

Business Women Success Stories

with the support of



Helping Women Pursue Their Dreams

Today, many successful business projects are set up by women. Women are entering business for various reasons: some see it as a necessity, as the only way to achieve their career goals, while for others it is about seizing attractive business opportunities.

Business Loan Success Stories





Women take a balanced approach In Russia, these events have been held in to addressing issues and use their Rostov-on-Don, Krasnodar and Volgograd, evidence.

managers and business owners in southern philanthropy, business one-year loans of up to three million rubles, business dynasties. with a six-month grace period, and an rubles to develop their businesses.

business breakfasts for businesswomen. backing of Center-invest Bank.

intuition. Business ladies are always while in spring 2016, Olga Vysokova began reliable, organised and conscientious. It is organising similar events for Russiansaid that women are by nature prudent and speaking businesswomen in London. There meticulous, and this also applies to how have been seventeen business breakfasts to they handle money. Center-invest Bank date (ten in Russia and seven in London) believes that this view is borne out by the and they have been attended by more than 400 proactive and dedicated women. In 2012 Center-invest Bank launched a The topics for discussion have included: new loan programme to support female social and environmental responsibility, Russia. Under this programme, we offer corporate culture, and succession in

This first book about women in business interest rate that is 25% below the standard brings together eleven success stories, which rate. To date, Center-invest Bank has lent will inspire many others. The sheer variety 300 businesswomen a total of 400 million of business ideas is impressive. And while all the stories are different, they also have In addition, Center-invest Bank holds something in common: the support and















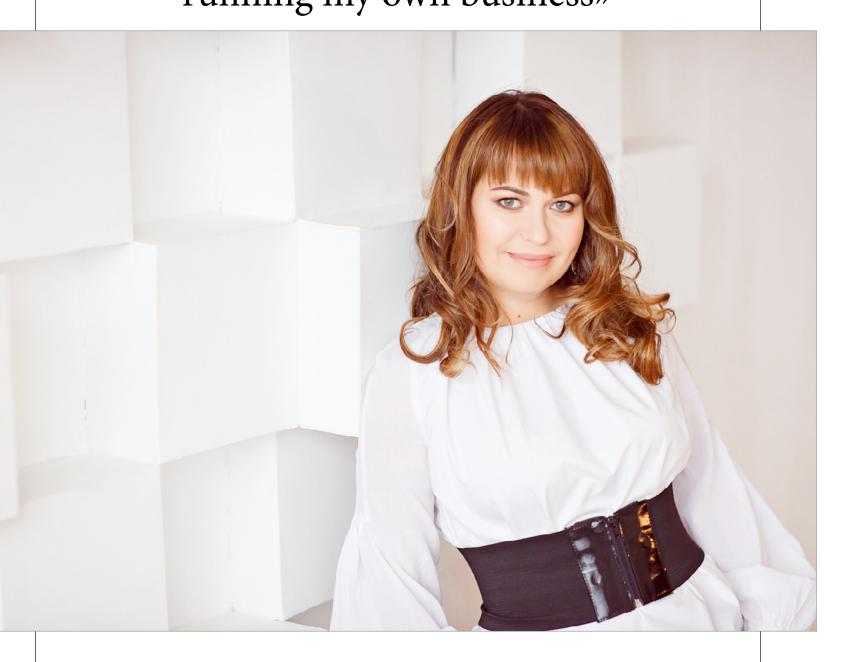








Tatiana Gilmutdinova: «However difficult it is, I like running my own business»



Everyone knows that it is largely a man's world. And for some reason many types of business are considered strictly "male". But times are changing. Today, women quite often hold senior managerial positions in large companies or are working in areas which until recently were considered the preserve of men.



and be a good wife and mother. This for many years. is all fine and good. But in my case My background is in finance. I transportation.

raditionally, in Russian society, success of the company. I believe that **L** and indeed elsewhere, women this is a win-win situation for the have been given a fairly modest role. company and our employees. This is A woman should look after the house why our drivers have stayed with us

it turned out that I was to work in studied banking. I could have had a a "male" business sector, freight tranquil job, working 9am to 6pm in a bank. But instead I went into the

• My advantage is my working style. I am guided by the principles of empathy, trust and transparency. This has allowed me to create my own "female" management style. "

freight across Russia, Kazakhstan this was to be my life. And however and Ukraine since 2011. We have hard it is, I really enjoy working in ten trucks. I won't lie; setting up this this area. My friends who work in business was pretty challenging.

to be successful.

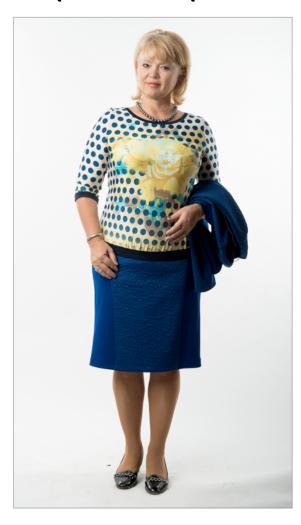
The considerable differences in We have worked in partnership company's overall success.

contribution is important to the to buy new vehicles.

