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**'East meets West'
with their Unique Products**

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By: Suzanne Sharma

Traditional and distinctive culture comes alive in Calgary with Tiles from the Nile. For one of a kind home décor, there is no better place to go to than this versatile establishment that strives to make each and every customer happy.

What began as a fairly small company only three years ago by Mohamed Mokled, has now flourished into a business that continues to grow on a daily basis. Marzouk Souraya, President and CEO, can be one of the many people to thank for this. When he joined the company just over a year ago, he brought with him experience in customer service, a flair for business, and a background in real estate building. With in no time, the sole 3500 sq. ft. northeast Calgary showroom of Tiles from the Nile expanded into another 8000 sq. ft. location, which can be found in the design district of Calgary at 1336-11 Avenue S.W.

The new building consists of two floors, and both Marzouk and Mohamed, who are business partners, couldn't be happier with what they've already accomplished. "Our new showroom is bigger with a larger product selection, our location more central, and our selection of the latest in style and technology flooring choices has been expanded to include one of a kind furnishings, original works of art and home décor from around the world."

Indeed, the new location definitely does boast new products. Tiles from the Nile features hardwood flooring, carpets, rugs, laminate, natural stone, furniture and bathroom fixtures to meet all of your home decorating needs. It even offers its



own line of original tile, vanities, sinks and shower units. The downstairs gallery contains accent pieces and exquisite area rugs that have been hand selected for their opulence and uniqueness.

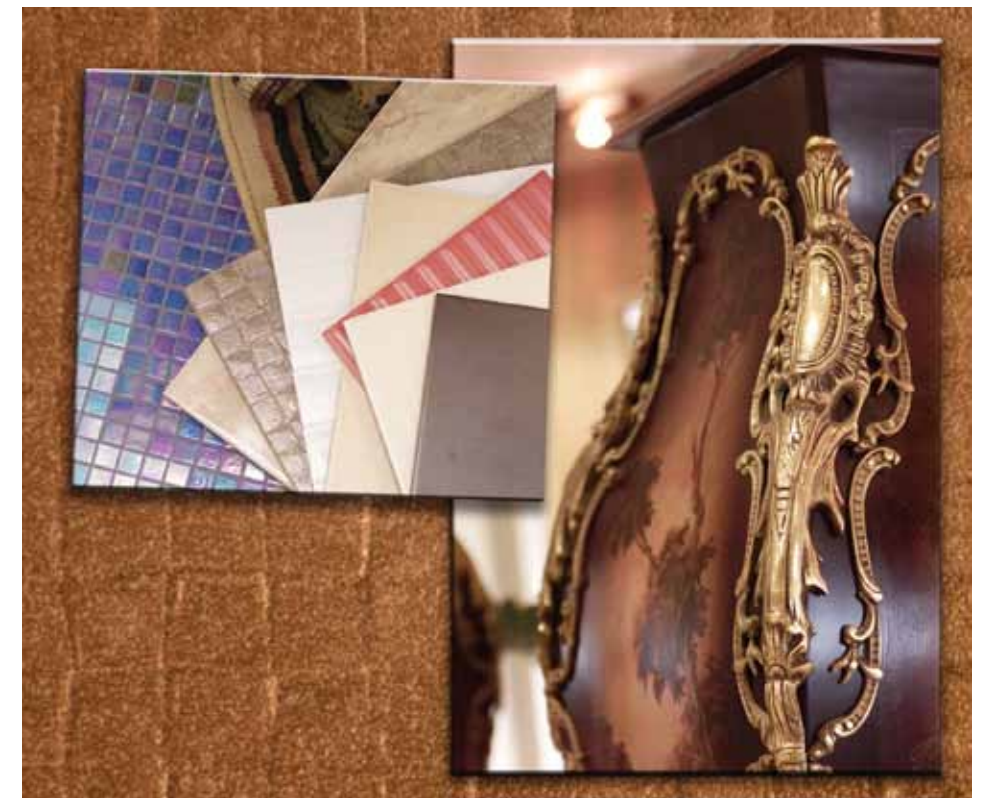
Marzouk contributes nine years of real estate success to his new found venture. He gained knowledge about the construction business, and using his people savvy skills, learned about designs, trends and tastes from the public. After noticing the changes in the market and the demand for new houses and buildings in Calgary, he thought that his talents would be best suited in the flooring industry. At the time, he couldn't have imagined what a smart business move this would be for his professional career.

