



2009
ALUMNI
STORY

MSc BUSINESS MANAGEMENT



Ali Nowroozi

Entrepreneur and founder of Avakino Limited

Ali was working in Manchester as a General Manager for Dimples, a leading distributor of wigs to people with hair loss in the UK and Europe, when he chose to extend his knowledge in business management and marketing, by studying for a master's degree in business management. He graduated in 2009 and in November 2016 set up his own company, Avakino.

WHY SALFORD?

As I was working at the time, I could only do this course part-time. So I thought to apply to the University of Salford. I heard it was a great place to study, a friend of mine who studied there recommended the place to me too.

So I applied for the course and got accepted, and that was the BEST thing I did!

WHAT WAS THE HIGHLIGHT OF YOUR TIME IN SALFORD?

I loved the diversity of the team. The courses were all great! I loved the fact at Salford everything was in one place. This was very helpful. The tutors were extremely professional, knowledgeable, friendly, approachable and easy to talk to. We could cover so many things, and the fact that I could combine my study with my work was a great help.

HOW DID YOU GET ON WITH YOUR TUTORS?

They were fantastic! Very knowledgeable, extremely easy to approach. I loved the way that we discussed real business cases and could connect with the real world of business but at the same time, learn about the theories and facts.

WHAT ARE YOU DOING NOW?

I am currently an entrepreneur and founder of my own company Avakino Limited – Masumi Headwear. We design, make and distribute headwear for people with hair loss. Our website is www.masumiheadwear.com. After only 6 months in trade, we are already supplying many hospitals including The Christie Hospital Manchester along with 40 salons in the UK. We have distribution in New York, Spain, France, Denmark, Ireland, Sweden and Finland and are an exclusive designer and are a supplier to the Teenage Cancer Trust.

We have been told that we are inspiring many people, bringing smiles and hope and giving identity through fashion into their life.

Running your own business is very tough but when you get such a result it is all worthwhile!

HOW DID THE PROGRAMME AT SALFORD BENEFIT YOU IN YOUR CAREER?

I owe a lot to my university for what they have done for me, and I am so happy that I can now give something back in return. I am very humbled to be able to take our first intern from the university and it is great to be able to be back here and do something in return for our community!

WOULD YOU RECOMMEND THE UNIVERSITY OF SALFORD TO POTENTIAL STUDENTS AND WHY?

Absolutely. Salford University for me is like a small, friendly, community which is able to create and lead you to worldwide opportunities.