Our company has been transporting transport sector and it turned out that banks often can't understand what is People often ask me how I have good about my job. But I like the pace managed to succeed in this area. I of the work, the way that the situation know the answer: everything is fairly keeps changing and I have to react simple in the male business world. quickly to different, and sometimes They use unwritten rules that have unusual, situations. There is never a emerged over the centuries. They have dull moment. And I even manage to their set ways of resolving conflicts, have enough time for my personal life. and their social interactions are very I have two children and a husband, basic. So the men were probably who always need my attention. I try somewhat disconcerted when I to give my family as much attention arrived on the scene. They had to as possible. The main thing is to be put aside their usual ways of doing able to manage your time properly. I business, and I think this helped me can do some of my work at home, and some of it online.

management style are also important. with Center-invest Bank for a long I always try to base my relationships time. We like it that the bank assesses with colleagues on the principles of loan applications quickly. The bank collegiality and mutual trust. This takes an individual approach to each allows people working under me to customer, and continually provides feel that they are part of a creative support. I tried a different bank, process and to contribute to the but I didn't like the interest rates, and I wasn't happy with the service There is a comfortable working or the excessive documentation atmosphere within our team. Every requirements. It suits us to work with employee can count on assistance Center-invest Bank. Any issues are and support whatever the situation, addressed very quickly. In the near and they know that their own small future we plan to upgrade our fleet,

Tatiana Kizilova: «I really love my business»



Today the company VEST has its own factory in one of Russia's industrial centres. The company's priority is manufacturing modern, fashionable and high-quality clothing for women who love to stay on trend.

a small workshop, with five sewing invest Bank when we are expanding.

ur company manufactures and machines. Business started going well, sells clothing. We have been in the and after a while we wanted to operate fashion clothing business since 1993. It on a slightly bigger scale. That was when was during that challenging time that we first approached Center-invest Bank. we opened our first shop. There was They gave us a loan even although at that little good-quality, fashionable clothing time we didn't have any collateral. Thanks available then, and we decided to fill to this loan we were able to increase this gap. Having assessed the situation production, purchase equipment, acquire carefully, we decided to set up our own several shops of our own, and buy our manufacturing unit. At first it was just own office. Now we turn to Center-



For example, two to three years ago we Moscow at the Institute of Light Industry

were receiving very large orders from and I took courses in management. But customers throughout Russia. We needed the most important thing is practical to expand production, but we couldn't experience. Moreover, if a person doesn't finance this by ourselves - opening a have passion or talent, there is absolutely factory is an expensive undertaking no point trying to teach them.

• We are entirely capable of competing on an equal footing with European and Turkish clothing manufacturers. It is vexing that we don't produce fabric in our own country. Without this, it is hard to see how full import substitution is possible. **

and takes quite a long time. We needed I really love my business. I can't that we will continue to work together working." for many years to come. We have 13 shops in Rostov, shops in Taganrog and Novocherkassk, and we are planning to open a shop in Krasnodar.

We do, however, have to import material. We purchase fabric from Italy, France, Greece and South Korea. And although the dollar exchange rate is very important and affects the cost of production, we still try to keep our prices affordable, by cutting costs.

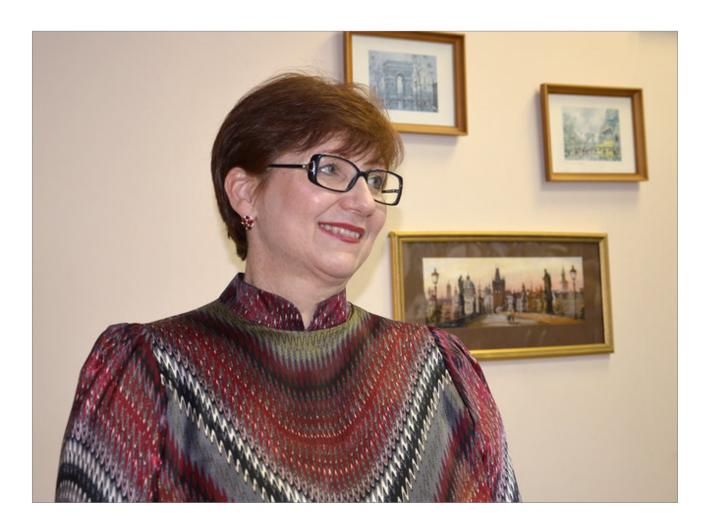
We also import clothing from abroad for our shops. We still have quite a number of customers who want wellknown foreign brands. But we have substantially reduced our clothing imports lately. People who previously would only buy imported clothes are now buying our clothes. We have 5,600 loyal customers, who we keep in regular contact with, inviting them to various events and promotional activities.

I trained as an economist. I have a Ph.D. in economics. So I had no connection to the world of fashion, and I had to learn a lot. I attended various seminars in

additional working capital during this imagine my life without it. And with period and the bank helped us with this. a reliable partner at our side, namely, We obtained premises in the city centre, Center-invest Bank, we can make longwhich is where one of our best shops is term business plans, knowing that we located today. We have had a productive will definitely receive assistance. We are relationship with Center-invest Bank for grateful to the president of Center-invest vears, and we have reached a position of Bank for establishing a professional almost complete mutual understanding. team of understanding and responsive We have a good credit history. I hope individuals, with whom we enjoy



Natalia Nechayeva: «We have always had a wide range of interests»



Natalia Nechayeva, chief accountant at the Elefant energy service company, says that Russian energy efficiency equipment is just as good as imported equipment, and that the energy service sector is a complex but promising area, both for business and in terms of communal infrastructure.

worked in it?

Although there is a lot of talk about We only began operating as an energy energy services, they are not yet service company as such in 2014, and we widespread in Russia. Why did you have not yet managed to implement any choose this area and how long have you notable projects in this area. However, we have been working in the field of



energy saving technology for five years. their obligations to counterparties even Prior to that we sold metal products and in three years time. metalwork, and we supplied kaolin (white clay) from Ukraine to the Kubanfarfor factory, until it was transferred to new for electricity networks. supply.

Which regions do you operate in?

Where don't we operate! We are a owners. Then we supplied components dealer for several manufacturers of LED We sold devices, which we supply to companies fittings, cables, and couplings, basically throughout the whole of Russia. Of everything designed for electricity course, our range includes both Russian products and products manufactured

6 It is not enough to assess the energy efficiency of a facility; you also need to convince its owner that they need to spend money on making it more energy efficient, and to convince the investor that the client is reliable."

we were one of the first in the Rostov supply them with. region to offer technologies using selfsupporting insulated wires, which can that Russian LED devices are just as withstand very high loads. They are very good as foreign ones. advantageous: once they are installed, 15 years.

