFY library, located on the ground floor of the Humanities Wing. Visit Grisham’s website at www.jgrisham.com to learn more about the prolific author and the success he managed to achieve by turning his hobby into a full-time, lucrative writing career.
January 31st:
Mariah Carey touched down in Riyadh giving a great performance at King Abdullah Economic City. Fans were treated to the hit songs that made Mariah a global sensation.

January 31st to February 3rd:
Inaugural Saudi Golf Tournament saw big names grace the course at the King Abdullah Economic City- Royal Greens Golf & Country Club.

February 1st:
Andrea Bocelli gave his unforgettable awe-inspiring show to fans in Al Ula.

February 26th:
Misk Media Forum at the Ritz Carlton, Riyadh, Media and content creators came together to enhance social media presence as well as have an intricate look at influences.

March 4th-7th:
Al Faisal University’s Annual Career Expo 2019. At the College of Business & College of Science. Ground Floor, Riyadh.

March 9th:
Ante Forum 2019- Green Basketball Court, Riyadh. Motivate and encourage the practice of sports and incultation of a healthy standard of living. (Females only)

March 13th-23rd:
Riyadh International Book Fair at the Riyadh International Convention & Exhibition Center.

March 18th-20th:
Saudi Women Show, Four Seasons Hotel, Riyadh. Empowering the role of women in society and the workforce.

(Source: Eye Of Riyadh)
After a four-year absence, the English Hub has returned to the CFY campus this semester thanks to Dr. Abdulmajeed Al Jerawi, Dr. Husam Al Awadh, and Dr. Basim Al Hasnan who all wanted to provide more academic support for the students this second semester. The Hub is meant to provide additional academic support to students who desire to sharpen their macro skills of reading, writing, speaking, and listening.

Additionally, they can ask questions related to all things English. They can also increase their knowledge and understanding of the language by interacting with teachers who manage the Hub every week as of February. Several ELSD instructors have been selected as Student Activities Representatives to assist Mohammed Altaf Akhtar, the Event Coordinator, in implementing the Hub activities.

The newly refurbished English Hub hosts activities every Sunday (9:00-3:30), Tuesday (9:00-4:30) and Thursday (9:00-3:30). Activities include reading/writing, social media/one-to-one clinic, Hub developed placement exams, and MASH -an acronym that stands for Money, Academic, Social and Health.

I observed my students interacting in English and excitedly leaving their smartphones behind and behaving perfectly as if it were their first week of learning English.
MASH is an interactive activity ideally used as an icebreaker at the start of a new class. It teaches students how to communicate with each other by asking questions related to the forenamed topics. Students then have to compile the information they gathered from each other into a mind map which can then be presented to the entire class as a way of creating community and support for each other.

Students can visit individually for personal tutoring during the hours of operation or they can experience the Hub collectively. While the Oxford textbooks used to teach students during normal class hours are available, the teachers who plan and manage the activities have unbridled creativity. This allows engagement in the four language skills in a fun environment.

“I have gone to the English Hub twice so far,” said Yazeed, a B-level science student. “Once on my own and with my English teacher, Laurence.” Active learning instructional methods make the English Hub thrilling and appealing to students. “They don’t want to leave,” said Girardo Damato who is one of the instructors responsible for managing the activities.

Prior to leaving their English Hub session, students are asked to scan the English Hub bar code which will direct them to a quick post-session survey. Garnering their feedback helps the team to improve and demonstrates the overall value it brings to the learning environment. One A-level student wrote of how he loves learning English as to the reason why he had a positive experience at the Hub. From the data collected so far, a majority of the 400+ students who have participated in the Hub, appear to favor their English Hub experience.

Just as the students have expressed their exuberant sentiment, so too have the teachers responded constructively. One teacher noted the following: “I observed my students interacting in English and excitedly leaving their smartphones behind and behaving perfectly as if it were their first week of learning English.”

Feel free to visit and experience the English Hub located in the Science Wing, second floor, room 2305.
As you know, the final exams are approaching. For many, it is not a fun period at all, mainly for those students who failed to keep up with their studies during the academic year. Here are some tips that will help you prepare for your finals:

Be confident: Many students have a phobia towards exams period even if they study well. Leave your fears aside and clear your mind. You must have confidence in yourself and this will give you power and energy when writing your exams.

Plan a good timetable: Set up a timetable before you start revision and ensure others can hold you to it. This planning document include all the subjects you have studied. You must bear in mind that not all materials are of equal priority. Difficult materials require more time, while easier materials require less time. So plan wisely and focus on priorities.

Choose the right place for studying: The place where you choose to study will play an important role in your success. It is impossible to study while watching television or playing with your phone. So please choose a quiet place and shut out all the distractions. You should feel comfortable and have the ability to concentrate fully.

Take note: This is a very important point. Write down notes so that you can remember all the points when reviewing them. These notes will be of great value to look at in the hours prior to the exams. To reinforce learning take, lots of notes. Many studies have demonstrated that your brain learns much more when you write down and recopy information as opposed to simply reading it.

Sleep well, eat well: You should sleep well, especially on the eve of the final exams. Get at least 7 hours of sleep. Remember that this will have a very big impact on your exams. You should also eat good food that will give you energy. Avoid junk food and heavy meals on the big day, as this would only make you sluggish.

