

Aysha Al Mazrouei

A Female Emirati Entrepreneur with a Taste for Success

Aysha Al Mazrouei is an Emirati woman of many talents. She is one of the leading business women behind Fast Falafel Street Food. Al Mazrouei holds a degree in management information systems and a masters in global leadership from the United Arab Emirates University. In her new book 'A Taste for Success' she talks about her early life and her experiences as a female Emirati entrepreneur.



I grew up in Abu Dhabi along with my six sisters and three brothers. I think I have always wanted to go into business. During vacations, I remember setting up a little shop - a cake shop at home. My younger sister and I would make cupcakes and then <u>trade</u> them with my elder brothers and sisters; it was my first taste of business success and I liked it. Twentyfive years later, I had started my first company!

From those early childhood ventures into the world of the entrepreneur, I gained the self-belief that I could be a successful business woman. Now I think about it, I have always liked to set myself challenges. I'm always <u>seeking</u> different ideas and innovations to explore in the world of business.

I began my working career in Human Resources (HR) but after six years I began to lose interest and decided that HR was not for me. My father, Rashed, is a successful businessman and advised me to join the family business. In the beginning, the relationship between my father and I was like running a marathon. I felt that business changed our <u>relationship</u>, as we mostly talked about work and less about family. When my father felt the time was right, and I had the skills to set up my own business, he <u>encouraged</u> me; he taught me to move forwards, to look outwards and upwards.

The original idea for my business, Fast Falafel Street Food (FF), came about during a conversation with a close friend I had known since school. We created the FF concept from scratch - our shared dream was to create healthy, vegetarian, homegrown produce. Since the early days, we have created a nurturing but savvy and switched on business. Today, we have over 1200 franchises in 17 different countries. I feel that I am a part of something big, building the fast food generation of the future. I would like to build FF into a globally recognizable brand. We will continue to push boundaries; my thinking is becoming very international. We've had our ups and downs, like any business; with every success there are failures. I have learnt a lot. My motto is nothing is easy; look forwards, never give up and if you need help, ask for it.

ER12 Mock

English Reading: Grade 12

ADEC Examinations 2016

> Required text sheet.

Read these instructions first:

- 1. Write in blue or black pen
- 2. The paper consists of two sections
- 3. Attempt every question and read each one carefully
- 4. A non-attempt scores zero (0)

| | : Emirates National University the text below and answer the questions by circling A, B, C or D. | |
|----|--|-----|
| 1. | What is the latest time you can visit the University? A. Thursday B. 1pm - 3pm C. 3pm - 5pm D. 10am - 12pm | [2] |
| 2. | On which day can you visit the University campus at 11am? A. Open Day B. Sunday C. Tuesday D. Thursday | [2] |
| 3. | Look at 'UNIVERSITY OPEN DAY'. Write down two ways you can contact the University. 1 2 | [2] |
| 4. | Look at, 'YOU CAN become a global expert of tomorrow'.What does the word 'expert' tell you about the University?A. It has high educational standards.B. Students learn science skills.C. It teaches a maths curriculum.D. Students learn about local history. | [3] |
| 5. | What type of text is this? | [3] |

- 5. What type of text is this?
 - A. a review
 - B. a discussion
 - C. a description
 - D. an advertisement

Text 2: Aysha Al Mazrouei

Read the text and answer the questions below by circling A, B, C, or D.

| | What is the name of Aysha Al Mazrouei's new book? A. Fast Falafel Street Food B. United Arab Emirates University C. Aysha Al Mazrouei D. A Taste for Success | [2] |
|-----|--|-----|
| 7. | Look at paragraph 2. What do Aysha Al Mazrouei and her younger sister have in common? A. They set up a small business. B. They started a company in their mid-twenties. C. They enjoyed vacations in foreign countries. D. They took cookery classes. | [2] |
| 8. | Look at paragraph 4. 'changed our <u>relationship</u> ' What part of speech is 'relationship'? A. adjective B. noun C. verb D. adverb | [2] |
| 9. | Look at paragraph 2. 'and then <u>trade</u> them with my elder brothers and sisters;' Which word could best replace <u>trade</u> here? A. buy B. employ C. exchange D. eat | [2] |
| 10. | Look at paragraph 3. What does the word <u>seeking</u> tell you about Aysha Al Mazrouei? A. She is afraid of change. B. She travels around the world. C. She is not very confident. D. She looks for new opportunities. | [3] |

11. Look at paragraph 4. [3] What does the word <u>encouraged</u> suggest about Rashed? A. He supported Aysha's children while she worked. B. He wanted Aysha to continue working in HR.

