



Heart of Gold Benefiting Local Salvation Army Program

UCS Trojan Holiday Scholarship Luncheon

Country Friends Holiday Tea Party

Santa Luz Holiday Shopping Trunk Show

beautiful chocolate favor shops around the city. It was then that I realized that owning a business like this was my dream.

Chocolate favors are an integral part of the Lebanese culture, but my business is broad and can be used by any type of occasion – by all cultures and to me – no event is complete without them.

Although it took me a long time to achieve my dream, I started my business 17 years ago after settling in San Diego many years prior. By deciding to follow my heart and start my own business is something I am so proud of and do not regret! SoBelle Favors is a reality and I am grateful for the opportunity to make my dream come true.

### 3. What's been the most effective strategy for growing your clientele?

We are an online company that ships our products nationwide and internationally. Social media has been a great tool for us to increase our exposure and reach new customers. In addition to social media, we have also been involved in several local and national organizations, which has helped us grow our clientele.

Participating in vendor showcases is another great way I use to increase my customer base. I attempt to participate in 7-9 vendor showcases every year. Some of the regular showcases I participate in are:

ACCP Association of Club Catering & Event Professional

Vista Hill Fashion Show



These events provide a great opportunity to display our products and connect with potential customers.

### 4. Can you share a story from your journey that illustrates your resilience?

Over the 17 years in business, I encountered quite a few events in life that at times made it difficult to continue to provide the high-quality product and services I strive to deliver. Events such as hospitalizations of immediate family members, to my mother having cancer which she survived only a few years to eventually succumb to the disease.

She was the matriarch of our family and her loss created a huge void in all of our lives.

I had to assume all responsibilities for her household while still working full time in my San Diego Community College occupation and running my business on any possible free time I was afforded.

Now that I am retired and have settled my mother's affairs, I have more time to be creative, take on more business and manufacture a top-notch quality product that I am never happy with until all my customers are happy!

# Nada Adjadj

## CANVAS REBEL

January 2024



**Alright - so today we've got the honor of introducing you to Nada Adjadj. We think you'll enjoy our conversation, we've shared it below.**

**1.** Alright, Nada thanks for taking the time to share your stories and insights with us today. Who is your hero and why? What lessons have you learned from them and how have they influenced your journey?

Just me starting the business was big risk. It started as an idea I had for a very long time into the flourishing business I now maintain. Risk-taking is an integral part of any business, and it's important to manage it effectively. One

way to mitigate the risks such as running out of supplies is to maintain an adequate stock of chocolates and embellishments. This at times help me avoid delays in fulfilling orders and ensuring timely delivery. Most times I receive large orders that always require customized designs, so having the necessary supplies on hand as noted is one way I try to minimize risk in not being able to fulfill orders.

However, if I don't have the necessary stock on hand, putting in urgent orders can cause costs to go up which unfortunately I have to pass onto the customer. There is a uniqueness to our products which puts additional pressure on what designs I can advertise to generate business. Normally what I advertise does provide customers ideas and as I mentioned, most of my orders require intricate customized designs. I am also fortunate, that I have a unique business and local competition is limited. So, the risk of losing customers to another competitor is minimal.

**2.** Awesome - so before we get into the rest of our questions, can you briefly introduce yourself to our readers.

Growing up, I had the opportunity to live in several countries, including Lebanon, Kuwait, Dubai, and Greece, as my father was the Pepsi Cola Director for the Middle East. However, frequent relocations made it difficult for me to establish roots.

When I returned to Lebanon to attend The American University of Beirut, I was struck by the