Lastly, do not forget to drink a glass of water before sleeping and in the morning. It is a way to keep your brain cells active. Think like an Olympic athlete, visualize yourself winning! The above is just a short list of tips to help you prepare for your exams.
King Saud University was fortunate to have Professor Jon Elhai present a lecture on “The Problematic Use of the Smartphone and its Relation to Psychology” to an intrigued audience on Wednesday, January 30th, 2019.

Professor Elhai delved deep into dependence and addiction to the mobile phone. The presentation had thorough and intrinsic analyses of society’s reasons for mobile use. The female campus was also “plugged in” from the atrium, so it was great to have both male and female campuses benefiting from the lecture.

Interesting points included how certain individuals used their phones as a mechanism to treat their behavioral inadequacies. Not only focusing on the negative, but Dr. Elhai mentioned the benefits of using a platform such as WhatsApp, to synchronise messages to many colleagues at once.

In his research findings, he found that people with high dependence on their mobile phones were not good regulators of emotion. With the use of the iPhone application “MOMENT”, Elhai and his team of researchers measured test subjects’ time spent engaged with their phones. The audience of teachers and some students also had a chance to get their questions answered.

The conclusion that was formed after the symposium was that mindless phone use does hinder productive living. Furthermore, it highlighted the demographics and types of people likely to overuse their devices.
As society evolves into a digital era of convenience, some might say it is getting harder to find a niche. Meaning, it can be really hard to start a business based on an idea that has not been tried before. Is this really the case? Or is there always an opportunity for new innovation and business?

Like many famous and successful businesses, each one has a story that speaks about hardship, perseverance, and pure grit.

One such story is of Abdurahman. His perfume store is one of many in Arabia, but that did not deter him from offering a unique blend of his passion with the finest ingredients, bottled in euphoric splendor.

His journey started with a simple idea. He wanted to create perfume that was unique to his tastes, with an attention to detail that he would want as a customer.

In 2012, he put all of his savings and heart into what today can rival the best brands of Oud. His secret is not so secret. Abdurahman’s choice of blending is unique. The quality of merged aromas of oud, with one of many essential oils such as sandalwood, geranium, or green tea is one of many examples of bottles that will carry your senses to another realm. As the notes of cherry blossom linger unraveling like sheets of spring.

The store is merchandised in gold opulent pieces. A lift takes you to the top floor if you mind the modern spiral of the staircase. The marble blends with the bottles of distinct texture, everything you would expect from a fine perfumery. What’s interesting is that Abdurahman chose to focus his brand on functional luxury. High-end meets practical. His perfume distillery is layered with different blends of essential scents sourced from all the corners of the world.
Could you begin by introducing yourself?

I am Abdulrahman Ibrahim Al Jalis. I am the CEO of Raed International Company. I have a Bachelor’s degree in Business Administration. I also hold an accounting diploma. I started this business three years ago, and we are doing well because we stand out from our competitors. Our partners look toward future projects that will enhance luxury living.

Could you please tell me what made you get into the perfume business?

I have loved perfumes and colognes for a very long time. I always wanted to know how I could prepare a line of my own fragrances. A lot of people think it’s very easy to produce perfumes, but it is not! It took a considerable amount of in-depth study and travel for me to learn how to get a start in the business. Trips to Italy, France, and the UK taught me how companies were producing and marketing their goods. I made the choice to produce “niche” perfumes, as opposed to the “designer” perfumes that the big companies were selling.

“Oud is a very important ingredient in perfumes.”

Who are your customers?

All kinds of people. Everyone! Yes, every perfume lover!

How does a customer find a signature scent?

We try to assist customers to find their signature scent. We believe that if a customer comes in and asks, “what is the best perfume?” and we choose for them, we are not selling them the best one. We have a lot of perfumes, and we want our customers to decide which ones are best for them.
Nowadays, we have all these designers making oud. Is there a difference between their fragrances and yours?

Oud is a very important ingredient in perfumes. Just getting the raw ingredients for oud is expensive. Oud can easily be compared to gold!

Right now, oud is trending all around the world. Whether you have European, American, or Gulf perfume, most distilleries are not going to great lengths to find different blends. We want to challenge what people expect from regular oud notes.

What is your favorite oud fragrance? And which do you recommend?

Well, I like Maison Francis Kurdiyan Satin Oud the best. It has oud and saffron with a little Turkish twist. It’s very lovely!

Tell us one thing about your store that nobody knows about?

Yes. We worked on this project a long time ago. It has not been easy. It took us more than a year and a half just for preparation and planning. Enhancing the decor to get every detail right, took an incredible amount of time.

“
A lot of people think it's very easy to produce perfumes, but it is not!

I’m going to give you a mood, and I want you to tell me what fragrance should go with it.

Sounds fun, let’s do it!

If I am very happy, what fragrance do you think I should wear?

From designer or niche?

Let’s say niche.

If you are very happy, you should wear Masque Milano, L’ATTESA.

And if I’m sad, or upset?