Did you think that housing management companies might be potential customers?

still being in existence and able to meet are expanding their operations.

We started thinking about what we abroad. We always offer the customer a should do next, and we chose the energy choice. We are honest with them, saying, efficiency sector. Firstly, it's the spirit "This product is good, but expensive, of the time, and secondly, Elefant is not while this one is cheaper, but not such your standard trading company. We good quality." We have, for example, have always tried to market high-quality worked for a long time with our tram goods and new technologies, and to offer and trolleybus department, and they see comprehensive services. For example, the sense in using the couplings that we

It's not the first time I have heard

Yes, they are highly competitive. you can forget about them for the next However, Russian LEDs are generally manufactured from foreign components: Chinese, French or Finnish, and this is reflected in the quality of the end product. But our companies do a great job No. I think that it would be quite risky of assembling the components. When we to work with our housing management started working in this area, we scoured companies. As an accountant, I can the whole of Russia in search of decent see that an awful lot of money is manufacturers. We bought samples from being taken out of the sector. When everyone and then tested them: we kept a company's accounts show that its them switched on for several days, and profitability is less than 1%, but its we looked at their output, how warm employees are getting flats, cars and the casings got, and so on. And I can say so on, that have nothing to do with the that the products made by a Taganrog company's operations, then it would be manufacturer, which started operating on dangerous to work with this company. a very small scale, are just as good as the Energy services are about long-term products of most of the companies in this relationships, several years. It would be sector. And now the Taganrog company quite risky to bank on these companies has a large manufacturing facility. They

Irina Klimenko:

«Our mission is to make natural products accessible for our fellow Russian citizens»



Chairman of the Board of Directors of Center-invest Bank, Dr Vasily Vysokov: "Social enterprise today is generally viewed as a kind of charitable activity, because the social needs of society are not being met by the government. The gap between supply and demand in the social sphere is so large that it makes the services offered by social enterprises fully competitive with those provided by government agencies and local authorities."

about poor quality foodstuffs.



Manufacturers are responding to this trend in various ways: some are investing in rebranding so as to emphasise that their products are natural; others are conducting extensive advertising campaigns to demonstrate their connection to nature and the environment. Meanwhile, others are changing their recipes and upgrading their technology. But the enormous list of Russian products also includes goods that have been a source of Russian gastronomic pride for centuries, and this in itself can ensure their success.

restaurant and catering sector.

The desire to have things that are real "tradition", "environmentally friendly", **L** and genuine is a modern-day trend. and "quality" really mean something. The This applies to all sectors today, but it is products made by these companies evoke particularly noticeable when it comes to enduring associations with authentic choice of food products. After all, in the Russian cooking, with freshness, information age, everyone can find out naturalness, and a return to the source. Today such products are often called "authentic", that is, unique, original, and in keeping with the original source.

> For example, there is Belevsky pastilla, a confectionary which in accordance with the original recipe is made just from baked Antonovka apples, the whites of fresh hens' eggs, and sugar. Even during the "iron curtain" years, this product was flown directly to Britain for the roval table.

> A current project involves the Kolomna Pastilla Museum Factory, which continues to make Kolomna pastilla using traditional recipes and equipment from the pastilla factory that belonged to a local merchant. Thanks to the current trend for setting up culinary business incubators, such as the Moscow-based Mabius Centre, we are able to find new and interesting projects in the food sector, projects that prioritise quality and protection of the environment.



The growing demand for hypoallergenic and functional nutrition, especially for The idea behind Irina Klimenko's children, led to our project in partnership project was to find manufacturers of with the Rostov company Coffee City. such products and then distribute them We are selling products made of natural through local and independent retailers and hypoallergenic ingredients via and companies operating in the hotel, vending machines supplied by Coffee City. I really hope that this project will "Our suppliers are domestic food be of interest not only within the region, producers for whom the words but also throughout the whole country.

Yulia Fedosenko:

«Treating each child as an individual»



New entrepreneurs often have to decide where to look for funding. They might choose to work with one of the many programmes that support young business people. Yulia Fedosenko talks about her experience of setting up a specialist children's hairdresser with the support of Center-invest Bank's Start-Up programme.



"Where should I get my child's hair cut?"

for this project. I have two nephews successful. and when the question arose of where to get their hair cut, it sparked our idea when starting up our business. This to set up a specialist children's salon is when experienced entrepreneurs with comfortable children's chairs, and cartoons to keep the youngsters different ways of addressing a whole entertained.

invest Bank to expand our services. We bought equipment for beauty services My sister and I came up with the idea and manicures, and this has been very

> Mentoring was also important for us give newcomers advice and suggest range of issues.

• Our service is based on an individual approach to children. We comply with parents' wishes, but we also try to ensure that getting a haircut is not stressful for the child, and we are guided first and foremost by the child's opinion.

As there are no other specialist children's hairdressers in Shakhty we don't have used to having attractive haircuts from days old. a young age. There is also the challenge in a hundred will agree to work with still for long), and the ability to get on children.

Showing new companies the way forward.

Start-Up finance programme was the and they overcome fear. most suitable for us. We received a loan specialists.

too. So we used a loan from Center- games for them.

Aesthetic mission.

We specified an age limit of 12 any direct competitors. The main months, but we do get even younger challenge we have faced is the mentality children coming to us, and of course, of the town's residents. For them it is still we don't turn them away. Our youngest a very novel idea that children should get client so far was just 8 months and 16

Many factors come into play when of finding expert hairdressers. There are working with young children many good hairdressers, but only one dexterity, speed (as a child cannot sit with children. Psychology is also very important.