[3]

C. He supported Aysha's career development.D. He wanted Aysha to stay in the family business.

12. Which word best describes Aysha Al Mazrouei?

- A. loyal
- B. energetic
- C. anxious
- D. ambitious

ER12 Mock Coding

Text 1 Coding: Emirates National University

| 1: C | 2: B | 4: A | 5: D |
|-------------|-------------|-------------|-------------|
| | | | |

| 3 | | |
|-------------|--|--|
| Full credit | Visit the website/ go to wwww.enu-ae.org Call the university/Phone: 02 651337 | |
| No Credit | No Credit Insufficient or vague answer Shows inaccurate comprehension or gives an implausible or irrelevant answer. | |

Text 2 Coding: Aysha Al Mazrouei

| 6: D | 7: A | 8: B | 9: C | 10: D | 11: C |
|--------------|-------------|-------------|-------------|--------------|--------------|
| 12: D | | | | | |

Teacher's Guidance Notes

From the academic year 2016-17, ADEC Thanaweya is replacing the 2015 MOE Thanaweya. For 2016-17, the ADEC Modified English Curriculum is aligned to the MOE curriculum.

This is a mock English exam paper. The aim is to support schools to prepare students for the Grade 12 ADEC Thanaweya exam. It is not a full exam paper.

Note: ADEC Thanaweya will be centrally marked.

| MOE Thanaweya [2015-16] | ADEC Thanaweya [2016-17] |
|---|---|
| Theme: Careers and Future Choices | Theme: Careers and Future Choices |
| Reading [60 marks] | Reading [60 marks] |
| 3 texts | 4 texts |
| 20 questions | 25 questions |
| 3 marks per question | 2-3 marks per question |
| Writing [40 marks] | Writing [40 marks] |
| Sentence writing x 5 sentences [15 marks] | Sentence writing x 5 sentences [15 marks] |
| Essay writing [25 marks] | Text type writing [25 marks] |

Assessable ADEC learning outcomes for reading:

12R1.1 Select and apply a wide range of reading comprehension strategies

- **12R1.2** Use strategies to determine the meaning of unknown words and ideas
- **12R2.1** Retrieve, interpret and reflect on information to make connections
- 12R2.2 Retrieve, interpret and reflect on information to form an evaluative response
- 12R2.3 Explain how literary elements contribute to texts

12L1.1 Look at word relationships using inferring, questioning and monitoring to determine the meaning of unknown words

Assessable ADEC learning outcomes for writing:

- 12W1.3 Use spelling, grammar, punctuation and paragraphing
- 12W2.1 Produce an advice text
- **12L1.4** Use vocabulary to convey meaning related to the task
- **12L2.5** Use verbs and tenses (and modals when appropriate)
- **12L2.6** Write simple sentences and use connectors to write compound and complex sentences

Reading questions: Skill level descriptors

Retrieve: to locate directly stated information, exact or synonymous expressions, at single or multiple locations – *reading on the lines*

Vocabulary: using contextual clues to interpret vocabulary, identifying the purpose of a word in a text, identifying the effect of a phrase

Interpret: not explicitly stated, developing an interpretation by comparing, contrasting, synthesizing, summarizing, at single or multiple locations – *reading between the lines*

Reflect: reflecting on and evaluating the content or format of a text, demonstrating a deeper global understanding of the text – *reading beyond the lines*

Question structures:

MCQ: multiple choice questions **CR:** constructed response questions