

# Hind Wassef

Diwan Bookstore



“ I saw an opportunity to blend Western and Eastern literature and style to support Arab culture. ”

<b>COUNTRY</b>	Egypt
<b>INDUSTRY</b>	Consumer
<b>EMPLOYEES</b>	177
<b>YEAR SELECTED</b>	2009
<b>PARTNER</b>	Nadia Wassef
<b>WEBSITE</b>	<a href="http://www.diwanegypt.com">www.diwanegypt.com</a>

## COMPANY SNAPSHOT

Sisters Hind & Nadia Wassef founded Diwan Bookstore in 2001 as the first modern bookstore in Egypt to blend Western and Eastern literatures, films, musical genres, and styles. With an emphasis on customer service, ambiance, and visual appeal to the stores, the sisters took the Egyptian cultural scene by storm. Today, Diwan is a renowned regional brand with more than 10 stores across Cairo and Alexandria, Egypt's second largest city. Diwan hosts cultural events, children's activities, and works to promote Arab and international writers to its customer base. Using its stores, online presence, and social media channels, Diwan continues to forge inspirational and intellectual relationships with its clientele in an effort to increase commitment to the production and consumption of culture. The Diwan Brand has had two new offspring: Qirtassiya (specializing in stationery products and promoting self-expression) and Diwan Kids (retailing children's toys with an emphasis on edutainment).

## **ENDEAVOR AND DIWAN BOOKSTORE**

Under the guidance of an Endeavor eMBA, Diwan has opened several new bookstores, as well as a stationery store, Qirtassiya, in 2009. Additionally, the sisters expanded their customer base by selling Arabic children's books. The eMBA helped them better understand their customers, analyze their data, and improve their loyalty program.

The Entrepreneurs have also benefited from a range of local services including mentorship and a needs assessment.

Hind and Nadia were featured speakers at the official launch of Endeavor Egypt.