

# 27 inspiring WOMEN ENTREPRENEURS and their stories for BUSINESS SUCCESS



## NASTJA VERDNIK 'S story:

Nastja (32) is an owner of the first dog bakery in Slovenia "HOV – HOV", where they bake healthy and natural pet food. She started in 2013 and now she has two stores in Slovenia and franchises in Croatia, Serbia and Slovakia. At the same time, her company cooperates with major distributors across Europe.

### She recommends:

*"The state could ease the start-ups, especially in the first two-years, when they are not able to present good financial results and have to focus on products development".*

*"Work wholeheartedly and love what you do. Because when problems arise, you will be able to solve them more easily", she says.*

### Challenges:

As **she could not find a job**, she took the opportunity and **participated in the entrepreneurship program "Entrepreneurially in the business world", conducted by Maribor Development Agency**, and gained insights in the entrepreneurial world.

**The major turning point** was the store she opened after finishing the course. In the beginning, she only wanted to take care of herself and her mother, but had to employ other people. This later became a big responsibility. Although she started her business blindly, she successfully overcome the legislative (lack of regulation for dog cookies) as well as financial obstacles.