Well, change the mood (laughter). You could use Stephanie di Bruijn or My Gentleman by Lise London. It’s fantastic and it’ll take you to another world!

What if I feel I need a change?

Then you need something people can ask about: Kemi, Layla, or Aqua Ligia.

What does the future hold for your business?

Well, I am very happy to tell you that we are moving forward. We have opened another store at Riyadh Park. It’s the biggest store in the Gulf today. We have a new brand, Ortigia, and we are its official agent in the Gulf. We are not trying to open a lot of shops but we are focusing on quality, and good service.

Any final thoughts??

Whatever your passion, don’t be shy to go forward and find out more information. Learn about every aspect of it, no matter what "it" is.
PERFUME PERFECTION

Perfume is something so personal that it can take creators a great amount of time to find the perfect balance of notes. It also influences mood and can even conjure past memories.

The first blends of perfume originated from Mesopotamia, India, Egypt and the Indus civilization from the year 1300 BC.

From bergamot to lemongrass, there are scents that blend to evoke different emotions. With this in mind, we have created a list of five scents that blew us away.

1. Maison Francis Kurkdjian Paris
   Baccarat Rouge 540
   Ingredients: Jasmine, Saffron, Cedar wood and Ambergris

2. Amouage Bracken
   Bracken Man by Amouage is a Aromatic Fougere fragrance for men. Bracken Man was launched in 2016.
   Top notes are bergamot, lemon, cypress, lavender, nutmeg and cloves;
   middle notes are geranium, sandalwood, cedar and cinnamon;
   base notes are patchouli and musk.

3. Rania J Amber Lope
   Amber vibrates on the skin like a heartbeat with labdanum, vanilla, tonka bean, agarwood, and vetiver. A warm fragrance, sensual and mysterious.
   Olfactory family: Woody Oriental
   Top note: Clove, spices
   Middle Note: Balsam Peru Essential Oil, Labdanum Abs., Vanilla Absolute
   Base Note: Agarwood/ Oud, Gaiaic Wood, Cedar wood

4. Cartier Oud and Oud
   A collection of olfactory moments of pure emotion, these High Perfumery fragrances focus on highly sophisticated senses and materials. Very private sillage composed by the Maison Cartier perfumer Mathilde Laurent.
FIT VS LEAN - WHAT DOES IT MEAN TO BE HEALTHY?

By Hassan Nitami

Being healthy does not mean you need to be thin or lean, muscular or toned. This is a misconception in society. A person who is thin, toned, muscular, or by society’s standards in good shape, may not necessarily be healthy. We automatically assume they work out, have a great diet, and are in perfect health. The same thing applies to the person who is heavier in weight and who would not be identified as lean. Society is quick to assume that they are out of shape, never go to the gym, and neglect their health. Whereas in some cases this could be true, but in others this can be the furthest thing from the truth.

There is a big difference between being fit and being lean. They are not the same. In order to better understand the distinctions, we must first define the terms. The term fit implies having good health, at a level of standard or above standard in the body. Whereas lean can be defined as being thin or possessing a toned shape.

True fitness is measured by the success of your cardiovascular system, blood levels, and general ability to perform daily functions such as walking up the stairs or walking approximately 10,000 steps a day. A person can look healthy externally, but they could be a smoker who struggles with exercise when attempting a workout, or they may rarely exercise at all. On the other hand, a heavyset person may have a weekly routine of working out or going to the gym, while consuming a healthy diet which includes all the basic food groups and be perfectly healthy.

We have to look at why we have immediate assumptions based on physical appearance alone.

One reason is that society, marketing companies, and the media have overwhelmed consumers into believing that a thin appearance means healthy and a fat appearance means unhealthy or unfit. There are countless true stories of many people who, by appearance, are identified as lean or thin at first glance, but who actually have a poor diet and never work out or indulge in unhealthy habits. There are also those stories of heavyset people who technically fall over the threshold of their Body Mass Index (BMI), and are committed to a healthy routine but possibly struggle with their food choices or diet.

It is hard to argue that maintaining an active, healthy lifestyle with a balanced diet is key, regardless of how you look. Everyone’s body is different. Body weight does not measure your level of fitness or health. Happiness is also a strong measure of health, and studies show that frequent exercising delivers blood flow and oxygen to the entire body including the brain. This strengthens your immune system and makes you feel better about yourself. Being happy will help you better safeguard against stress-related issues also. When you experience happiness, it is less likely that everyday stress will affect you.

To summarise, everyone’s focus should be on maintaining a healthy diet, regular exercise, and annual visits to the doctor to ensure they are engaging in a dialog about their health and being tested to prevent the risk of health issues. It should be less of a concern to be lean than to be healthy. If you implement the three above-mentioned activities, you will not only be healthy and fit, but it will significantly lower your risk of health issues and you will more than likely live a longer life.
YOU ARE WHAT YOU EAT: FACTORS FOR A HEALTHY LIFESTYLE

There are many factors we need to consider to know if we are healthy. Lots of people feel they are healthy based on the amount of time they visit the gym each week. Cardio-based exercises can help us to stay fit, improve our chances of weight loss, increase our stamina and can play a part in maintaining mental health. Other than exercising and going to the gym, what other factors can really make us healthy? First and foremost, the catchphrase “You are what you eat” is self-explanatory, and a healthy diet plays an important part to be healthy.

