

27 inspiring WOMEN ENTREPRENEURS and their stories for BUSINESS SUCCESS



KATARINA UTROŠA'S story:

Katarina (33) is a young mother of lively and adorable three-year-old twin girls who have atopic dermatitis which requires daily care and an owner of "Katarinca – Natural cosmetics" company.

As a Master of Pharmacy with the appropriate expertise and as a careful mother, her condition prompted her to deal with their problems as much as possible and start making healthy natural cosmetic products from verified ingredients.

She recommends:

"I think that it is necessary to work on the self-esteem so that women can easily decide to go out of their routine".

Challenges:

As **young unemployed**, she took a course at BTC Campus, dedicated to unemployed young people up to the age of 30, with tertiary education. Equipped with the knowledge and self-confidence she started to think about the possibility to become an entrepreneur. In the program they did not teach them just how to go on a self-employment path, but also how to write an effective CV, how to present themselves successfully. **She became a bit more courageous.** After that she attended a program "Entrepreneurship is Female". She also learned how to set up the website, start the promo campaign on FB, Instagram. However, she claims, the most important is to go among the people and show them, what you are doing.