A visit to the children's salon has When we won STARTUP 2012 in a positive psychological effect on a Shakhty we became interested in the child in several respects. They develop loan programmes available for new important communication skills and young entrepreneurs. Our regional they experience new emotions: shyness, bank, Center-invest Bank, is the only embarrassment, pride. They start to one that undertakes to support young develop an appreciation of aesthetics. business people who have ideas, but They experience a positive reaction to no experience. We also felt that their something that is genuinely attractive,

Besides our work in the salon, we with a six-month grace period and we attend various charity events, running got free advice from the bank's loan master classes in braiding for girls of various ages. For Children's Day, we After a few months we realised that have held parties for children from we needed to expand our range of a children's home. We invited them services. Demand among parents was to the salon, and gave them haircuts, increasing: they wanted the salon to hairdos, and manicures. A children's offer services for other family members entertainer held competitions and

Tatiana Zubchenko: «Our products turn out differently every day»



Tatiana Zubchenko's main business used to be semi-finished goods manufacturing. But the expansion into Taganrog of national retail chains forced the entrepreneur to focus on confectionary production instead. As large retailers prefer not to work with fragile and perishable pastries and cakes, local producers can develop their own successful retail businesses.



The Zubchenko family has been other manufacturers, we have had to about 15 years. As a local business, fall in customer demand. We have to they feel fairly confident operating in make our goods on a daily basis, in the bakery and confectionary sector. relatively small quantities; we don't "When no chemicals are added to make large batches to keep for later." the goods, they spoil very quickly,"

1 in the confectionary business for shorten our opening hours due to a

"Happiness is there for the taking, and it is different for everyone - you should grab it when you can!"

such a short shelf life."

a roll or a pie. Cakes and pastries are dealt with by telephone." moment."

addition to baked goods, cakes and fallen to almost zero. pastries, they sell biscuits, sweets, soft drinks, and tea and coffee.

are difficult times for everyone. Like quality goods."

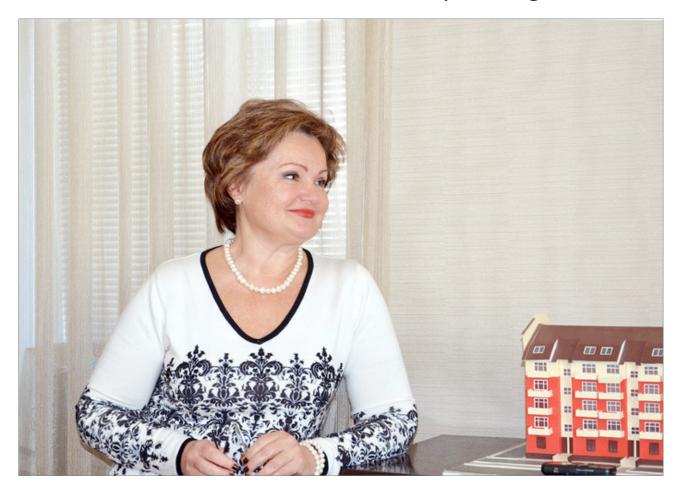
Tatiana Zubchenko explains. "Most "It is, of course, more convenient to of our products don't last for more work with a local business than with than a day, some last for up to two companies that operate nationally. days, but not longer. And the chains For example, we use the regional aren't interested in products with bank, Center-invest Bank. Their payment and cash management The Zubchenkos currently produce services are more affordable, and about 18 types of baked goods, they don't have the queues that I including rolls, pies, sponge and used to encounter in the branches fruit cakes and pizzas. They also of a large federal bank. It's not have about 18 types of fancy cake, right that you should have to wait and 10-12 types of pastry. "The 40 minutes to be served! We began highest demand is for rolls and buns. working with Center-invest Bank They are an inexpensive quick bite, two years ago. They are a good, and people also buy pastries when helpful team, and they don't close they are feeling peckish. It's usually at lunchtime, which we used to have school children who buy pastries, to work around with our previous while adults are more likely to choose bank. And a lot of questions can be

usually bought for a special occasion: As well as opening more shops, they are more expensive, and people Tatiana plans to work on the product are trying to save money at the range, "We recently started making spice cake, and I want to try making The Zubchenko trademark goods biscuits." Approximately 30 people are sold primarily through the work in the Zubchenko production company's six shops. The shops, facility. Most of them are women, which trade under the name "Sladky" but there are also some men: a young (meaning "sweet'), are located in baker, a manager, and drivers. Over various parts of the city, and in the last five years, staff turnover has

"The human factor is very important in our business. Bread Tatiana plans to expand her and baking love a good mood. If the business, although even the confectioner isn't in the right mood, confectionary market, with its the products won't turn out well. relatively low prices, is feeling the And so in this respect also we try to impact of the economic crisis. "These create the best conditions to produce

Lidia Turcheninova:

«Your results are more evident in construction than in anything else»



Financial Director of the LAD Group, Lidia Turcheninova, believes that finance is essentially a female specialty, as it is women who are sufficiently assiduous and diligent. She was attracted to the "male" construction business by the opportunity to see the results of her work and to be thanked by customers. "We rarely hear the words "Thank you" these days, and so when we do, it is all the more special," she says.

The LAD group comprises three to manage the properties built by the **L** companies: the developer LAD, the group, and the general contractor LAD-LAD management company, created remstroi. The group currently has four



completed buildings in its portfolio. Throughout its whole 25-year history "Of course, today in the country as a the LAD Group has financed its new whole, and in our city in particular, the construction projects through private economic situation is challenging," says investment. Lidia. "But we can still take an optimistic "We don't need to borrow any money view, especially when we think how much and we are pleased about that," says

we have gone through already. When Lidia, smiling. "Of course, we use the ruble was falling, people started to payment and cash management services; put their money into real estate. This all companies need them, big and small.