Breakfast is considered a very important part of the meal to begin your day. In the morning, our body needs lots of energy as it can help us complete our daily tasks. Eating a bowl of muesli with jumbo, juicy raisins and macadamia or Brazilian nuts which contain healthy fats that can help us start our day. Another good breakfast idea is a bowl of porridge with almonds, flakes of coconuts, blueberries or cranberries.

By midday, we all start thinking about lunch. This is the time when we need carbohydrate-based meals to maintain sugar levels but also our body needs a source of protein. Salad is a good meal for lunch. There are many types of salads you can make. From exotic salad to vegetarian salads. Vegetarian-based pasta salad with beans, quinoa, salad dressing and salmon fish can provide lots of nutrients for the body. Another option could be to make pasta salad with chicken. As pasta can be reheated, it can still taste delicious and fulfil your daily nutrient intake.

After a lovely lunch, a bowl of low-fat yogurt can be topped up with some sultanas or strawberry slices, and it can be a great aid to digestion.

An early dinner should be taken between 6:00 and 8:00 pm. Stir-fry noodles, made with soy sauce, a drizzle of salt, pepper and seasoned chicken, can be both tasty and light on the stomach.

Other options could be to try a smoked or grilled cod or salmon with baked potatoes and some mushy peas. It’s important to avoid skipping dinner as having a fast metabolism can help with food digesting and weight loss. With an empty stomach, our metabolism can slow down and can increase chances of disease.

There are many things you can do to improve your diet and to be more conscientious about what your body needs. I hope you try and enjoy my meal recommendations. You can share your healthy eating tips to Spotlight Blog.
An Apple Pay Day!

Saudi Arabia now welcomes Apple Pay. This will allow card holders across the Kingdom to make payments using their Apple Devices. If this makes you anxious for your safety, rest assured that your card numbers are not stored on the device or the Apple servers. Every transaction is stored using a one-time security code. This will ensure that users are not at risk, even if someone steals their device.

Apple Pay comes at a time when Saudi Arabia’s citizens are gravitating to new and advanced methods of smart living.

In order to use Apple pay, just keep your finger on your home button while bringing your iPhone above the pay machine at a till point or cash desk.

That’s it! You have successfully become a 21st Century consumer.

Institutions that are onboard with Apple Pay are: Mada, Visa, Mastercard, Al Rajhi Bank, NCB, Riyadh Bank, Alinma Bank and Bank AlJazira, and others.

To set up your Apple Pay, simply open the Wallet & Apple Pay icon, and click on the “Add Card” button. Your bank may ask you to verify your details.
ADD TO CART GENERATION!
We know online shopping is not something that just started to take off. Each year, more and more people gravitate toward online shopping because of a variety of product offers and convenience. We enjoy looking at the statistics that show growth in not only spending but of people moving toward a digital planet.

These days, more people are choosing to welcome a box rather than a bag on their doorstep. Online shopping allows you to be in control of your shopping through filters of preferences and even how much you are willing to pay.

**So why shop online when you can just go to the store?**

Well, when you look at the advantages of online shopping, it’s hard to resist ‘clicking’ instead of parking your car and walking into a store filled with people.

**Online shopping allows you to:**
- Get a 360 degree view of the item.
- Find feedback that is verified from buyers that already purchased and used the item. Filter your preferences:
- From colour to material texture, you are able to personalise your needs.

Source for statistics: https://www.go-gulf.com/blog/ecommerce-saudi-arabia/
Homeland
By Abdulaziz Ashwerikh

The homeland is like a mountain
And the people like flowers
Our hearts like stones
We do not fear the enemy
In cooperation we overcome difficulties
We are like the sea
Our anger does not drown hate but is like the dove
Symbolising peace.

Vision
By Yazeed Al Mayouf

A lot of buildings around us
Clean streets behind us
Just tell me something helpful
About my marks, I’ll be careful
I saw a blue and orange beard
And that maybe sounds weird

My dream
By Raad Al Faqeer

My dream is coming, to give me hope
I still can fight to reach the top
Life gives opportunities, so why do you need
to stop?
If you keep ahead, you will develop
I can catch the stars, my passion leads me to the top.

Everyday
By Abdullah Al Dael

I wake up every day
I try to be successful
I throw my sadness away
But still I’m careful
I have all the best
I always thank God
My parents on my list
And everything that he helps me understand
Unbothered by neighboring communities, Amara lives in a village where the sick and the old get escorted to healing camps by the sages of the village, where they seemingly never return. The adults of the little village don’t ask about the whereabouts of the those who got taken and are instructed by the sages to tell their children to do the same.

Amara’s family goes frequently to nearby towns because their father is a tradesman who sells the village’s wool to other communities. One time, when Amara was accompanying her father, she got introduced to the other children there. She got to know what happened to the grandmother of the boy she was playing with, when his grandmother disappeared while sick on her bed.

In denial, she and other children lived a simple life until the day her father’s head turned yellow and his throat began to roughen, puking everything he ate. Ten days elapsed and the only change was his body weakening and slowly turning white. His wife informed the sages to take him to the so-called “healing camps” where the sick get healed and never return.

