

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

WORKSHOP: BRINGING THE BUSINESS WORLD TO THE HOUSEHOLD

ENTREPRENEURS – HOUSEWIVES

(MACEDONIA)

<i>Date:</i>	10 JUNE 2016
<i>Place:</i>	ADAE office, Tetovo
<i>Time:</i>	12.00- 14.00
<i>N° attendees:</i>	10

SUMMARY

The workshop was held in ADAE's offices in Tetovo. At the workshop ten women took part, 5 women entrepreneurs and 5 women housewives.

The participants were coming from Tetovo, the nearby villages and Gostivar, a town 20 km away from Tetovo.

CONCLUSIONS

The meeting started with the welcome speech and the presentation of the MUPYME project and the activities undertaken so far. After the introduction the workshop continued with the presentations of the 5 women entrepreneurs. They presented their businesses and the way they started to work for themselves. These sessions were very interesting and all the women were sharing their own experiences and stories how they managed to maintain the business. After every presentation there was a discussion with the women entrepreneurs about their experience. From the presentations several topics can be extracted:

- Motivation for starting the business
- Difficulties and obstacles they were facing
- Factors that helped in maintaining the business
- Suggestions and tips on why and how to start a business

After the presentations from the businesswomen all of the participants discussed on the following 5 topics: Strengthening their work, Curriculum for a training program; Characteristics of a successful enterprise; Characteristics of a successful entrepreneur; Skills-knowledge-principles that a woman should possess to start a business; Skills and knowledge important to maintain a company. They listed their opinions under each topic and had a fruitful discussion on the issues mentioned.

- 1. Strengthening their work, Curriculum for a training program** – Under the first topic the first thing that everyone agreed upon was vocational training or professional development in non-vocational professions. They all agreed that they want to attend trainings that will provide them with more knowledge and expertise in their areas of work. Also they emphasized that the public institutions should provide these kinds of trainings for unemployed people and especially women, because they need to be motivated and supported in their efforts to develop their skills.
- 2. Characteristics of a successful enterprise** – When they discussed about the enterprise and the characteristics it should have, they focused more on the external relations of the enterprise. So, they mentioned that a good enterprise should have established network of collaborators, good relations with the institutions and support from the surroundings. Also, because all of the women came from multicultural communities they gave priority to the cultural awareness and sensibility. A successful company should be able to adapt to the multicultural community and to be able to answer the needs of this kind of community.
- 3. Characteristics of a successful entrepreneur** – Also when the characteristics of a successful entrepreneur were discussed, the same emphasize on the cultural awareness came up. They were thinking also on knowledge of the languages of the local communities. A successful entrepreneur should be able to communicate with the clients on their mother language. Another important quality of the entrepreneur is to have large practical experience in the field and to be dedicated on upgrading the knowledge they have.
- 4. Skills-knowledge-principles that a woman should possess to start a business** – Under this topic, the communication skills were mentioned and also the social capital that one has. They were talking also that if women want to start companies, they should have access to information and also to have the ability to select and be able to use the information.

- 5. Skills and knowledge important to maintain a company** – When thinking about the maintenance of the company, the main focus was on the product. If you have a good product which is improved constantly and adapted to the changing needs of the customers, than you will be able to maintain the company. Also, knowledge in managing human resources and quality management were mentioned as important in the process.

After the discussions on the suggested topics, the participants completed the survey that was provided by the organizer. They were all happy to have contributed in the workshop and expressed their interest and openness to participate in similar activities.

ANNEX 1

REPORT OF TETOVO WORKSHOP, FRIDAY 10.06.2016

<ol style="list-style-type: none"> 1. Opening and welcoming. Jelena Peroska 2. Presentation of MUPYME Project. Jelena Peroska 3. N°1 Verica Timosieska; Speaker; lawyer 4. N°2 Naile Durmishi; Speaker; Owner of Zona Fashion 5. N°3 Elena Georgievaska; Speaker; Calibra Consulting 6. N°4 Bajrishe Beqiri; Speaker; Boutique Gena 7. N°5 Valentina Kostovska; Speaker; Jo-Ce Prom 8. Questions 9. Conclusions and closure.

RESULTS OF

1	2	3	4	5
Strengthening their work Curriculum for a training programme.	Characteristics of a successful enterprise	Characteristics of a successful entrepreneur	Skills-knowledge-principles that a woman should possess to start a business	Skills and knowledge important to maintain a company
Vocational training in needed areas Practical training in specific training center with institutional and technical capacity Training for marketing skills Basic management skills HR management Communication skills IT skills (digital competence) Local languages	Good location PR strategy Marketing strategy Good communication with clients and external collaborators Collaboration with other institutions Ability to adapt in multicultural community Support from surroundings	Practical work related experience Perseverance Persistence To be passionate for the work Constant knowledge upgrade Decisiveness IT skills Knowledge of local languages Adjustment to the surroundings Cultural awareness Support from the family	Communication skills Social capital Access to information Critical thinking Selection and usage of information Support from the family Good knowledge about the needs of the market Good knowledge of the needs of the people Ability to make business assessment Ability to communicate on local languages	Quality assurance Excellent service Good product Constant improvement of the product Following trends Management of the human resources Persistence Constant support from the family

ANNEX2

SURVEY

We appreciate your cooperation completing this survey.

The information you provide will be treated confidentially and will be only used to improve our project.

This survey takes about 3 minutes.

10 participants completed the questionnaire

Analysis of the questionnaires by Jelena Peroska

First name:

Family name:

Classify your activity:

Entrepreneur	Business:	5
Housewife	5	
Other:		

Describe briefly your opinion about MUPYME Project:

COMMENTS

- I never participated in similar activity
- It is very interesting project
- There is a need of more projects like this
- I did not have any other opportunity to communicate with women entrepreneurs
- Nice idea, would like to participate more

- Can be useful for women that are beginning with a business
- Good opportunity for women
- There should be more exchange practices like this in the institutions

Please rate your satisfaction from 1 to 5 (where 1 is completely dissatisfied and 5 is totally satisfied) on the following aspects.

Do you think MUPYME Project is interesting? Score achieved in red in boxes

	1
	2
	3
4	4
6	5

Do you consider that MUPYME Project's aims are achievable? Score in boxes

	1
	2
2	3
5	4
3	5

Do you find interesting the agenda of this workshop? Score in boxes

	1
	2
	3
3	4
7	5

Overall rating of the workshop: Score in boxes

	1
	2
1	3
3	4
6	5

Do you consider this kind of workshops (entrepreneur/housewives) to be profitable? Score in boxes

	1
	2
1	3
4	4
5	5

What do you especially highlight of the workshop?

- Non-formal atmosphere
- Exchange of knowledge
- Exchange of information
- Meeting with women from different backgrounds
- Shared knowledge about running a small enterprise
- Opportunity to work as a team
- Exchanged contacts with women entrepreneurs
- Good cooperation among participants, relaxed atmosphere
- Opportunity to say what you think about problems of women
- Creative approach

Which areas do you think could be improved?

- Everything was nice
- More people to participate
- There should be more activities like this
- Maybe there should be also male participants
- Other stakeholders should participate: municipality officials, representatives from the educational institutions, state institutions.
- This should be organized more often

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Author: Jelena Peroska

Do you know women in your environment that may be interested in MUPYME project? Score in red

6	Yes
4	No

If so you do, and if deemed appropriate, may you provide us their contact details?

If needed, they can provide contacts.

If you want to know more about MUPYME Project details and progress:

www.mupymeproject.eu