

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

INTERVIEWING ENTREPRENEURIAL WOMEN

Case Study

Outline for the Case Study Performance

The plot of this outline is showed hereafter, and aims to create a story about the enterprising experience of the invited person, so in this sense the outline can be used as a guidance, since the dynamics between the invited woman and the participants goes beyond the guidelines herein explained. Because of that it is made a reduced sentence from the questions that are considered necessities to analyse and develop; they're substantial and common elements in each of the cases.

THE CASE – Idalina Pombal Lopes

1. Identification

Idalina has 52 years old is married and has one daughter and one grandson and she lives in Esposende.

Esposende is a Portuguese city in the District of Braga, North and sub-region of the Cávado, with about 3,471 inhabitants and has a total area of 1.85 km². Esposende is also home to a small town, one of 308 municipalities of Portugal and is located in northern Portugal, Minho Province, Braga District, at the mouth of the river Cávado. It is bordered to the north by the municipality of Viana do Castelo, on the east by Barcelos, to the south by the Póvoa de Varzim and west by the Atlantic Ocean. The Municipality of Esposende stretches along approximately 18 km of coastline. For accessibility, the county has three main axes of road traffic:

- The National Road 13, which nowadays is practically used for internal connection of the County;
- The A28, which liaises with the North (Viana, Galicia) and south (Porto);
- The A11, which liaises with the main cities of the District (Braga, Barcelos, Braga and Guimarães)

Idalina have a degree in solicitor and developed her activity as solicitor in her office, she works alone and her office is located in the center of Esposende and it is open to the general public.

2. The beginning

It's her first business, and she made the decision of starting this new business experience when finished her degree, the decision was made by the fact of wanting to have my own business. She had previous experience in this concrete field she did an internship in a lawyer office. The main difficulty was to reach the target audience.

In the beginning she looks for help and support through support measures for unemployed people and entrepreneurship office helping her in matters of business establishment support.

What allowed was the fact that *"I was very persistent, and not surrender just sit in the office chair, waiting for people seek me"*, and the most important decision was to say to myself "I am able to do it"

3. The consolidation

The determining factors for the consolidation of the process were the: *determination* and the fact of being *focused on opening my own business*. The decisive factors for the maintenance of the project were the ability to get the message to my target group *"that I can do the job perfectly with love"*, and the most important decision was to have followed and achieved my dream, though a little late, due to my age. In moments of incertitude and the perception of an error I reply with calm and do not panic, because everything has a solution and sometimes the solution take time to come.

4. The future

My business is directed to some particular target group, specially for those that need legal advice and the determining factor for the success of my business is the great desire that everything works and the success of my project depends on two factors: *my desire* and the *context in which my business project is being developed*.

Already I realized a very important change It was the fact that people that know me are surprised (by positive) by my big change at the professional level.

This project does not properly requires knowledge, but skills, because as I inserted a draft legal, sometimes we are forced to bypass certain situations for our client become more satisfied with the service.

5. Enterprising women

This project has a lot to do with my person and is the *"mirror of myself"*, It is closely related to the condition of being a woman in many ways such as organizing, managing deadlines and times, and

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the dynamism that my project entails. It is possible to establish a parallelism between household life and the management of business project. In addition to being a professional, I have a family, a grandson who relies heavily on me, and still aggravating that I am the wife of a person who needs my help. The life experience has contributed to my performance in my own business because in family life we have to manage schedules; commitments; organize the house, and my house all (without exception) do not do anything unless I give the ok.

The woman's have the ability to be able to do many things at once time, and I notice that companies are run by women, differentiate from the others companies. But perhaps if women manage companies with spouses, often they are not properly compensated in your work, only the husbands is that they note.

The recipe to be an enterprising woman is very simple: *be authentic, be passionate* about what you do and *be persistent*. And if you believe in yourself can do!

The aspect that I consider more important and we should strengthen it is: *not depend on anyone, know what we want and fight for our own independence*, even being married. We are still very submissive to the spouse forces us to think we are. And many women do not follow their goals, because they feel that they cannot because that's what the other people say.