



“BE YOUR OWN BOSS”



Location courtesy: St Regis Hotel, Doha



A business born out of a hobby, Techno Q is now providing retail system solutions and is the first systems integrator in the Gulf. Always on the alert for expansion projects in the region, the two friends behind Techno Q – Zeyad Al Jaidah and Abdulla Alansari – have a vision to be the first choice for integrated, low-current systems solutions in the Middle East. Seeking to emulate the success stories of Steve Jobs and Jack Welch, the two entrepreneurs are stimulating company and aspire to keep building on their enterprise.

Each of them has his set of principles, and it is a marriage of ideas that is the reason behind the true success of Techno Q.

For Al Jaidah, entrepreneurship is always about innovation and risk-taking, while for Alansari it is the attention to detail and values. And it is these different ideologies that each of them brings to the company that make it what it is today.

“Jack Welch’s philosophy was that a company should be either No.1 or No.2 in a particular industry, or else leave it completely. Welch’s strategy was later adopted by other CEOs,” says Alansari, talking about the most inspiring person

in his life.

For Al Jaidah, with entrepreneurial blood gushing through him (he comes from a family of entrepreneurs), it was decided even before he finished his studies, that he would either start his own business or join the family one.

“I was prepared even to mop the floors of Jaidah Motors, my brothers’ company,” he jokes.

Thankfully he didn’t have to do that for he met Alansari during his engineering studies in the US and they decided to explore the possibilities of opening their own business in Qatar.

Alansari wanted to start his own business too, and his cousins and friends advised them on many potential business plans, ranging from sugar-free products to cars, but they finally decided to stick to their hobby of music systems.

“The idea was conceived over a chat,” reminisces Alansari. “We wanted to provide a high-end home theatre experience. There was no one company that provided all of this in one product, and this is what we wanted to give our customer. A good sound-system and high-end seating with portable screens. We did something that

was not even available in Dubai and we provided a good demonstration.

“We did that, but our home theatre system didn’t work, so we realised it was not the best thing to do and decided to do commercial business too. We did the first commercial project for Omar Al Fardan for his BMW showroom. He wanted a state-of-the-art showroom for BMW and we did it for him. We did the installations ourselves,” says Al Jaidah.

That was just the start for Techno Q and since then they have established their business, although it took them two years to get into profit.

“Being in Qatar was such an advantage. It was a virgin market in effect and we started at the right time. From 1997, things started to get bigger here and we rode along on this wave of success. We saw exponential growth,” says Alansari.

Ask them about the inhibiting factors for entrepreneurs, and they feel the high real estate prices are one of them.

“Mentors are very important,” says Alansari. “When you are on your own you learn from your own mistakes and sometimes mistakes prove costly. But you need to learn from these and also open up new avenues. Maybe our home theatre idea was not good but that eventually led us to what we are doing right now,” counters Al Jaidah.

Al Jaidah had his brothers, Saleh Al Jaidah and Ibrahim Al Jaidah as his mentors. There is an intention of encouraging entrepreneurs in the country, they feel, but nothing tangible has been achieved so far.

“We are hoping for change,” says Al Jaidah.

Take advantage of a small market and go forward, advises Al Jaidah.

But think rationally before you embark, cautions Alansari.

And both of them join together in saying: “Be your own boss and take the step.”

(Both Al Jaidah and Alansari were finalists of the E & Y EOY awards)