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Entrepreneur: **Amir and Dorit Abecassis**

Business Name: **Sabres - B.A Agmor Ltd**

Investment Description: **Establishing an Israeli food bar**

Location: **Naveh Ze'ev Shopping Mall, Beersheba**

Loan received: **NIS 250,000**

About the Entrepreneurs

Age: Amir 34, Dorit 33

Residence: Beersheba

Family: Married

Background: Amir and Dorit started out in business in July 2008. In addition 'Sabres', they own three branches of a local private chain of kiosks called Pinat Mor. The outlets are located around Beersheba, the couple's hometown. The entrepreneurs have worked together for several years and have accumulated a wealth of experience in managing a business. In addition to this experience, Amir also worked for around five years as a sales representative of a distribution company, and acquired marketing and distribution skills.



About Sabres - B.A Agmor Ltd

'Sabres' was established in 2008 and specializes in a number of aspects in the food field: a salad bar, an ice cream outlet, a yogurt outlet and a pizzeria. The business was established in the new commercial area at Naveh Ze'ev and is currently the only enterprise there that markets ice cream and pizza. When they set about establishing the business it was important for Amir and Dorit that the bar should offer a wide selection of dishes tailored to the varied range of customers who frequent the shopping mall. As a result of this business decision, in addition to the main dishes, the business also offers items such as French crepe, Belgian waffles and hot and cold drinks which complement the main dishes and are also offered as desserts.

The business operates on a daily basis, from the morning till the late evening and currently employs 8 personnel. Amir, the entrepreneur, happily reports that the revenue of the business has exceeded his expectations and that he and his wife Dorit have been surprised by the large number of people who frequent the business every day. He adds that he and Dorit are very happy with the way the business has developed and that, as things stand, they believe the business will continue growing and that they will employ more personnel and even sell franchises after they achieve operational stability.

Amir says that the Ness Loan Fund greatly helped them and he offers his heartfelt thanks to the Fund staff for approving the loan for his wife and himself, and for providing them with the opportunity to continue developing in their hometown.

The Ness Fund

The Ness Fund was established to strengthen businesses and develop employment opportunities in the Negev, and grants loans to new and existing businesses in the region. It was established by the Jewish

Federation of Central New Jersey Endowment Fund in memory of Mack Ness, Sanford Ness and Anne Ness, in cooperation with the Jewish Agency. The Fund is managed by a public board. As part of the review process of applications for loans, the board reviews business plans and meets with the directors of the businesses. Following the success of this initiative, the Greater Miami Jewish Federation generously contributed additional sums to enable to expand its scope.



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