

ERASMUS+ Programme 2015 – KA2 Adult Education

Project n°: 2015-1-ES01-KA204-015937

Document name: **Interviewing entrepreneurial women - Macedonia**

Partner: Alliance for Development of Adult Education and Lifelong Learning (ADAE)

Author: Jelena Peroska

Employment and Women on the 21st century in Europe: From Household economy to SME economy (Small and Medium enterprises) – MUPYME Project

INTERVIEWING ENTREPRENEURIAL WOMEN

Vaska (Ristovska Janevski)



The interview took place at Vaska's office, on Tuesday the 26th April.

The interview will follow the 29 questions divided in 5 themes: the identification, the beginning, the consolidation, the future, the enterprising woman

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1. The identification

Vaska lives in Tearce, a village located in the Polog region in the North-Western part of Macedonia, 11 km from Tetovo. It is a multicultural developed village with a lot of agricultural.

Vaska is 30 years old. She was married recently and she has one small child. She was on parental leave just before she opened the business.

Her business is a private lawyer's office. She is the director and the owner of the business. She practices different kinds of laws and mostly she deals with companies.

Vaska is full time employed at the company and the owner. She works on her own and her work depends on the client needs and on the institutions. She works with several companies and she thinks that is better to work with companies.

She is an ambitious person and she was determined to establish her business because she wanted to be independent and to decide on her own what to do in the workplace.

2. The beginning

2.1 The business started in 2015 in an office that she rented. The business is newly established, but she is content with the scope of work she has. She considers herself a little bit more advanced than the other lawyers because she is looking for new ways to grow the business like using online resources for example.

2.2 She had support in establishing the business from a project for Establishment of small businesses in multi-ethnic communities. The organization that was implementing the project helped her to establish and equip her office. They also provided her with some training for entrepreneurship skills and development of business plan. Also she had support from her family, mostly her husband.

2.3 Before she started the business she was working as a secretary and a legal officer from 2008 for several companies in Skopje. She had experience with different managers and decided that she can be her own boss. The companies that she worked for are now her clients so she used her contacts from the previous job to improve her business.

2.4 She is a university educated woman so she learned a lot during the studies and also after through her experience in the private business sector. She had problems at the beginning:

- Unfair competition
- Volume of work

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- Financial problems

2.5 She had the support of her husband who helped her a lot with taking care of their son. Because their son is still a baby he needs someone to look after him during the day. So she has support from the family for that. They all are helping her in the process and enabling her to pursue her carrier.

2.6 At the beginning, she says that it was a little bit of her personal luck that helped her to establish the business and to develop relations with her clients. She expected to be more difficult but she managed to start working better than she had planned. Also, she thinks that her determination to achieve more was one of the most important things that help her going forward.

2.7 The most important decision she made was to be her own boss. As she mentioned she was working for other managers and she realized that it will be easier for her if she makes her own decisions instead of executing other's orders. She was sure of herself that she can do it and she decided to go through with it.

3. The consolidation

3.1 Vaska thinks that the most important quality that contributed in maintaining the business was her ability to adapt to different situations and to find solutions to the problems she was facing with. She is very focused on the work and she tries to face with all the challenges on the go. She says that you have to be aware of your surrounding and the community where you work in if you want to build up your reputation and establish good relations with your clients and potential clients.

3.2 The future success was determined by her personal abilities and qualities. She thinks that most of the things are determined by your personal traits. Not everyone can be an entrepreneur and succeed in their work. You have to have some personal qualities, to be good at your work and to be determined to achieve something.

3.3 The progress of the company for now is going well. Since the company was established last year, it is relatively new business and it is progressing well so far. She is pleased with the progress of the company and she expects to have more opportunities for improvement in the future.

3.4 The most important decision she made was apply for support from the project for establishment of small business. She thinks that the financial support from the project was the incentive that she needed in order to continue with her business plan.

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3.5 The most crucial issue for her is also the financial issue. She shares the attitude with some of the other entrepreneurial women that you need to invest in the business if you want to develop a successful business story.

4. The future

4.1 Expanding is definitely her plan for the future. She thinks that she will definitely want to employ more people in the office and she expects that according to the need of the community she will have more work in the future.

4.2 The future of the business depends on the level of satisfaction of the clients, but also the innovative approach to the job. She is working on advertising her services with companies and she is dedicated in finding new ways to do that. She thinks that you have to be able to search for information and be able to use it. She has a proactive approach and she has the initiative to contact companies and offer her legal services.

4.3 Vaska is willing to expand her business in the future. She is a determined person and she wants to move forward in the work when the time will be right for that.

4.4. For now she is doing well with the office and she is not expecting for any changes in the organization of the work. She has several companies that she works with on monthly basis and she is satisfied with the progress.

4.5 The new phase will follow the needs of the market and the new development in the legal frame of the country.

5. Enterprising women

5.1 The work that Vaska is doing is very challenging but as she says it is not something that you cannot learn to do. The practise is crucial for the job and she is learning new things on the go. Through her positive experience with the NGO sector she learned a lot of new things also and she is interested in establishing collaborations with NGOs in the community.

5.2 Vaska had experience in working in different companies on different positions so she was engaged in many activities before she started the business. She learned a lot about administrative work and the functioning of private businesses that really help her in establishing her own business. She is also dedicated to her family and providing for the household so she has experience in that area also.

5.3 Vaska says that there are plenty of things that you learn from the work in the household. That is the first place where you get to make decisions, take responsibility for the work done

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and also time managing. You work with deadlines; you have to get everything done by the time needed.

5.4 Vaska thinks that you should experience in the both fields, the household field and the enterprise field and to become aware of your abilities and the similarities between the both fields. That way can get the insight needed in order to identify the tasks and think about quantification.

5.5 Vaska never felt discriminated or in any kind different in her work just because she is a woman. She says that every one of her co-workers or clients treated her equal to them. She thinks that there is no much of a difference between a woman-lead and a man-lead company.

5.6 Vaska considers that the most important thing is to be realistic and to be more active. The initiatives are very important too and it is good to share ideas with collaborators and work on implementing them.

5.7 Vaska considers that there are a lot of women who are not motivated, that have no initiative and are not self-starters. The most important thing now is to be in line with the progress of technology, to use technology to improve your performance. Women need to take more initiatives themselves and to get accustomed to their new role in making decisions and doing something on their own.