

# 27 inspiring WOMEN ENTREPRENEURS and their stories for BUSINESS SUCCESS



## ZANA KARKIN'S story:

Zana (34) was born and raised in Sarajevo, in a family of engineers. Her grandparents and grand-grandparents held prominent positions in Bosnia and Herzegovina, and all the women in her family were highly educated. She states that she has been raised by educated, strong and independent women, and taught that she is the master of her faith.

She studied Information Systems with a minor in Economics and did masters in Transition Economies and European Integration. After working in NGO sector, she opened her concept store after the opportunity came up.

## She recommends:

*Strengthening the entrepreneurship spirit of students through:*

- *Learning, inspirational and supportive environment*
- *Enabling peer-to-peer support*
- *Tutoring (sharing knowledge) with more experienced entrepreneurs.*

## Challenges:

Among major obstacles, Zana lists disagreement from people (family, friends, acquaintances) she received for establishing a business. She tells comments by other younger, and older women were harshest. Many thought she had much better options elsewhere, in the Government sector, or elsewhere. Other labelled her as unable to understand what she wants in her life and judged the type of business she was about to open as poor. Due to this experience, she later founded an informal support group for young women entrepreneurs (or aspiring entrepreneurs) in Bosnia.

