At the beginning of his life, Hisham was long looking for a job opportunity after graduating from the University School of Business Administration, but to no avail. He had good marketing and communication skills and added graphic design talent as he joined a few training courses. In 2006, he decided to invest all his skills in establishing a small advertising business in the field of printing of thermal boards, which was a new product in the market with a reasonable production cost.

Hisham took loans from his relatives to add it to his savings and opened the "Rona Advertisement" shop worth YR 1 million ($ 7000) in the commercial University Street, and he bought basic equipment and decorations for his shop.

Two years later, Hisham took a further loan of YR 1 million ($ 6,600) from the Al-Kuraimi Islamic Microfinance Bank (KMB) to purchase some additional hardware and some raw materials.

Hisham fought his first sufferings in the midst of the famous 2011 political massive protests that took place in the same area, where his shop was located. The protests and area closure continued for more than a year, but Hisham in the early days expected that the area closure would take longer. So, he made the solution early and shifted his shop to a safer commercial area.

The economic conditions in terms of national production had been declining significantly, but given his marketing skills he succeeded in securing his business and continuing his work. He applied for a $ 5000 loan from the KMB to cover the required raw materials, and his business' capital grew up to YR 1.8 million ($ 8500). As the economic and political conditions improved relatively over the next three years, he got access to three loans from KMB at a total of $ 24,000, according to the needs of his business, which has grown significantly.

As the current war in Yemen began to escalate, Hisham completely stopped taking loans, paid all his loans and expanded his business so greatly that his capital has grown as of 2016 to YR 17 million ($ 79,000). At the same time, Hisham has succeeded in increasing the number of its customers, buying modern machines for the development of the printing press, renting a wider place for machines and products and increasing the number of employees to 15 youths who consider themselves proud to belong to this successful company, which continued its multi-size commercial work during the most critical times.