



## Hello BBS Alums!

The Alumni Highlight is a monthly newsletter that aims to highlight the philanthropic, academic, entrepreneurial and professional achievements made by our thriving BBS Alumni community.

One of our own, Abdulwahab Abdulrahem graduated from BBS in 2006 and went on to complete an undergraduate degree in Business Management at ACK. Since then, he has been working at the Gulf Bank of Kuwait, and has recently created his own website and mobile application, Darabeel. We had a fruitful discussion with Abdulwhahab and here's how it went:



## What is Darabeel?

Darabeel is an application dedicated to sweets and desserts. He has created a platform for clients that wish to sell their desserts can post details on our app. Users can then search for types of sweets they are looking for or even search by store to make a purchase.

## What made you want to create such an app?

With work being somewhat routine, I wanted to do something different, something that would contribute to our society's dessert lovers. Our targeted clients are small startup businesses, people who are producing sweets from their homes or rented kitchens. We also handle well established sweets stores and provide a delivery system for our clients, which is affordable and ensures that their products are delivered on time and undamaged.

## Why did you name the app Darabeel?

Darabeel is a well-known Kuwaiti sweet and since the app was developed in Kuwait by Kuwaitis, we wanted to add a Kuwaiti touch to the app.

## What is the future of Darabeel?

We hope that the app will become a big success in Kuwait. We have been getting orders since day one of the launch date. We are also grateful that the BBS Alumni are helping us create awareness for Darabeel. As for the expansion of Darabeel, we are aiming to launch the app in neighboring countries as well within the coming year with the help of our operations team.

## How did you come up the idea?

One day my friends and I just finished having dinner at the dewaniya and we wanted to have desserts from a new sweets shop. We were frustrated, on how long it took us to find the store's contact details, place an order and wait for it to arrive.

So we contemplated the idea of creating a system, where people can find all types sweets and desserts on one platform, combining both home businesses and established shops in one place for a richer variety to select from. That is the story behind Darabeel.



To get in touch with Abdulwahab and find out more about Darabeel, check out the following Instagram page: @darabeelkw Also, checkout the official website: <https://www.darabeel.com/>

## We're on social media, tag along!

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