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Entrepreneur: **Rami Nasasra**

Business Name: **Keshet Be'annan (Rainbow) - a store for paints for the home and for cars**

Investment Description: **Renovation of a building and equipment procurement**

Location: **Rahat**

Loan received: **NIS 200,000**

About the Entrepreneur

Age: 32.

Residence: Rahat.

Family: Married + 3.

Background: Rami Nasasra is the business and professional manager of Keshet Be'annan. When he was 16 he started working at a garage, where he acquired a wealth of knowledge and experience in a wide range of work, in areas relating to painting cars and houses. Over time he also gained a reputation and made various contacts with customers and professionals. He took training courses in the painting field, took a course in interior design and attained a garage qualification in auto bodywork and painting. Towards the end of 2008 he decided to become self-employed and to open a store for marketing paint and plumbing products, specializing in painting, which is his specialist professional field.



About Keshet Be'annan

The Keshet Be'annan store was opened in 2009, in the center of Rahat. It specializes in marketing paints for the home and for the auto sector, as well as domestic plumbing products. Its principal area of specialization is professional paints for home decorating and auto painting.

After gaining years of experience in the field, and monitoring the progress of Rahat as a developing town, the entrepreneur - Rami Nasasra - discerned a need for paints and advanced painting techniques as construction in the town progressed. After closely examining the matter, and with the support of professionals, he decided to open a store that would provide services in the field to the local population and other communities in the region. The store is 160 sq.m. in size and includes displays of painted walls presenting unique decorating techniques.

The store markets paints for domestic use and for businesses, including the country's leading companies, and sells work tools for painting. Rami also ensures that his employees are fully conversant with home decorating, and maintains a very professional level of service. In order to open the business and acquire the required professional equipment, the entrepreneur applied for a loan from the Ness Loan Fund for businesses in the Negev. It is expected that, after receiving the loan, the improvement in the infrastructures and the means that will be made available thanks to the loan, will enable Rami to significantly expand his business activities in the near future, as well as training additional personnel.

Rami believes that his business is generating a revolution in the quality of life of Rahat residents, while improving the interiors of the homes there and addressing the area of design. He notes that he greatly enjoys working in the field in which he decided to become self-employed, and offers his heartfelt thanks to the Ness Loan Fund for the loan that allowed him to take this meaningful step.

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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