Amara had waited for two years, constantly asking her mother about when her father would return. She knew what happened, but her denial contained her rage. It quickly overtook her and ripped the order she perceived her village to have. To question this chaos that led to nowhere, she was mad at everything and nothing at the same time.

Her rage caused her friends to drift away. This intense emotion, changed to bargaining with the sages for just one look at the father. Her pleading and crying got ignored. The village people became hostile with the exception of her mother. Soon she was ostracised by her village.

Things got so bad to the point where the village banned the recognizing of death itself. Her mental instability did not hold her back from crawling out of the deep spiritual ocean she had been in. She began to slowly accept the passing of her dear father.

This story was inspired by the Kübler-Ross model that describes human reactions to life changing events in five stages of grief.
Ingvar Kamprad (founder of IKEA): From Matchbox Seller to a Billionaire

By Sana Manzari

Surely, you have heard IKEA's name before, but have you ever wondered what the acronym IKEA means? Who founded IKEA? Or when he founded it and how?

The founder of IKEA, Ingvar Kamprad, was born in a small town called Pjatterd in Sweden, in 1926. Kamprad belonged to a poor family and so he had to work from the age of six to earn money for his family. Working at a young age gained him money-saving skills. He used to buy bundles of matchboxes at a low price from Stockholm and then would resell them individually at a very low price. This tactic made a good profit for him. He then extended that to some other items like tree decorations, greeting cards, point-pens, and pencils. In 1943, he decided to open a small furniture shop using the money his father gave him.

He chose the name IKEA for his small shop which stands for: "I" from his first name Ingvar, "K" from his last name Kamprad, "E" from his family farm name Elmtaryd, and "A" from his hometown Agunnaryd. At first it wasn't really a furniture shop, it was just a tiny shop selling small home accessories like wallets, picture frames, table runners and watches.

In 1954, Kamprad began to advertise his shop in local newspapers, and then he opened a mail-order system. He used to deliver the items to people's homes in a small van. In 1948, large furniture was also introduced to IKEA. Kamprad made a deal with local manufacturers and they began making products for him. In 1953, Kamprad opened the first IKEA showroom in Almhult, Sweden. IKEA become so popular in the 1980s that stores in other countries such as the USA, Italy, France and the UK were also opened. The first IKEA store in the Middle East opened in Jeddah in 1983.

Kamprad was the sixth richest person in the world in 2015! Despite that, Kamprad was also famous for living a simple life. It is said that he always drove an affordable car, and travelled in economy class. One of his quotes are: "Simplicity and common sense should characterize planning and strategic direction." This simplicity is clearly shown in his IKEA products that we all love. On 27th of January 2018, Ingvar Kamprad passed away in his hometown of Småland, Sweden at the age of 91.
Necessity: The Mother of Invention

Thinking about things you've never thought of before and thinking outside of the box are part of finding the route to a perfect business model. To spot it, you need to interact with business people and entrepreneurs to be able to see things through their eyes, as well as to know when to take risks.

Successful business ideas are always born from people's needs. Our needs can easily generate new business ideas. An example of this is when Marvin Stone invented the drinking straw because the traditional straw kept crumbling and falling into his drink. It doesn't always have to be something new but could just be a simple improvement to something people already use, such as the bendable straw Joseph Friedman invented to suit the needs of his daughter.

From studying the past, we can conclude that the motive of most successful businesses has been passion and not money. Thinking about money restricts the flourishing of the idea. For instance, when Tina Seelig assigned her students to make the most amount of money possible with a five-dollar capital, the best profitable ideas were the ones that didn't consider the five dollars at all.
What Makes a Successful Business?

By Abdullah bin Davel

Setting a well thought out strategy is of utmost importance. Any business person must understand the need to improve their business process in order to become more productive and efficient. Hard work is an essential factor that can lead to the success of your business because you need to be willing to work hard in order to accomplish your goals.

So is it easy to start from scratch?

- Set your goals and build a business plan.
- Choose the right team members to build a successful teamwork.
- Be more creative by using your current resources.

It is better to start a small business first, and then start growing it.

THE ART OF ENTREPRENEURSHIP

By Huda Almorzy

Most of the top 100 successful people in the world describe themselves as entrepreneurs. why is that? Why is entrepreneurship such an appealing thing to us? I would argue that entrepreneurship comes naturally to human beings. Humans are the most exceptional problem solvers throughout the course of history and that perfectly lines up with the essence of entrepreneurship which is in fact, viewing problems as opportunities. Everyone has the capabilities within them to become the most remarkable entrepreneur. As tina seelig put it, “an entrepreneur is someone who is always on the lookout for problems that can be turned into opportunities and finds creative ways to leverage limited resources to reach their goals.”

There are many misconceptions about the requirements of becoming a great entrepreneur. most people think you need a significant amount of money or successful partners to get started. What is actually needed is hard work, perseverance and the comfort of taking huge risks. jack ma, co-founder of alibaba is a great example of this. He was rejected and turned down plenty of times but that didn’t stop his endeavor to success. in fact, he believes that giving up is the greatest failure.

