



## **Aisha Rasheed**

Aisha Rasheed is an emerging entrepreneur who started her business in 2016. She is passionate and confident in running innovative businesses and breaking the barriers of society. Initially, she started with a chain of Super stores but later on, she expanded her business to Bakeries, Boutiques, and Event Management with a generous approach to creating employment opportunities. She is the founding CEO of Concepts Icon (Private) Limited till August 2022 and now she is working as a Director her specific area of interest pertains to enabling female entrepreneurs by providing them startup platforms and patronage.