

## Ramzi NAJAH - "RN TRAVEL"

Kasserine

'RN TRAVEL', is not Ramzy Najahi's first attempt in terms of entrepreneurship.

"I completed one year of training in industrial maintenance at Cité El Khadra, which enabled me to acquire skills in the mechanical and electrical fields. I also have a computer technician diploma acquired in 2007."

With this learning Ramzi launched in 2008 a small IT services company. Unfortunately, it did not survive for more than a year following a refusal of administrative authorization.

After this failure, Ramzi returned to France where he had already accumulated professional experience a few years earlier.

He worked for four years as a service agent in the company 'Helicopter Marseille', which offers fast transfers of tourists and business travelers to many destinations, especially French and Italy, departing from Marseille airport.

It is in this environment of tour operators that Ramzi gradually becomes an expert in the online search of air tickets at the best price.

"My family and friends often contacted me, whether they were in France or Tunisia and especially in Kasserine, so that I could help them find the best plan to travel. And that's how I came up with the idea of starting a travel agency."

Ramzi therefore went to the Ministry of Tourism to get the authorization to create a category

A travel agency, which he decided to call 'RN TRAVEL'. With his agency, Ramzi offers many services to his clients: ticketing, organized trips, excursions, reservations of hotels in Tunisia and abroad, as well as organizing pilgrimages to Mecca.

'RN TRAVEL' also offers services such as processing visa applications and making appointments with consulates. "As the city of Kasserine is far from Tunis and the procedures for obtaining visas are complex, these services are truly appreciated by my clients."

Ramzi heard about the Mashrou3i project, and joined one of the programme's entrepreneurship training workshops taking place in his region to develop his business: "I worked on all modules of the HP LIFE e-learning online platform. I have been applying what I learned from this training to my project. Be it management, finance, marketing and especially all the techniques necessary to manage my customer relations."

Following the training, Ramzi further distinguished his business from its competitors in Kasserine by developing an agreement with the airline company "Nouvel Air" that gives him a dedicated online space enabling his agency to buy tickets at a competitive rate.

"I work very hard on the agency's communication and on a very good relationship with my clients by offering them competitive advantages and packages. Thanks to what I learned during my various experiences and the HP LIFE training, I am truly confident in the future of my agency."