The world is brimming with opportunities every second. They just need a keen eye to spot them and a determined mind to take advantage of them. While these opportunities never stop coming, our time here slowly diminishes. Don’t waste your time and just start doing what you like. You’re next.
ENTREPRENEURSHIP
AS PART OF 2030 VISION

One of the three main goals of Saudi Arabia’s Vision 2030 Program is a thriving economy, and to achieve it, they are working on entrepreneurship to make it have a bigger role in the economy. But what is entrepreneurship? Entrepreneurship, which originally comes from the French word entrepreneur meaning “undertake”, is the capacity and willingness to develop, organise, and manage a business venture and its risks in order to make a profit.

In the past, up until the beginning of the 20th century, entrepreneurship and its benefits were neglected, but currently, it plays a huge role in a country’s economic development, as it provides new employment opportunities, increases standard of living, boosts exports, and helps to raise and to diversify productivity, due to variation in the field of innovation for entrepreneurs. That is why developed countries like the USA focuses a lot on entrepreneurship, where entrepreneurs contribute more than 50% to the national GDP, while it reaches up to 60% in China, and 70% in Hong Kong. On the other hand, our country’s small enterprises contribute only 20% to GDP, which is very low and should be increased.

From this point on, Saudi Arabia is trying to support entrepreneurs everywhere whether it was small enterprises or large corporations; the Vision also aims to give everyone equal chances, both men and women, old and young, because of this, the General Investment Authority has released a special license for entrepreneurs to encourage and motivate them, and likewise, TAQAT (The national labor gateway) has also opened many training courses for entrepreneurs. The Small and Medium Enterprises General Authority is working on reviewing regulations, removing barriers and facilitating access to finance.

By Sana Mauzari.
HOW ENTREPRENEURSHIP WAS THERE FROM THE START

Entrepreneurship isn't a new concept, it was there from the time our father Adam -peace be upon him- was sent down knowing the names of all things. Humans since their first communities practiced entrepreneurship. And it was a big part in the evolution of civilizations.

Humans started trading, merchanting, and transporting goods from one continent to the other. They started to have their own work. A farmer would only work in his farm and a tailor would only make clothes and both of them will get their needs by trading. That way they don't need to make everything by themselves, and life would be easier. By specializing in their crafts, they started to master it. They evolved, cities and villages grew bigger and more fields of opportunities for entrepreneurs started to appear. They started to manage and innovate more.

In later times, many things have evolved because of entrepreneurs. Such as currency, merchandise, management and banking systems and so on. Constant Creativity and risk taking is what made us live the way we do. It's an important factor for the development of our lives. And we need to encourage that; for a better future.

Successful Business

A successful business is a way to achieve what you want. I believe there are many ways to have a successful business. It's important to have innovative ideas and good products and excellent services to make the business successful.

In the old days, businesses use to advertise their products on Television and in newspapers, nowadays social media especially Twitter is used by successful businesses to market their brand and to build a strong customer base.

Lots of successful companies are owned by millionaires. Lots of the millionaires have visions and strategies to grow their business from a national company to a multi-national.

From my observation, I believe companies need to have good reputation, which is built through innovative products which will lead to company growth in the market. Also, it's important to value employees, providing them good working conditions, good career opportunities and job security.

Finally, a successful business need a good leadership and a good vision by the chief executive officer.
If You Just Dream Of Such A Place

By Layth Al Sharari

As soon as you enter this wonderful place, a calm and peaceful atmosphere greets you. The aroma of wood, leaves, and water fills your nose. The whistling sound of the wind makes the leaves whisper peacefully in your ears; and the combination of different birds chirping makes the most alluring of melodies. Tree branches hugging each other while swinging left to right as if they were dancing to the rhythm of the bird's chirping and the clapping leaves. Ever had the pleasure of experiencing such beauty, or ever dreamt of such a place. I wonder if your senses have had the pleasure to witness such beauty or you just have dreamt of such place.
Why do we believe in brands that don’t believe in us?

Liars have been around for as long as humans have been roaming the earth.
So why do so many people get away with lying? From tech companies worth millions to your food labels on the supermarket shelf.

What is the science behind believing?

Many companies and brands have a positioning in our minds. This means that when we think of things related to a brand or a person, we attribute things that are like or similar in nature to that product or person. For example, when thinking about a company like Google, some might fully trust the tech giant, citing that it can manage its information well. So Google gets a pass because it manages content well? We sometimes forget that the world of Google is a giant abyss controlled by human beings.

When you believe or trust a company, you are in essence trusting strangers with your information and exchanges with friends and family.

If you’ve ever heard of a company called Theranos (Therapy Diagnosis), then you know that the infamous company was once worth nine Billion Dollars. Today, the company is worth zero Dollars. Why? Because a teenager named Elizabeth Holmes, who was from a very influential background, dropped out of Stanford University and used her family’s connections to raise an enormous amount of money.

Through her family’s name, she was able to get funding for a blood testing applicator that uses a few drops of blood to diagnose a host of different illnesses. She was very convincing and managed to fool even Fortune magazine and investors like Henry Kissinger. Today, she is awaiting trial and her family are disgraced for generations to come.

