

GP 24: Anikó Lipics - Cosmetologist

Owner: Anikó Lipics - entrepreneur

Start date: 1998

End date: on-going

Scope: ✓ training needs policy measures other

Geographical focus: ✓ local and regional national International

Anikó Lipics started her career in the 1990s and became one of the most successful cosmetologists in Szombathely region. She is working as an entrepreneur and beside being a successful businesswoman, she is also a mother and wife.

Aim:

- Why become entrepreneur?
- Building up an own cosmetologist salon
- How to look as a professional business woman?
- How to influence other women to establish an enterprise?
- How to motivate young women to follow their dreams?

Target group:

Girls and young women.

About the good practice:

It can be very inspirational to young women to see how someone can reach success as an entrepreneur, and having the courage to work for success and fame. She is working with the newest technology, and often goes to trainings to develop her skills and by these skills she can inspire young women entrepreneurs to invest into their business, and prove, that it will be later paid out for them. She can show the way for YWE how to be a successful entrepreneur and also be a mother and a wife. She can also motivate the cosmetologist students, who are studying in her salon to show them how to be a good entrepreneur and how to be a unique cosmetologist, how to treat with their clients.

The key factors of success:

Professionalism regarding methodology, content and speakers

Resources needed:

n.a.

Evidence for success:

- ✓ Trained young women
- ✓ Organized various events and trainings

Potential for learning or transfer

- organizational model / implementation process
- specific tools (e.g. training, financial support, ...)
- marketing strategy

Contact:

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