"I get immense pleasure when people come up and say "Thank you" to us. Seeing the happy faces of the new residents of our buildings is a genuine reward."

and property prices were fluctuating, has worked with Center-invest Bank for property was seen as a safe place to put about 15 years. Sometimes people ask your money. It so happened that when me why I continue banking with Centerthis crisis began we had a "cushion" invest, at a time when many small banks in the form of a recently completed are closing down. But I believe that building in the city centre. Demand among regional banks, Center-invest for property in the centre of Taganrog Bank has a serious advantage: it knows has always been particularly high, and the local businesses and is willing to at that time our building was the only help them." new build in the city centre. And so the "Plus, as an accountant and financial number of people wanting to buy a flat director it suits me perfectly to work in our building increased. Naturally, we with Center-invest Bank. Looking at it have been thrown by the crisis, just as objectively, all banks operate along the everyone has, but we don't see any point same lines. But human relationships in standing still. Especially as the LAD remain important." Group includes a construction company, Lidia was drawn to the "male" which in principle is viable only when construction sector by a desire to see construction is underway. Otherwise the results of her work. "I am qualified it won't be able to afford to maintain in finance and I am the financial its equipment (and LAD-remstroi has director for all three of our companies. quite a lot of equipment, including its I find it interesting. Firstly, it is my area own tower crane) or pay its staff. And of expertise. And secondly, I always of course we can't lose our employees. want to see the results of the work put It took us a long time to put together a in by myself and my colleagues, and the team from the best specialists in the city results are more evident in construction and we value them greatly. The quality than in anything else. We even set up of construction is very important to us our own management company because and we try to attract only first-class the management companies operating personnel, from trusted designers to in the market today are committing the person who we believe is the best many serious breaches. I would hate for foreman in the city. We try to buy the this to happen at any of our sites. As best construction materials and to work well as putting our time and money into only with suppliers that are known to be our sites, we are emotionally invested in reliable."

is because when the value of the ruble The parent company of the LAD Group

them.

Nadezhda Popernyak:

«Ours is the only enterprise in southern Russia producing preventative and curative products for children from birth»



Today, increasing numbers of children are bottle-fed. This is harmful for a child's immune system and it can be detrimental to their digestive system. Bottle-fed babies go on to have allergies and are often ill. The formula milk that is much advertised is not only of no benefit, but is becoming a fairly dangerous product. It is hard to find a way out of this situation. But the residents of the Rostov region are luckier than other Russians. We still have a milk kitchen* here. Experts help parents to decide on a plan for feeding their child and provide practical assistance.



We pay the utmost attention child for poisoning by a spoiled to the quality of the milk on product. which we base our products. And The cost per package of tvorog look for more reliable suppliers.

this in turn depends on the quality or other fermented milk product of the feed for the cows. So we select is fairly low for a natural product. our suppliers carefully. If we have Orders have to be placed in advance any doubts or complaints, we will with the shop, but regular customers don't have to place a weekly order

When milk kitchens were being closed across the country, I went to see the head of the district. I explained that it was essential to keep this enterprise open and they allowed us to continue our work.99

equipment ("Laktan") to check process for them. our raw material, and the finished Our municipal unitary enterprise products are continually checked has existed for 25 years. When in the laboratory. The municipal milk kitchens were being closed unitary enterprise "Children's across the country, I went to see Milk Kitchen" in Aksai in the the head of the district. I explained Rostov region (or the "Aksai Milk that it was essential to keep this Kitchen" as it is known locally) is enterprise open and they allowed of national importance. It is now us to continue our work. the only enterprise in the whole of Today any parent can come to see the Rostov region producing milk us. We will help them to choose the and fermented milk products for best product for their child, and our children. We have a fairly large in-house paediatrician will advise range of fermented milk products, them. We do not use any additives eleven, including tvorog (quark). in our products or artificial oils. This is why parents must seek Our products are absolutely pure. advice from our paediatrician Parents can be assured that our before placing their order.

All our products have a short shelf beneficial. life of just four days. This indicates I have run this enterprise for preservatives.

them when buying milk products. have to retrain every five years. Otherwise, they have to sign a We have worked continually with document stating that they have Center-invest Bank for over 10 been warned that the product years. They have never turned us could spoil and that they will not down for a loan. And for our part hold the manufacturer liable. I we have always repaid our loans on think this is justified. It is cheaper time. We trust the bank, and the to buy a cool box than to treat your bank trusts us.

We quite recently acquired special as the shop staff will manage the

products are high quality and

that they are genuine, natural, live 25 years. I have worked in a milk products that do not contain any kitchen for 46 years. I am a trained dietician. And I feel that this is During the summer months, my life's work. I am continually parents must bring a cool box with improving, learning. And our staff

Marina Evdokimova: «My clinic is better for patients»



Only the lazy do not criticise the Russian medical system. For some the solution is to try to change the way that state institutions work, while others choose to set up private medical centres. Marina Evdokimova, ear, nose and throat doctor and co-founder of the consultation and diagnostic centre "My Clinic", talks about what makes her clinic different from others, and how to find a balance between medicine and business.



get the idea to open "My Clinic?

University and at some point I decided can see both children and adults. that to improve my competence I wanted to study medical literature written in project? English. It turned out that throughout protocols, containing the very best and the form of a loan under the Start-

Please tell me, Marina, how did you throat specialist, and an endocrinologist. At the moment our main focus is on I graduated from Rostov State Medical working with children, but our experts

Who helped you to launch this

All of our start-up capital was the world there are standard treatment provided by Center-invest Bank in

6 Patients should obtain the maximum effect at the minimum cost.99

most highly tested approaches. Once I Up programme. The loan had a grace unnecessary tests would be carried out. found a genuine financial partner.

On what principle are the standard treatment protocols based?

All drugs should undergo testing to with business? ensure that patients only receive drugs that are proven to be effective and that special talent, but maintaining health they do not take more medication than also costs money. People in our country is necessary.

