

Saida Najafova was born in 1985 in Agdash and she is single. Her higher education she got from the college on computer sciences and continued in Ukraine on Business Management. She started her career as a computer teacher. While working she was able to discover her skills to manage a business and to understand importance of her contribution to the development of her work place. Thus, she decided to start her own business. With the closest support of her brother, by benefiting from the contacts with the Baku Business LTD company and by their legal and organizational support, she opened a course center in Agdash. Although in the beginning the course was focused on providing only computer lessons, as time passed, they expanded their range of services and now there are being taught English, Russian languages, art courses, mental arithmetic, university preparation courses and etc. Today this center services more than 150 young people in the region. As well as, the Center is famous with its university entrance probation tests.

One day, Saida heard from the Demirbank branch manager about the Plan Your Future training that was going to take part in Goychay and decided to participate at this training. During this training she also was informed about the Start and Improve Your Business training and enrolled to the training and participated at it.

Seide mentioned that both trainings were quite useful for her and she is applying all her knowledge and skills gained during the trainings to her job.

*“After the training, my knowledge was renewed and as if systemized in my brain. Before I didn’t believe that by saving small amount of money it’s possible to do something. After the Plan Your Future training, I’m saving all the changes and small amount of money separately and already in few months we observed that there is quite an amount collected. We used this saving for the marketing purposes – we ordered window-posters for our course center.*

*Business training taught me new approach to the business management. After the training I prepared a plan and discussed this plan, set objectives with the teachers of our center. Before the training, as a Director/manager of the Center, I used to plan my work only for the next month. Immediately after the training, I prepared plan for 3 months, and then semi-annual and annual plan. This plan is more specific, achievable and real. I already see the impact of this plan and its implementation on the development of our course.*

*Also as the result of business training, we expanded our promotional / marketing activities. With our savings we prepared special window-posters. We expanded distribution of informative booklets and pay more attention to the networking initiatives. For the FY 2015, we have new marketing plan – we will organize an exhibition and knowledge contest. Already according to our plan, we will organize knowledge contest in February and in May, we will conduct education exhibition in Heydar Aliyev Center. This initiative will not only serve to our marketing purposes, but also will help us to demonstrate our social responsibility commitment – to increase interest of regional youth to the education and encourage them to be more educated. We also expanded our internet and social network – facebook marketing and already see positive impact of this”.*

Saida also informed that she regularly shares her knowledge and skills gained during the trainings with the course students and teachers. She considers that there is deep need and demand for conducting this

training to the youth groups in the region and that this training will have a big impact on helping youth to start their businesses.