

ERASMUS+ Programme 2015 – KA2 Adult Education

Project nº: 2015-1-ES01-KA204-015937

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

Partner: Kerigma

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**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 – Sílvia Barbosa – “Sílvia dos Galos”**

[www.facebook.com/silviadosgalos](http://www.facebook.com/silviadosgalos)



## 1. Identification

Silvia has 36 years old, she is married and have 2 children and lives in a Parish of Barcelos – Galegos Sta. Maria.

Galegos Sta. Maria is a parish in the municipality of Barcelos, with 2987 habitants.

Silvia have a 12<sup>th</sup> degree and a professional course of tattoo artist at the moment she works as plastic artist and tattoo artist, she considered itself a autodidactic.

She decide to open the own business two years ago (2014) but the always developed this work at home. Her business it's located in the center of Barcelos, and covers all kinds of people.

## 2. The beginning

It's her first own business, and she make the decision of starting this new business experience in 2014.

After 15 years dedicated to the art part-time in 2013 and decided to reappear in 2014 I became businesswoman full time. Why? Because it was always my dream and I thought it was the right time to take that step. Just participated in craft fairs and events.

My main difficulties in the beginning were just financial. I had a considerable volume of orders but had no working capital to have some support in case of breakage. All money from sales were to pay the expenses and invest in working equipment and material to improve the conditions of the store.

What helped me overcome the initial difficulties was always positive customer feedback and the recognition of our work and talent. This meant that there was always energy to face the difficulties.

The most important decision was even take the first step and risk but above all taking into account that would have to be with the minimum of fixed expenses without great follies and much sacrifice.

## 3. The consolidation

The determining factors for the consolidation of the project were: innovation and creation of new pieces. Spending here ideas out. Every day something new show and remind people that "I am here" and I can have something interesting for you to buy.

I had to educate me in terms of time management and gave great prominence to my Facebook page (this is the best tool that I have to keep the project alive!). This and marketing strategies, small sponsorship, organization of events, advertising.

In moments of incertitude I never give up and never "lowering the arms!" Keep trying to do new things, always with quality so that there was always a certain stability in terms of orders and sales.

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In relation to uncertainty, always assess the degree of risk and is the right time to make a certain decision. Regarding errors, I try to correct them, trying new strategies.

#### **4. The future**

My project is directed today and always to the general public, the public that appreciates art and values. I want to achieve the highest possible visibility in terms of what is the brand "Silvia dos Galos."

Future success depends only on me. I have to maintain the quality of work and continue to innovate.

In my case, it depends on two things, there is a very big market in this area of craft which, together with my art, becomes different and unique. But my desire to keep me in this fight my dream is much larger and is the basis for everything.

With time and with the mistakes are corrected, I noticed that the biggest change is in people. Seek me by the originality of the work but, above all, can already observe the timings and be subject to my agenda. This was a great initial difficulty that I could not manage.

The knowledge of the past and the initial difficulties are, without doubt, the most important to "draw" a future with feet and head. In my case, the upward movement of my work as an artist is the most important factor to "impose", even if it bit by bit.

#### **5. Enterprising women**

In this project we can find, the sensitivity of the final work of my pieces. It's the only thing that occurs to me. It is possible to establish a parallelism between household in a way, our house/home is an institution and has to be well managed. And there is time management. I would not say "modernize" but "adapt" these experiences.

Although our society already have used to seeing more and more examples of entrepreneurial women, entrepreneurs and independent, there is still a differentiation in relation to that. Perhaps the conceived idea that we are the weakest link and business is thing of men...

Acting with the heart. The free spirit of sacrifice and an open mind are the basis of any entrepreneur. Women have a different sensitivity, that's all.

The main thing to improve / strengthen should be financial autonomy. There are many women who understand family-but in financial matters still rely on cash or the decision of who is on your side. I am no apologist for 2 portfolios in a home but as women should have the full autonomy to manage time and money. Be more autonomous and less dependent.