A university and college graduate, Marzouk is an active member of the Calgary Home Builders Association, the Calgary Real Estate Board, and the Board of Muslim Community Foundation of Calgary. For the latter, Marzouk and Tiles from the Nile volunteer their time and effort for kids in private schools within the Muslim society. Infact, this thriving business has even completed the entire flooring and tiling for one of the new school buildings.

Marzouk himself is also currently working on developing his land near Chestemere. When completed, it will have over 30 lots where he will build executive homes ranging from 3000 - 5000 sq. ft. including one for himself, and of course, the flooring for these high-end homes will be provided by Tiles From the Nile.

Tiles From the Nile strives to focus on its customers and bring them immense satisfaction in all of their home decorating needs. "When it comes to doing business you have to be honest and be there for your customers," states Marzouk. "Willingness to deliver exceptional service and value is key to a successful business."

Its customers concur that this magnificent company does live by its words since much of its clientele consists of repeat customers. Not only does Tiles



from the Nile advertise through the Internet, special mailings, door-to-door and radio, but it also receives numerous referrals from past clients.

This distinctive corporation focuses on product exclusivity and in truth many of its products are genuinely unique in that they cannot be found anywhere else. Their exquisite furnishings, vanities and tiles are actually shipped from countries overseas like Egypt, Turkey and parts of Asia. Marzouk guarantees that whether it is tiles, area rugs, or furniture, their products cannot be found at any of their competitors. He believes that in business, you must be as aggressive and versatile as possible while making sure to differentiate yourself from your opponents. It's important to be a real 'go-getter' in order to meet the rare needs of all of your clients. "I encourage customers to visit our competitors first to see the difference between our products and prices so that they can make an educated decision and know that our showroom truly is the best," says Marzouk.

In addition, the business partners also stand behind what they sell. "If I'm not comfortable with a product, I can't sell it," says Marzouk. Their business sense tells them that they must commit

themselves and give it everything you've got in order to produce surplus results.

The design consultants from Tiles From The Nile are extremely hands-on. Not only will they visit your home before, during and after the installation process, but they are readily available should any problems arise and will strive to correct errors in a quick and efficient manner. Also, the installers that are hired meet the requirements of each individual job, targeting the specific needs of the client. They use their skills and expertise to make sure that each customer is pleased with the results. "We find that this policy greatly diminishes warranty situations while even more greatly enhances our customers' satisfaction with the final product," Say Marzouk.

Another factor to Marzouk's success is the sheer enjoyment for what he does. Not only does he take pleasure in the customer service aspect of the company, but also in the every day challenges that are present in most businesses. When advising new entrepreneurs, Marzouk suggests, "work hard be patient and honest and never give up. A person will only learn from experience."

No stranger to overcoming difficult tasks, Marzouk is a pro at balancing his

time. This multi-tasker continues to work 30 hours a week on his real estate endeavours, and 8 hours a day at Tiles from the Nile, while volunteering at community events and spending time with his family. He credits organized scheduling to his triumphant time management.

Marzouk thanks both of his parents for his prolonged success. "Having supportive family helps, especially my late father who passed away in December of 2006 " he says. "I have taken on some chances on projects and my father would always say, 'Don't be afraid to take on some new challenges [because] you won't know until you try.' He was always there for me, and if it was not for his support I would have gotten this far.

A genuine family man, Marzouk spends as much time as possible with his family, which consists of his beautiful wife, Lotus, and four kids; 1 Girl and 3 boys Reanne, 6 years of age, Hisham, 4 years of age, Mohammad 2, and Wisam who is just 4 months old. "My kids are the best," claims Marzouk. "They're just

something else; energetic, loud, and the sweetest loving kids. They're everything in my life. In truth, Marzouk's daily inspiration, which keeps him going on even the toughest days, comes from his children.

One of the many things that both Marzouk and Mohamed look forward to within their company is the prospect of a brand new location in the United States. Tiles from the Nile will be opening up a new location in Florida by summer of this year. They also hope to eventually expand to other cities within Canada such as Edmonton, Vancouver and Toronto, and become a wholesale supplier to other stores.

With their confident business sense, unique products, and zeal to please their customers, there is no question that Tiles from the Nile will continue on the pathway to success in the days, months, and years to come.

Marzouk Souraya

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by Tiles From The Nile

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