



Karim Ammoumou

Some Moroccan



What products or services do you offer?

We sell cosmetic products, oils, produced in Morocco and packaged in Canada. We offer argan oil, and also prickly pear oil, which is considered an elixir of life.

What tool do you use the most in your work?

Our phones with the Instagram app. We make a lot of promotional posts on our social media.

How do you find new ideas?

You just go out. Our business is sort of a marriage between Morocco and Canada. We can find our potential products in the souks of Morocco, or even in more remote corners like the mountains. There is a lot of know-how there.

What has been your path to entrepreneurship?

I studied at St. Boniface University. The course where I had the highest marks was the entrepreneurship course. After graduating, I started working in various fields. I suggested to my roommate that we should team up to start a business. During a stay in Morocco, we thought for a long time how to develop our business. Since then, we haven't stopped.

What is the most important lesson you've learned in your entrepreneurial journey?

I have learned that nothing is easy in entrepreneurship. Usually, my associate and I work together to find solutions to our everyday challenges. I have lived 12 years in Canada and the rest of my life in Morocco. So I understand both worlds. My associate is from Winnipeg, so he understands what is going on here. It's not easy, but we like it!

Where are you from and why did you choose Winnipeg to start your business?

I am from Casablanca, and I left Morocco in 2008 after completing my bachelor's degree. Winnipeg was my first city when I came to Canada. There is a French university, and it's a great place to develop my English. I love Winnipeg.

Whose advice couldn't you do without today, as an entrepreneur?

My business partner's. We help each other out. He has his vision and I have mine. I'm not very good at finance, so I depend particularly on his opinion on this point.

How do you define success?

I define success by comfort. The comfort of feeling good about yourself, in your mind, and with your bank account. That's very important.

What is the biggest challenge you are facing in regard to entrepreneurship?

It's bank rates. We took out a loan four years ago to start our business and we're still paying it back today.

Entrepreneurial Spotlight

Discover more entrepreneurs: [CDEM.com](https://www.cdem.com)