I could read the very latest medical medicine and business we set prices literature. Unfortunately, there is very at an acceptable level. In addition, our little good-quality translated literature. patients do not buy many expensive Clearly, at present we really lag behind medications. It is also very important Western countries in this respect.

your clinic?

I spent almost a year choosing my as it has information about doctors not enough. only from the Rostov region, but from paediatric cardiologist, an ear, nose and conferences and share experience.

started using international protocols, I period and the interest rate was much realised that they truly are very effective: lower than that offered by other patients recover quickly and remain banks. Thanks to this we were able satisfied. And so then I had the idea of to renovate the clinic and purchase opening a clinic where all the doctors all the necessary equipment. Centerwould be of one view, patients would invest Bank believed in our project. obtain the maximum benefit, and no We didn't just take out a loan; we

In your view, how is it possible to combine genuinely helping people

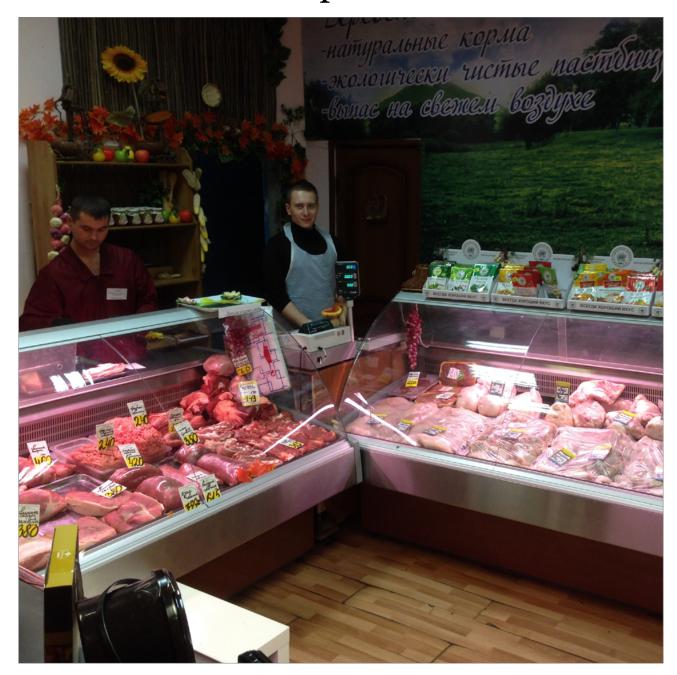
Of course, being a doctor takes a are gradually starting to understand I had to improve my English so that this. To find a balance between that our specialists can carry out full How did you choose the doctors for consultations, spending as much time with a patient as is required.

There are many private medical team. Of course, the Internet helped centres in Rostov, but there are still not

This niche market is not saturated: throughout Russia. I managed to put there are no other clinics like ours together a team of doctors who share in the city. We shouldn't try to the view that treatment should first compete with each other - there are and foremost be proven, effective and enough patients for everyone. I wish safe. Our patients can be seen by an that people didn't get ill but a tablet obstetrician gynaecologist, an allergist to prevent all illnesses has not yet and immunologist, a dermatologist, been invented. Instead, we should a gastroenterologist, paediatricians, a work together. We should hold joint

Elena Efimova:

«Find what you love doing and make it profitable»



The company manages a chain of butchers in Rostov and Bataisk. It supplies fresh meat to nursery schools and other public institutions. It purchases the meat itself. It has relationships both with large producers, such as Agrocomplex, and with small farms.



sufficiently financially independent. suppliers.

T believe that the meat sales sector is I should point out that it is us who **⊥** an extremely promising area, even would be held liable for any poor with the high "level of competition. quality products and this includes Despite the competition, we entered this criminal liability. And so we work only market, found our place, and are now with the most responsible and trusted

• The market is saturated now: supply often exceeds demand, and competition is very high. Therefore, not only must products be of very high quality, but you also need to know how to promote them."

the meat industry for 12 years now.

meat on a market stall. During this life. time we acquired experience and loyal complex. You need to have experience; its staff. you need to know what really fresh monitor product quality.

And today we can see great potential I have two children. My youngest for further growth. We have worked in daughter is still very young. I have to find a way to cope with the business I trained as a theatre costume and also spend enough time with my designer. I entered the meat business family. My youngest daughter is always thanks to my husband. At first I helped with me. I take her to the bank and him, but now we work as equals. Over to the shops. Perhaps she will become the years I have become an expert. I a business lady when she grows up. I am very knowledgeable about product generally really like my work; over the quality. We actually started by selling past 12 years it has become part of my

We have worked with Center-invest customers. People think that it is easy Bank for a very long time, for many to open a shop, start trading, and make years. We have excellent relationships a profit. But in fact everything is quite both with the bank's management and

The bank really does help us. It meat looks like, what the livestock has provides bank guarantees allowing us been fed, how it was slaughtered, and to take part in auctions, and we are many other details about the process. very grateful to it. There are so many The market is saturated now: supply apparently wonderful products and often exceeds demand, and competition offers being promoted by other credit is very high. Therefore, not only must institutions. But we will never change products be of very high quality, but our bank; we will work only with you also need to know how to promote Center-invest. I believe that Centerthem. We learnt all of this through invest Bank brought us success. We personal experience and so we are able had the chance to move from market to compete successfully. Another aspect stall trading to a more civilised form of to our business is the supply of meat to trading. And we bought our own shop, nursery schools. Special requirements and continued to grow. We have plans are specified for products supplied to develop our business further. We to nurseries. I am confident that we will continue to take part in auctions. have a reputation as reliable suppliers And we are sure that the bank will of high-quality meat products. One of support us. With Center-invest Bank the fundamental tasks is to continually we feel entirely confident and we are growing steadily.

