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# The love for food made Hussein start his own restaurant

Hussein Chahrour  
Sweden



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**SkillsXcellerate**



# HOW AND WHEN HUSSEIN STARTED HIS BUSINESS

Hussein started his business eight years ago, in 2016. Before he started his restaurant he worked in various entry-level positions in the food service industry, including as a dishwasher and line cook. These roles provided him with a solid foundation and understanding of how a kitchen operates.

Hussein started Chahrour's Thai & Sushi Fusion with personal savings and a small loan from a family member who believed in his vision. He says that the motivation to start his own business came from himself. He got inspired when he was in Germany and came up with the idea to start his business. He chose the restaurant business due to his love for food and customer service.

# HOW HUSSEIN DEVELOPED HIS BUSINESS

Hussein financed the start-up of his business by holding two other jobs. He says that the hardest challenge in the beginning was the financial one.

“I don't have any formal education beyond high school. However, I've gained valuable knowledge and skills through hands-on experience and learning on the job” he says.

Chahrour's Thai & Sushi Fusion is a vibrant restaurant offering a unique blend of Thai and Japanese flavours. They pride their selves on using the freshest ingredients to create innovative dishes that delight the senses and transport diners to the bustling streets of Bangkok and the serene sushi bars of Tokyo.

Hussein tells us that social media was a helpful tool for reaching out to people about his business:

“In the beginning, I focused on building a strong presence on social media platforms like Facebook and Instagram, showcasing our unique fusion dishes and engaging with our audience. I also collaborated with local food bloggers and influencers to increase our visibility and attract new customers.”

After about five years everything got easier and the hardships eased. Hussein has been running his restaurant for 8 years now and says that it has been a challenging yet fulfilling journey.

# WHAT ARE HUSSEIN'S PLANS FOR FUTURE

Today Hussein runs 3 different restaurants. Thinking about the future of his business he can imagine expanding his business even more.

## WHAT ARE HUSSEIN'S SUGGESTIONS FOR YOUNG PEOPLE WILLING TO START THEIR BUSINESS

If Hussein could travel back in time, he would still start his own business. Despite not having a formal education, Hussein is deeply passionate about cooking and providing delicious meals to his customers. His dedication to delivering excellent food and service has been the key to his success as a restaurateur.

When asked what kind of support is vital when starting a business he answers; motivational, financial, and technical support.

Some of Hussein's messages to young people thinking of starting their own business are: "You cannot have fun if you do not go through risks and hard times. See the world from a different angle and laugh to life, it will laugh back at you. Go out there and be the best you. Are you scared? I was too and I still am." Another advice from Hussein is to always be yourself despite people who let you down. He says that the entrepreneur must be able to handle the hard times and he recommends youths to experience starting their own business.



Image source: all pictures used in this story are from Hussein's personal archive.

We wish good luck to **HUSSEIN!**

If you are interested in learning more about Hussein's business you can visit his

webpage: <https://thainsushi.gopla.com/>





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