So the psychology of persuasion has much to do with how we control and package information about different people and things. Hence why we see so many celebrities representing brands that they claim to use.

Furthermore, we also tend to trust and believe people who “look the part”. For instance, people who appear level-headed and well-groomed are believed quicker than a dishevelled, erratic person.

It is all an illusion. To go back to Elizabeth Holmes and Theranos, we can’t become a society that trusts food labels, brands or celebrities, just because the brand is well recognised, or the celebrity is famous for a persona they played on screen. Big companies get it wrong too, so we need to start making better decisions when buying products and brands that don’t even consider our needs in their campaigns or offerings.

By Zaheer Carrim
What’s the deal with POP-UP shops?
A pop-up shop is a space that is temporary, that literally “POPS UP” in a very short amount of time. Brands that utilise pop-up shops are usually launching a product or service that can occupy a space in their local mall or other public buildings.

So what's the craze about?
Well, using simple materials to get constructed, brands buy pop-ups to give consumers an opportunity to interact with their product or new brand launch instantly.

The area is structured to look like a brick-and-mortar store, but is held up by solid platform materials. Together with branding, the store can be very eye-catching and even interactive.

Successful pop-ups usually have interactive screens relating to the product, with testers, samples and even giveaways. Brands that use this strategy appeal to consumers on a one-to-one basis and definitely increase their market positioning. For example: Skin-care companies have an interactive “Skin-Mapping” application that helps you to find the right product for you. The experience gives the consumer a feeling of exclusivity that is unmatched. The accuracy is also on-point. The system uses profile indexes together with the photographic dimensions of your face.

What are the advantages?
Well, in terms of cost, a pop-up shop is cheaper than acquiring a space for a long period of time. It also allows the brand to customise the experience with the consumer in mind. Successful pop-up brands include: Kylie Cosmetics by Kylie Jenner, Adidas, illy Coffee and LEGO to name a few.

So why should we care?
Well, as consumers and future or existing business owners, we can see the benefits of a temporary space. We should be aware of strategies that include pop-up retail to experience or give the experience of a brand journey.
Linkedin was launched in 2003 by Reid Hoffman and other founders. It is a network that allows professional people from all fields to have a profile. The profiles include work experience, education and even recommendations from colleagues. It is also the most successful employment and skills network in the world.

There are over 500 million Linkedin users globally. In 2016 alone, the Kingdom of Saudi Arabia had 2.5 million users (source: Gulf Marketing Review NO 261).

So how can Linkedin help you? Not only does it allow you to maintain connections with colleagues of past and present, but it matches your profile for a potential work opportunity. Linkedin is also a trusted site for hiring and human resources.

Industry professionals also share content, ideas and surveys to their connections. This makes both qualitative and quantitative research easier to attain.

Download the app today and become a part of a global initiative to make vetting easier, job hunting painless, and communication with colleagues effortless.
BILL GATES / QUOTES

Don’t compare yourself with anyone in this world... if you do so, you are insulting yourself.

I choose a lazy person to do a hard job. Because a lazy person will find an easy way to do it.

If you are born poor it’s not your mistake, but if you die poor it’s your mistake.

Life is not fair get, used to it!

It’s fine to celebrate success but it is more important to heed the lessons of failure.

We all need people who will give us feedback. That’s how we improve.

I believe that if you show people the problems and you show them the solutions they will be moved to act.

If all my bridge coach ever told me was that I was ‘satisfactory,’ I would have no hope of ever getting better. How would I know who was the best? How would I know what I was doing differently?
KITTY FRIENDS: A PROJECT TO RESTORE KINDNESS

The earth is not ours alone; this is a fairly well-established fact. Many creatures roam our planet, and they are as much a part of it as we are. Yet, we always see animals being mistreated as though they are not considered a living soul that deserves as much place in our world as humans do.

In our campus, we see cats and kittens around us daily. Although they consider it a home, the truth is that they are abused and mistreated. A heartbreaking example is the story of Mocha, a lovely cat that had her kittens taken away from her, and had withered in despair.

This story is what set the spark, and here we will shed light on Dr. Ghada Altalhah’s efforts to lend a hand of kindness to cats with her initiative, Kitty Friends.

Dr. Ghada believes that humans could have a positive or negative effect on animals. Since she has witnessed the negatives, she took that matter into her own hands to ensue the positive changes she wished to see. She began by talking to the Vice Dean of the Community Service College in Olaysha. Dr. Malak Qattan, who advised her to start with the official procedures. Dr. Ghada then headed to the Saudi Ministry of Environment, Water and Agriculture, and got all the permits necessary to start helping the cats.

Dr. Ali Al Duwairj, the General Manager of the Veterinary Health and Control Department at MEWA, also sponsored the initiative with medication the cats need. Dr. Ghada also received help from Dr. Lana Michelle Dunn, a veterinarian from New Zealand who offered her free services, and Dr. Anton Angelo Facundo who helped treat the cats free of charge. After all the paperwork was handled, the real work had to begin. And high on the list, they had to find a suitable place to be a surgery room.