Elena Ternovaya: «It is important to make a steady profit»



Today, at a time of crisis, agricultural market analysts say that poultry numbers are increasing on small commercial farms and subsistence farms. So even in the absence of large farms in the regions, there will be demand for compound poultry feed from the local population. The sale of compound feed does not require large capital investment, but it is also not hugely profitable

The agricultural sector is a This area of work is quite taxing. It is that you know how to organise your level of demand. We analyse all the business properly. The number of farms demand factors, and of course we take in Russia is continually growing, and seasonality into account. It helps that accordingly, demand for feedstuffs we have extensive experience in this and other consumables is increasing. field. So we know when a given product Experts believe that the manufacturing will do well.

 ■ reasonably promising area provided extremely important to know the exact

• The agricultural sector is a reasonably promising area provided that you know how to organise your business properly **

at the end of winter and in spring.

business is to find regular customers, is just one year old. It is quite hard to which guarantees a certain level of fit everything in, but I try to spend as profit. We have succeeded in this; much time as possible with my family. people know who we are.

feed from various manufacturers, think that I do a good job of combining including the well-known companies these two sides to my life. Purina and Lehmann. Another aspect I believe that the success of any at selling such a specific product you Center-invest Bank. need to know the mentality of the rural decorative birds.

makes a decent profit.

and sale of compound feed are good It might appear to be a very lines of business to be in. There are straightforward business. But I have many different types of compound feeds to keep learning all the time in order available on the market today. They vary to keep up with all the latest trends in in terms of nutrients and additives, as feeding domesticated birds. I attend certain types of birds require a special seminars and trade fairs. And I enjoy diet at certain times of the year. For the business because it is going well example, more nutritious feed is needed and it makes quite a good profit. I also take pleasure from a job well done.

The most important thing in our I have three children. My youngest Working in business and being a good Our company offers compound poultry wife and mother is a challenge. But I

of our business is the sale of live business depends on the correct choice poultry. We sell both day-old chicks and of partner. And we made the correct slightly older chicks. To be successful choice with our reliable partner,

We first took out a loan from Centerpopulation. They associate spring not invest Bank four years ago. But our only with planting vegetables and relationship started before that. In pruning trees, but also with raising 2005, when I registered as a sole trader, chicks, ducklings, goslings, turkey I opened a current account with Centerpoults and other domesticated and invest Bank on the recommendation of the company who did my business The sale of chicks is traditionally accounts. I was pleased with the a profitable business. The initial service straightaway. And when I investment is relatively small. The only needed a loan, Center-invest Bank was disadvantage is its seasonality. But the natural choice. It offers very good we view this side of our business as a loan terms for small business, with low source of supplementary income, and it interest rates, and it takes an individual approach to each customer.

Alla Ouvarova:

«We want to keep growing - launching new products and in new territories!»



Alla Ouvarova and her business-partner, Anna, noticed the popularity of egg white in Los Angeles. Ana they decided to bring this idea in UK. Anna studied English and then Journalism at university and Alla had just finished Economics degree, so they had the perfect complimentary skills to write the business plan and go from there.



We were very lucky in that we did product launches. We were not too have the advice of a gentleman scared of failure, especially later on, who had a food brokerage business. as we believe in our products and we Initially we were planning to pay him know that if we will persevere, we will for his services, but as we couldn't get there.

6 I do not believe that I'm successful yet, but I do feel that I'm on my way there! As for the secret - product, passion, perseverance, in that order.

raise anywhere near the start up funds that we wanted to, he said we could do right direction a few times.

Investment

a business, nobody was willing to back us. We believed that our idea so I stripped everything out of the there! As for the secret - product, financial model and got a family friend to invest a small amount of money, a tenth of what we wanted originally! A couple of years later we got second round funding, which was much easier to do once we had proven the concept.

Clients

We decided that we wanted our brand to be premium and therefore we wanted to launch in a high end store. We approached Selfridges, Harrods, Harvey Nichols and luckily they all offered us exclusive launches! We chose to launch in Selfridges as we thought that it had the best food hall. We logged our sales data and took that to our next prospective clients -Waitrose, Sainsbury's etc and slowly we launched in every supermarket in the UK as well as further afield.

Strategy

We had an initial plan which we changed it quite a lot based on market trends and opportunities that were available. I wouldn't say that we took a lot of risks, more calculated guesses!

There have been some scary moments, especially at the beginning and it is always quite scary with new

Support

My family have always been very it ourselves and helped point us in the supportive, as they could see that this is a good idea and it makes a lot of sense. My eight year old son, however, We wanted to raise £250,000, but only likes to eat the yolk, yet he tells with no experience in food or running me not to sell the business so that he can run it when he grows up!

I do not believe that I'm successful would work and that we could do it, yet, but I do feel that I'm on my way passion, perseverance, in that order.



The Italian restaurant in London with the Russian soul



Alyona Taranova decided to create a family restaurant a few years ago, when she was celebrating her birthday with husband and 2 small children. Kids didn't feel particularly calm, being quite noisy and playful, which is not unsual with small kids. She thought back then why there are so many nice restaurants for people, and there are places for kids play and entertainment, but no restaurants which are elegant and nice, which offer good kids entertainment, which would allow for a great time for the whole family.

Well, the idea of family outing is from the very beginning, when the idea quite Italian in my understating. was born to the execution and now, I spent almost 4 years in Italy, studying and working, and one thing among many locations. He is quite busy with another which I loved about the country is that Italians are extremely family-oriented the evening and weekends to sit with me, and like dining and going out with their listen to my news and give his opinion whole family. Also, Italian food is my favorite, to be honest. So the choice of I believe that it is always precious to have cuisine was simple in the end!

