



د افغانستان د اقتصادي او حقوقي مطالعاتو موسسه
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Afghanistan Economic & Legal Studies Organization

JUMP - JOINING UP TO MINIMIZE POVERTY
گامهای مشترک برای مبارزه با فقر
له غربت سره د مبارزې لپاره گډ گامونه



AZIZULLAH GULZADA
SUPPORTER AND PARTNER OF YOUTH

ENTREPRENEURS FOR PROSPERITY IN AFGHANISTAN

کارآفرینان برای رفاه در افغانستان | په افغانستان کې د هوساینې لپاره متشبثین



AZIZULLAH GULZADA

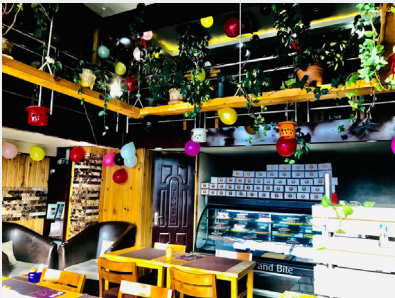
SUPPORTER AND PARTNER OF YOUTH



“Kabul, Afghanistan”

In recent years, despite the fragile security and not so good economy situation in the country, the cafe culture in Afghanistan has grown significantly, and young entrepreneurs have turned to business and job creation by creating modern cafes. In the absence of entertainment places in Kabul, these modern cafes and restaurants are a favourite and crowded place for many people to spend time with their family and loved ones.

One of those popular cafes in Kabul which everyone knows, is The CupCake, which has founded by Azizullah Gulzada in 2018. This cafe has 15 employees and 2 branches in Kabul city. Azizullah's father is a farmer and he has five brothers and four sisters. "Unlike my father's decision, he wanted me to be a farmer like him, but I refused and started business without family support". Before CupCake, he was the CEO of a taxi and tourism company from 2004 to 2018.



“ The CupCake coffee shop view ”

As a child, Azizullah Gulzada dreamed of being a good diplomat ,fortunately, today he has two bachelor's degrees in economics and international relations. In his point of view the only word that can describe his character is honesty and truthfulness.

Azizullah was born in Kabul and spent his school and university period there. He also experienced immigration, "During the first period of the Taliban regime, we migrated to Pakistan due to the critical security situation, and at the same age as a child, I became engaged in carpet weaving and later in the carpet trade."

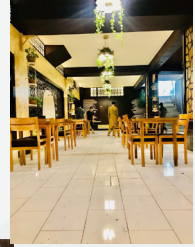
He talks about The CupCake and adds, "Before running The CupCake, I conducted a public market survey and hired a foreign employee as chief for cake recipe. She worked with us for a year and trained other employees her cooking skills. I always wanted to create a different place, so instead of smoking and other issues, I created books and a small library for student's research in the cafe."



“ The CupCake coffee shop view ”

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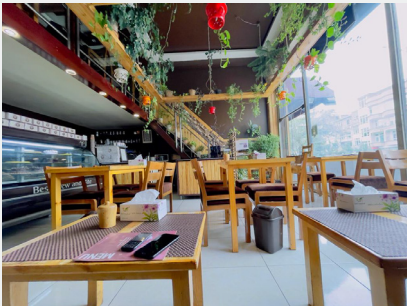


“ The CupCake coffee shop view ”

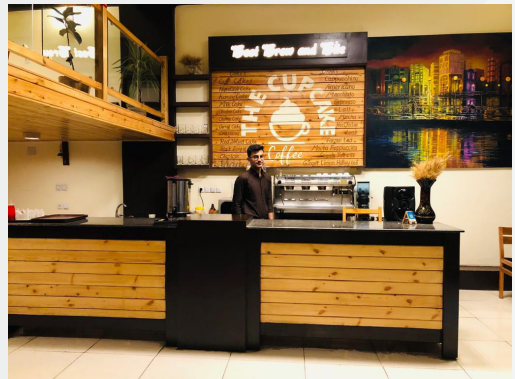
He also points out that, "We had planned to expand this business in different provinces so that people feel safe and comfortable while going to a cafe. Today, after country's sudden change, we still have this plan because our goal has always been to serve the people honestly." He also says, "I have always worked with young people, both male and female, to stand on their own feet, even if they become my rivals tomorrow."

