



President of the Burger King located on Beatties Ford Rd., Nasif Majeed (far left), poses with a few members of his workforce: (l-r) Lula Smith, Glenda Horsey, Earnest Boule, and Tracie Montgomery.

Nasif Majeed Says "Self-Sufficiency Is The Backbone Of Business Concept"

By Jalyne Strong
Post Staff Writer

"I want for my brother, what I want for myself," is an Islamic concept that Nasif Majeed, president of the Burger King franchise on Beatties Ford Rd., demonstrates as he goes about his business activities, his many charitable endeavors and his promoting of the economic development of Charlotte's Beatties Ford Rd. area.

At this time, Majeed, who's been president of the fast food restaurant for over four years, has overcome a slow beginning in the business. His Burger King currently employs approximately 50 people, he informs. And with the business being managed smoothly, Majeed has taken on additional duties he feels come with the territory. Given to interjecting Moslem doctrines in his speech, he explains, "If Almighty God has blessed you so that you can help yourself, then you have a bigger responsibility to help your brother."

He, modestly, talks little about all the causes his company supports but with coaxing Majeed tells of donations to the Housing Authority Scholarship Fund; to Easter Seals; sponsoring West Charlotte High School's football and basketball teams and their annual track meet; working closely with Johnson C. Smith University and the United Negro College Fund; supporting recently the Shriners' Health Fair and other area health fairs and taking a big part in WGIV's campaign to send a disabled athlete to a competition in Belgium.

Majeed supports these various matters because they are good causes and "it helps the life of our community."—another belief that is grounded in his Islamic faith. A Moslem since 1973, Majeed admits that his faith is "the focal point, the criteria for my concept of community."

Yet, though he is a benevolent benefactor on the one hand, Majeed urges self-reliance on the other. "Self-sufficiency is the backbone of the business concept," tells the business administration graduate of A&T State University. In his professional life, Majeed has been an Air Force pilot and later, an airline pilot for Piedmont. He also worked for aviation operations in Chicago for the Moslems. In addition he acquired a master's in agricultural education, though he later entered the field of pharmaceuticals while living in Greensboro.

"But I've always wanted to be in business," claims Majeed, pointing out that his family has always been an enterprising one. And currently, Majeed's business aspirations transcend his Burger King operations.

rations to include an entire community about which he is very concerned: the Beatties Ford Rd.-West Trade St. corridor.

"This area," he begins, referring to the thoroughfare that runs from West Trade St. near I-77, along Beatties Ford Rd. passing I-85, and which encompasses such points of interest as Johnson C. Smith University, Mechanics and Farmers Bank, Northwest Medical Center, a junior high school and high school, and a concentration of black-owned businesses, "is an anchor as far as the Afro-American businessperson is concerned."

However, the Charlotte-Mecklenburg Planning Commission has different thoughts. As reported in its planning reports, entitled the 2005 Plan because it projects growth in

Charlotte-Mecklenburg up until that year, the Beatties Ford Rd.-West Trade corridor is all but dismissed as a viable community. The report states that the area is expected to lose 4,000 residents by 2005.

Nevertheless, Majeed dismisses those projections retorting, "They have their prophesy and we have ours."

The "we" Majeed speaks of is the West Trade St.-Beatties Ford Rd. Area Merchants Association, a group of local business persons whom he says are going to "enhance economic growth, increase job opportunities and provide a medium through which business people in the area can take advantage collectively of business. See MAJEED On Page 15A

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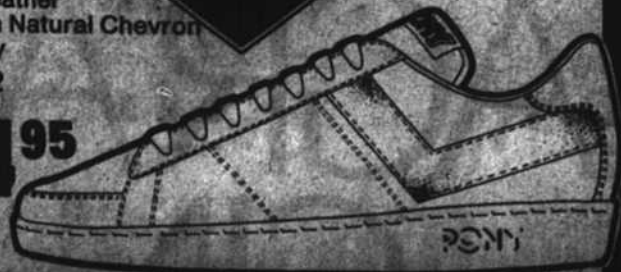


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