I did not have any professional or mentor things. officially, however, unofficially my

replicating my idea in the new franchising job, however he always finds some time in and advise. I value his advise greatly and a second opinion and «fresh» view on

I think that hiring a professional project husband has been my constant mentor manager to make things happen in my



situation would not be the right thing, amazing and worthwhile, I was ready to as my learning experience, my deep knowledge of every little process and details is only possible to gain through involved in every process from the very beginning to the point of multiplying the right! number of locations.

banking and accumulated some savings

take risks. Yes, I believe I took a lot of risk by going into business which was quite new to me, and I am very glad my risks doing everything yourself and getting are now minimized and my growth is showing that I must be doing something

My husband is my greatest supporter I spent over 10 years in investment and believer. My kids (4 daughters) are fans of my restaurant, they LOVE eating over the years. So I put in my savings, there and playing in the playarea. They

• I never allowed myself to thing that I'm not doing the right thing or not moving into a right direction. I believe that you have to believe in the idea 100% yourself to be able to make it happen successfully.

remaining funding I needed initially.

Much more than I would have expected. the most important remedy against opinion) is to know everything that may be required from you upfront, get the the system. If you do everything right, your business runs smoothly and you are certain that your growth is secured by proper foundation.

Well, I do not have much competition so now we have both dining area for life is a way to success in anything you do. romantic dates and business lunches, as well as a large restaurant area adjacent to the kids free play area. Our main idea is great food and best Italian products which we import from various regions in Italy. franchising.

tools and opportunity to create something

plus I found like-minded investors who also love sitting outside on a rood deck, truly believe in my idea and gave me the which i added recently to my restaurant to add some outside space. My kids are too Loads of bureaucracy, to be honest. small to tell me they are proud, but I hope some day they will!

Secret of success is to early to talk about bureaucracy in UK (in my humble having achieved success yet. However, the secret of my journey in the right direction (as i call it) is doing something which i correct paperwork and never try to full truly believe in, working a lot (however, finding time to keep fit), listening to advise, being able to admit you've been wrong and change your decisions before your error costs you too much, be flexible, be always LISTENING to what is going on at the moment, as we are a unique place within your business, trends and moods. in London where you can have an elegant Also, my family and the love and support and tasty lunch or dinner, while your kids I get from my husband and kids is one of can enjoy their play in the beautifully the main components of my confidence, designed kids playarea. We are expanding, and confidence and well-balanced family

Strategic plans for my business are to grow, within UK and internationally. We are currently in the process of developing second location and two new franchising restaurants, one of which is outside UK. We shall keep up great taste and we will I am growing Hands in Pasta brand keep high quality of our brand through internationally through franchising by creating amazing quality family My business strategy evolved organically restaurants around the world. I can't wait together with my concept. When I saw to see the location dropdown menu on a clear demand in the market and I had Hands in Pasta front page with at least 20 different cities!

PHILEAS FOX **NURSERY SCHOOL**



Evgenia Lazareva was born in Moscow but went to study at an international school in Switzerland, came to university in London, studying International Business and Languages. She have been working in the field of the education business for nearly 10 years, and always wanted to have her own business.

multilingual nursery?

I have been working in educational consultancy for almost ten years. After the birth of my son three years ago, I thought that I would like to do something slightly different, yet still in the educational industry. I teamed up with a friend who has always regretted not learning how to speak Chinese when she was little and wanted to give this to her for my son to keep his Russian language in the UK, and the idea of a multilingual

How did you come up with the idea of to add all sorts of languages because it is a brilliant idea and children learn so quickly at this age.

> Did you have a mentor or a professional to help you to realize your idea?

I had good experiences in start ups and the business of education in general, and my business partner has experience in finance, so that gave us a solid foundation. We did not know much about early years though, so the first goal was to get an children. I thought about the importance outstanding head of school to guide us through it. We were very lucky to find one, and this is the core of our team. We nursery was born. Parents still ask us took on board all advice from friends



and family, but we were very confident at. Of course, there was a significant in what we were doing, believed in financial risk, but we were confident our concept and did not compromise in our service and our vision, and it is

on quality at any stage. We brought in paying off. We learn every day, and use

• Strong vision, uncompromising quality, keeping things simple, working hard, and above all, having a great team help to reach success."

and will soon do a Masters in the same compliment each other. field, too.

project?

It was personal investments and with and we felt that this would not have been possible with third party involvement.

your way?

Yes, but it is inevitable. Education, especially for young children, is heavily regulated, so we had to comply with all the requirements and deal with a lot of tedious, it is a good learning process.

into your nursery?

received such a positive welcome from the local community and the word about our nursery has spread quickly. We always take parents' views on board and try to accommodate requests as much as we can. It requires patience to fill the nursery, but we are on a steady path to achieve it.

How did you develop your business strategy? Did you take a lot of risk?

We had a business plan that we have stuck to to an extent, but once we started the works, everything has changed completely. You have to adapt to new situations every day, which we are good

excellent educational staff and a good this to plan our development further. We team to set up the school physically and also have a great management team that aesthetically. Now I am studying towards is on the same page and has the same the early years practitioner qualifications vision, but has different strengths that

Were you ever scared that you are not How did you raise investment for this doing the right thing or not moving into a right direction and you will fail?

Of course, you have your moments of the help of friends and family. We have doubt. Some weeks, the phone would be also applied for a start up loan and were ringing 10 times a day with new enquiries, successful. The idea was to build a strong and some days it would be completely culture of the brand and the company, silent. Being new at this, it was nerve wrecking at times. I am very lucky to have a great business partner and head of Was there a lot of bureaucracy on schools and we would support each other in turns at moments of doubts.

What are the strategic plans for your business?

The mission is to offer excellent early years education in a multilingual paperwork. Although it has been quite environment, to make children feel happy and develop their love for learning Was it difficult to attract families in a beautiful setting. Luckily, a lot of parents in London and in the world agree Every family is very unique. We have with us, so the aim is to be able to offer this further by creating more schools and developing educational resources to be able to achieve scale and spread the knowledge even further.



33

Business Women Success Stories



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