

45 years old Latifa khanum has got secondary school education. Married and has 3 sons. They're students. The reason of building her own businesses were the family difficulties, difficulties in taking care of her little children and low income of her husband which is completely didn't cover even their important expenses.

She didn't have money for beginning her business, and she says that all success of starting an unlearned business is bravery and proficiency. In the beginning when she hasn't got enough money she obtained money from dairy products which she was taking them from producer, then she sold them and gave it to producer. Finally she grew her small business and now she has got a fairly wide range of trade- she opened a shop in the courtyard of her house and selling dairy products, as well as foods and vegetables. Also they renovated their house, bought a new car and invested in her sons education.

Participation at "Start and improve your own business" training was the new stage of developing my own business, Latifa said:

First impression was very difficult for me because of new financial terms, lots of books, exercises – I thought it's not for me and couldn't manage it all. But at the end of training I changed my mind, it was for me and will be very helpful with starting&improving my own business. Training was very easy because of the trainers easy explanation way.

The main benefit from the training was newly learned skills: especially marketing, advertising, how to calculate prime cost, the calculation of the annual procurement and sales plan, also calculation of obsolescence was very interesting and useful for me. Business game also taught me lots of things which I've never heard about it. Now I use that business game in my own business life and it has many advantages.

Latifa khanum said that she started improving marketing and customer services. After training she also opened new shop and started selling women clothes. Now she fully established a new selling system with choosing the range of goods in accordance with the wishes of customers, with taking their photos and sending it to customers. Also she started new business which she has no experiences – now she's ordering cake with photo to baker and selling them in her own grocery shop.

Now I'm selling all my goods. I think if I've had this training 2-3 years before now my business would be better. It would be great to have more such training programs.