Before creating The CupCake, Azizullah worked as administrative manager in a well-known media for one year. For many years, he had a taxi company that provided professional tourism services for national and international tourists. He also established an organization in the women's empowerment sector, which trained women in the field of travel guidance and hotel management in six provinces of the country. He also reminds that, "For many years, I have been looking to create a coffee shop, but due to constant busyness, I could not able to, until finally I achieved this dream, and now I feel happy and satisfied."

Starting a new business in the critical security situation of a country like Afghanistan requires high level of risk and huge investment, but when you find your customers and seek their and market satisfaction, this risk and investment will bring you many rewards and achievements as Mr.Gulzada received. He also emphasizes in encouraging effects and says, "One of my university's professor was really a good guide and encourager for me because I used to do business without any experience, but he taught me business and economics in a scientific and practical way."



“ The CupCake coffee shop view ”



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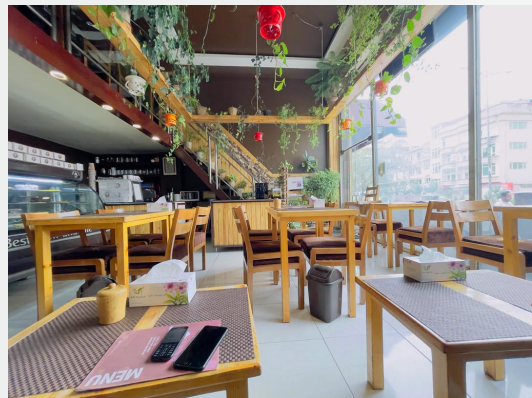
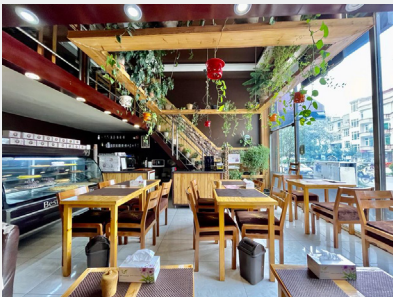


“ The CupCake coffee shop view ”

Having market standards and being trusted by customers in the market with dedicating high quality services, is the priority of every business owners. Azizullah Gulzada recounts himself in this case and says, "Every customer who came to The CupCake told me that you must have lived abroad to design and create this cafe with today's and very modern standards. These words give us more strength to work harder and give the best services."

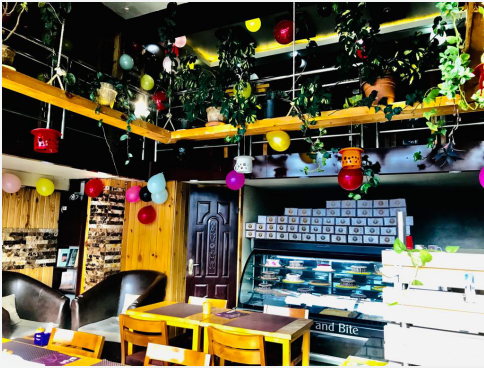
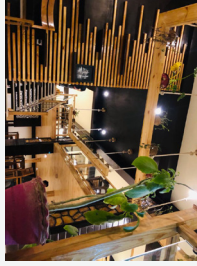
Azizullah believes that in order to achieve your goals in life, you must always prepare yourself for learning new & modern skills. "At the beginning of our business, we first worked on the market survey, location selection, design and decor, then I needed to learn the skills of using coffee shop machines, so I started watching YouTube as self-taught and continued my work."

Azizullah Gulzada considers his brothers as constant supporters of himself in every aspects of his life. He also feels proud of running his own business and attributes all his success & achievement to his skills which are: communication skills, crisis management skills, being optimistic and social personality and always putting honesty as top priority while dedicating services to the customers.



“ The CupCake coffee shop view ”

SUPPORTER AND PARTNER OF YOUTH



“ The CupCake coffee shop view

And Azizullah Gulzada's, the founder of The CupCake Coffee shop, interview with media ”

Today, Azizullah Gulzada's business is not a source of pride for himself and his family, but creating a cafe with international standards, is also source of pride for whole nation. He also talks about future and says, "I am optimistic about the future of the country because Afghanistan has gone through more difficult days that now. So, these hard days will also pass. Today's young generation has the potential to lead country towards development & prosperity. My biggest dream is to open The CupCake branches in all provinces of the country and I will work non-stop to achieve this dream."