



# Personnel Overview

## Applicant Bio

### Mr. Mohammad Rasoul Zayer – Founder & General Manager

Mohammad Rasoul Zayer, born on May 5th, 1986, is an experienced manager and innovator in the baked goods and confectionary markets, with two decades of success behind and a deeply entrepreneurial spirit. Beyond being a dedicated husband and family man with a 12-year-old daughter, Mr. Zayer is a seasoned professional in Iran's highly competitive confectionery industry. In 2003, he joined Sarve Confectionary in Tehran, where – through relentless dedication – he ascended to become partner by 2005. Since then, his list of impressive entrepreneurial ventures has grown to include:

- **Asseman Confectionary & Baking:** In 2010, Mr. Zayer realized a long-held entrepreneurial dream by opening his first confectionary in Tehran, initially situated in Sa'adat Abad and later relocated to Farahzad in 2017. This thriving business, since renamed Shadi Confectionary employs 12 skilled staff and specializes in baking and selling sweets, cakes, and desserts directly to customers.
- **Shadi in Sardar e Jangal:** In 2015, leveraging his previous expertise, Mr. Zayer established a second confectionary in Tehran (Sardar e Jangal) under the Shadi brand. From 10 initial employees, it has since grown to accommodate 22 dedicated staff members. This enterprise focuses on producing high-quality sweets, including cookies, muffins, Danish pastries, Yazdi cake, and much more.
- **Karaj's Delights:** In 2017, Mr. Zayer further extended his confectionery empire to the city of Karaj, specifically in Melard. What began with 18 employees has expanded to employ 35 individuals, experienced in crafting a variety of high-quality homemade-style cookies.
- **Eslamshahr e Ahmad Abad e Mostowfi:** In a strategic move in 2021, Mr. Zayer acquired a 200-meter silo, fortifying Shadi's production capacity for an array of Iranian sweets, including cookies, Zulbia Bamiyeh, Gooshfil Araki, Long Bamiyeh, and fancy sweets. Notably, funnel bread – with its intricate and handcrafted preparation – is a flagship product that garners significant demand from other confectioneries and has played an important role in the parent entity's product lines.
- **Expansion to Bukan:** In recent years, Mr. Zayer's vision has extended into markets beyond Tehran. He has acquired a property in Bukan, in western Iran, with plans to establish a new confectionery there, further expanding the Shadi brand's reach across the nation.

Under the Shadi brand, these diverse baked goods and confectionary enterprises collectively employ 65 to 130 individuals throughout different seasons of the year. The product portfolio and production volumes vary with the seasons, with higher demand in winter. Regardless of the season or business life cycle status, Mr. Zayer's commitment to self-improvement has led him to continually push himself, with certifications and professional courses with Iran's Professional Technical Organization, additional business licensing and ISO certification for his companies' baking practices in February 2021, solidifying Shadi's leadership role.

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