While many would see it only as an abandoned building, Dr. Ghada and her team saw the potential it could hold. Their initiative called for much persistence and effort, as it was physically, mentally, and emotionally exhausting. They had zero budget, but they managed to get the room cleaned and volunteers brought resources in; and it was changed from an empty room to a lovely Care Room.

First of all, they had to estimate the number of cats and to identify the source of any new cats coming in. They set up special cages that would not cause any harm to trap stray cats, and finally, upon securing them, they started the procedure. They treat the cats and perform TNR, Trap-Neuter-Return, the safest and healthiest approach for cats. Their efforts do not stop here as they have follow-up teams that ensure that the cats are happily back to their routines.

Dr. Ghada states that this initiative is a long-term project, and their efforts will not stop here. They wish to provide food stations and shelter for these cats. However, her ultimate aim is to raise awareness and she is pleased to announce that since she founded the project Kitty Friends, on the 4th of November, 69 cats have been TNRRed.

When walking around campus, notice if the cat is ear-tipped, meaning the tip of the left ear is clipped; if so, then the cat has been treated. The numbers are striking indeed, and we hope to see more hands extended to help Dr. Ghada and her team as they aim to improve the life quality for cats.

By Reem Al-Joaini
ALEXANDRIA

THE JEWEL OF THE

MEDITERRANEAN

In the previous edition, I wrote about my holiday to Egypt, specifically Cairo. This month I take you to Alexandria.

Alexandria is located on the northern coast of Egypt along the Mediterranean Sea, and definitely has a Mediterranean makeup in and around the city. The striking views of the sea are stunning.

We were lucky to have a hotel that faced the coast, giving us epic views. We ventured out on the first day along the coastal front enjoying street food and stumbling upon an area in which the locals tend to hang out. The calm breeze and relaxed atmosphere are testament to the chilled opinion people have of the city.

The following day was spent primarily at the Bibliotheca Alexandrina. The famous library in the heart of Alexandria. The architectural masterpiece is truly the jewel of the city. There are remnants of Greek history everywhere. Artifacts and parts of ruins are displayed within the library. Alexandria itself is named after Alexander the Great.

Afterwards, we continued exploring and wound up at a local restaurant where we had lunch. Seafood is a must when in the city as it is of high quality and is extremely fresh. Naturally, this was accompanied by a plate of good old-fashioned chips.

All in all, the holiday was an unbelievable experience filled with amazing food and ravishing views. The weather was fantastic compared to the intense heat normally associated with the rest of Egypt.

Alexandria is an amazing city and definitely worth a visit. Its stunning views, relaxed atmosphere and excellent food spots make it a perfect place to holiday.

All in all, Cairo is a city which bridges both ancient history with modern Arab culture, and we recommend this destination if you have a chance to visit.

By Muhammad Ali Hussain
THOUGHTS ON BUSINESS

“THE DIFFERENCE BETWEEN WHO YOU ARE AND WHO YOU WANT TO BE IS WHAT YOU DO.”
UNKNOWN

“THE GREATEST OF WEALTH IS THE RICHNESS OF THE SOUL.”
PROPHET MUHAMMAD PBUH

“IF YOU REALLY LOOK CLOSELY, MOST OVERNIGHT SUCCESSES TOOK A LONG TIME.”
STEVE JOBS

“OPPORTUNITIES DON’T HAPPEN. YOU CREATE THEM.”
CHRIS GROSSER

“It is better to fail in originality than to succeed in imitation.”
HERMAN MELVILLE

“STOP CHASING THE MONEY AND START CHASING THE PASSION: TECHNOLOGY.”
TONY HSIEH

“You need to have a vision, know exactly what to do, and what is the gap in the market.”
BADER AL SADDOUN

“SUCCESSFUL PEOPLE DO WHAT UNSUCCESSFUL PEOPLE ARE NOT WILLING TO DO. DON’T WISH IT WERE EASIER; WISH YOU WERE BETTER.”
JIM ROTH

“THERE ARE TWO TYPES OF PEOPLE WHO WILL TELL YOU THAT YOU CANNOT MAKE A DIFFERENCE IN THIS WORLD: THOSE WHO ARE AFRAID TO TRY AND THOSE WHO ARE AFRAID YOU WILL SUCCEED.”
RAY GOFORTH

“You know you are on the road to success if you would do your job, and not be paid for it.”
OPRAH WINFREY

“In the business world, the rearview mirror is always clearer than the windshield.”
WARREN BUFFETT

“Would you like me to give you a formula for success? It’s quite simple, really: double your rate of failure. You are thinking of failure as the enemy of success. But it isn’t at all. You can be discouraged by failure or you can learn from it, so go ahead and make mistakes. Make all you can. Because remember that’s where you will find success.”
THOMAS J. WATSON
Dr. Selwa Al-Hazzaa

Dr. Selwa, an alum of King Saud University and the prestigious John Hopkins University, has done amazing work in her field. Her main focus is the inherited diseases that are associated with eye deficiency. She has also published important work related to eye diseases. Dr. Selwa, also heads the Ophthalmology Department at King Faisal Specialist Hospital. In 2013 she made history as the first female member of the Shoura Council of the Kingdom of Saudi Arabia.
SPOTLIGHT
CREATE - MOTIVATE - BECOME
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