

# 27 inspiring WOMEN ENTREPRENEURS and their stories for BUSINESS SUCCESS



## AJLA FIJULJANIN 's story:

Ajla (28) was born right before the beginning of the war in BiH, which influenced her mind set greatly. Formal education, class, gender did not make any direct influence on Ajla (as perceived by her). It was her parents and the way they raised her: to be independent and confident she can do anything she wants, and to be free to try whatever she finds interesting without fearing failure. Ajla spent 13 years skiing professionally. She also wrote a poetry book, got a brown belt in karate, was a member of 7-8 extra-curricular activities, NGOs, even tried herself out at singing competitions. She got a scholarship to attend Columbia University in NYC, where she got her BA and MA degrees.

## She recommends:

*Policy makers cannot make a direct change, but they can provide accessible education for everyone, opportunities for parents to raise their children offering a variety of extra-curricular activities, sports and travelling.*

## Challenges:

Ajla has a desire to help others to create better lives for themselves. She never needed or asked for institutional help, and always managed to get what she needed using her knowledge of network of people. But, it is usually bureaucracy that constraints anything. Support usually comes from friends or strangers in form of nice words, and from the media in form of marketing and promotion, but structural/institutional support (state/canton/town level) is missing.