



د افغانستان د اقتصادي او حقوقي مطالعاتو موسسه
موسسه مطالعات اقتصادي و حقوقي افغانستان
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



MAHDI MUDARIS
AN ELITE IDEA

ENTREPRENEURS FOR PROSPERITY IN AFGHANISTAN

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



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“ Mahdi Mudaris while doing haircuts of " Elite Beauty Salon" customers ”

Afghanistan is a country with millions of immigrants inside and outside the country and different narratives and stories that makes us pause & think. This moment of hesitation and deep reflection is because of elites who grew up in this country and despite all political, economic, security and social challenges that even led them to leave their homeland and migrate to foreign countries, they still had the courage to return to their homeland, express their unique ideas and share their learned experiences with others, that today it has shown its place & role in the growth and prosperity of Afghanistan.

One of these elites is Mahdi Mudaris, a 28-years-old Afghan who has been able to go through all these hardships and launched his brand by the name of " Elite beauty Salon" at the best location of Kabul city. The journey of starting his business was not easy and he did not reach to destination easily but by experiencing the difficult days of migration, he came to the idea of returning back to his country and sharing his experience & learned lessons in order to play his role in Afghanistan's development.

Mudaris is one of the last 20 years youth who launched his brand for men's beauty and hair styling in very modern form at the country. He expresses his feelings and says; "No one has encouraged me, I was always looking to create innovation in my life by my own. I wanted to do other people's activities differently so that I could be a role model to others and they could follow me. As a teenage, I always wished that one day my name will be among the famous personalities at Google page and it appears in it by clicking the search profile. Now, when I think back to the old days, I realize that maybe those big dreams and thoughts were the reason that I am here today."



“ Mahdi Mudaris while dedicating modern beauty services for men ”

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“ Mahdi Mudaris with Afghanistan's national football team players ”

In 2018, Mudaris established the " Elite Beauty Salon" which has 35 employees and dedicate beauty & fashion services for men. "It is the desire of achieving my goal and becoming successful that motivates me to get out of my bed everyday. I always motive, evaluate and promise myself to become my best version from the day before and I dedicate my 5 minutes every morning to listen to motivational speeches of successful personalities in the world."

Nowadays, many unbelievable & impossible ideas that turned into profitable businesses and brands, were because of self-belief and confidence of those who worked hardly and continuously for achieving their goals. " I had a small hair salon but big dreams that always motivated me to make them happen. In this way, my brother supported me to start my business. I totally remember that on that time, I did lot's of researches like; market. internal capacity, importing foreign countries materials market... etc researches in order to take the best decision and start my own business with all the preparation."



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In today's world, education is not only the element that we could rely on to achieve success, but the basic elements which have important role in success process is; determination and taking practical steps to fulfill your dreams." I spent my childhood years in exile and could not go to university due to the difficulties of life. I went to school until the 11th grade, and then I took practical courses in beauty, styling and men haircuts so that by learning these skills, I could be able to become financially stable for starting my own business."

Elite beauty & hairdressing salon, gained so much reputation among youth by dedicating modern services in a specialized way for men that they were never witness of such center, before. He expresses his feelings about gaining reputation in a very short period of time and says; "Of course, gaining this much fame and popularity in a short period of time has amazed me and made me feel proud, happy and satisfied for continuing my work."



“ Mahdi Mudaris while doing haircuts of " Elite Beauty Salon" customers ”

Furthermore, Mudaris shares his personal experiences and lessons learned that he gained by launching his own business, for young generation and says; " If you want to run your business, you should admire two important tips: first one is learning the skills of communicating & networking and the second one is dedicating your products in its best quality and services for your customers. I strongly believe that these two tips are the keys of being a successful entrepreneur." He also adds: " I always tried to play my role, correctly and my target was not only to dedicate services for my costumers but to learn them the moral, honesty and integrity lessons."



“ Mahdi Mudaris while doing haircuts of " Elite Beauty Salon" customers ”



“ At Elite Beauty Salon ”

Mudaris speaks about the behaviour of youth with himself after being popular and stress out; " Way of thinking and behaving of youth makes me feel really positive and hopeful for having a better future. However, being witness of bad security situation decrease my motivation sometimes but still I hope & pray for a better peaceful and prosperous tomorrow."

Mudaris ended up telling his story by pointing to the dream of expanding the branches of his salon across the country and says; " My first step was dedicating modern and high quality business. My next steps are opening branches of "Elite Beauty Salon" in Mazer-e- Sharif, Herat and other provinces of the country. I have dream the one day my beauty salon recognize by world and become very popular."