

# 27 inspiring WOMEN ENTREPRENEURS and their stories for BUSINESS SUCCESS



## SANDRA JELIN- KADRIĆ 's story:

Sandra (40) was raised in a family with much love and support. Always loved school and learning new things, so as a kid in parallel she attended two schools: ordinary elementary and music school. During the war, she went abroad and learnt to cope with life difficulties, such as discrimination, lack of financial resources, family and support. She graduated from the Faculty for Landscape Architecture as the best students in her generation. She developed a carrier of the Landscape Architecture Engineer, but soon got the business opportunity totally in opposite with her vocation, and she started a business of baking cakes. Firstly, she completed new education and now spending more than 14 hour per day making cakes till perfection.

### She recommends:

*For the private sector they should have some benefits, i.e. exemptions for the start-up companies, for example: favorable rents, legal and economic counselling that is free of charge regarding all aspects of running business, reduce bureaucracy.*

*“When I was a kid I remember when someone would ask me: „What do you want to be when you grow up? “ - I would give an jaunty answer: „Successful business women!“ So with that kind of mind set, an opportunity to start a new business was a great challenge, something that I could not ignore or miss.”*

### Challenges:

A great dose of negativism in surrounding, since all pastry and sweet business was based on traditional concept and it was belief that if mass product cake is not traditional and as it was more expensive than all cakes and sweet pastries offer was at that time, it was doomed to fail. The idea of cakes made with cheese or carrots was scorned. Moreover, extensive bureaucracy makes it impossible for start-ups to grow, high taxes, ambiguity in administration regarding the numerous inspections and its work, i.e. work rules.

