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Passion for Hair

Giorgos Karantalis

Greece



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"SkillsXcellerate: Empowering youth on their path to independence through entrepreneurship"
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SkillsXcellerate



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HOW AND WHEN GIORGOS STARTED HIS BUSINESS

Giorgos' Hair Design is a modern hair salon established in 2022, dedicated to offering the latest and trendiest haircuts to refresh your look. The business was inspired by the founder's mother, a professional hairdresser, and motivated by economic reasons to create a sustainable venture. At just 24 years old, Giorgos launched the business, leveraging both motivational and technical support to get started. Courage and determination with low risks were crucial in the initial phase.

Marketing strategies for Hair Design include promoting services through videos on social media and building trust with clients. Additionally, the business's location is highlighted on Google Maps for increased visibility. Although the primary online presence is through a website and Facebook profile, participation in meet markets and recommendations of the DYPA program is suggested for young entrepreneurs.

HOW GIORGOS DEVELOPED HIS BUSINESS

To get his Hair Salon off the ground, Giorgos began by finding a suitable location and calculating the lowest possible revenue and expense projections to minimize risks.

Initially, he assumed that the expenses would be manageable, but they turned out to be higher than expected. To cover the additional costs, he had to work extra hours. He overcame funding and knowledge obstacles by attending free and paid seminars to enhance his skills and avoid pitfalls.

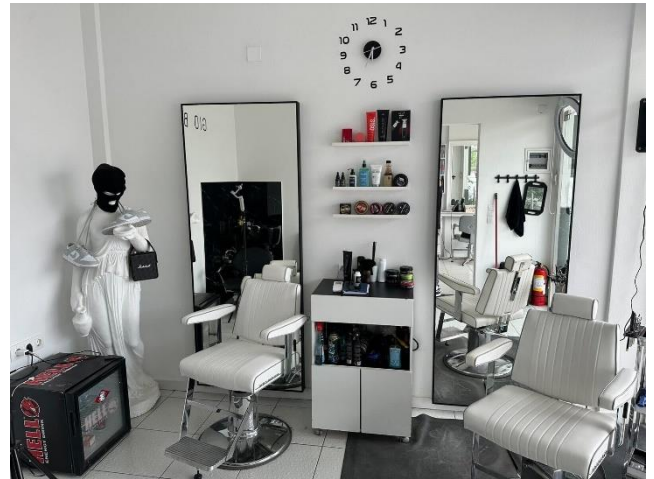
There were moments, especially at the beginning, when the financial burdens made him consider giving up. However, his love for his craft kept him going. Through this journey, he has learned that while you can go fast alone, you go far with a team. Despite this, he currently runs his business alone without any partners or employees.

To ensure the quality of his business, he continuously seeks to learn more by regularly attending seminars and numerous exhibitions throughout the year. Key skills essential for starting a business include patience, persistence, courage, and knowledge.

WHAT ARE GIORGOS' PLANS FOR FUTURE

His future goals for his Hair Salon include opening a second store in the city centre. This expansion aims to bring new opportunities and further establish their presence in the community. As he develops both personally and as an entrepreneur, he plans to continue learning and growing to better serve his clients and improve his business practices.

He hopes that his business will have a positive impact on society by creating new job opportunities and contributing to the country's economy. By expanding, he aims to support the local community and foster economic growth.



WHAT ARE GIORGOS' SUGGESTIONS FOR YOUNG PEOPLE WILLING TO START THEIR BUSINESS

Starting a business offers the benefit of creating your own schedule and the potential for higher earnings. The most important lesson he has learned as an entrepreneur is to maintain quality and effectively advertise it. Throughout this journey, he has developed his technical skills and learned how to manage social media effectively.

His life changed significantly due to his decision to start his own business; he became more consistent and mature. In conclusion, it was a worthwhile, life-changing, and fun experience, and he highly recommends it to anyone who has high aspirations for their dreams. If he could travel back in time, he would definitely start his business again.

To those with doubts about starting a business, his message is that the path will be demanding, but your love for your profession and excitement for the next step will be your driving forces. To the youth, he encourages them to pursue their own business ventures with passion and determination.



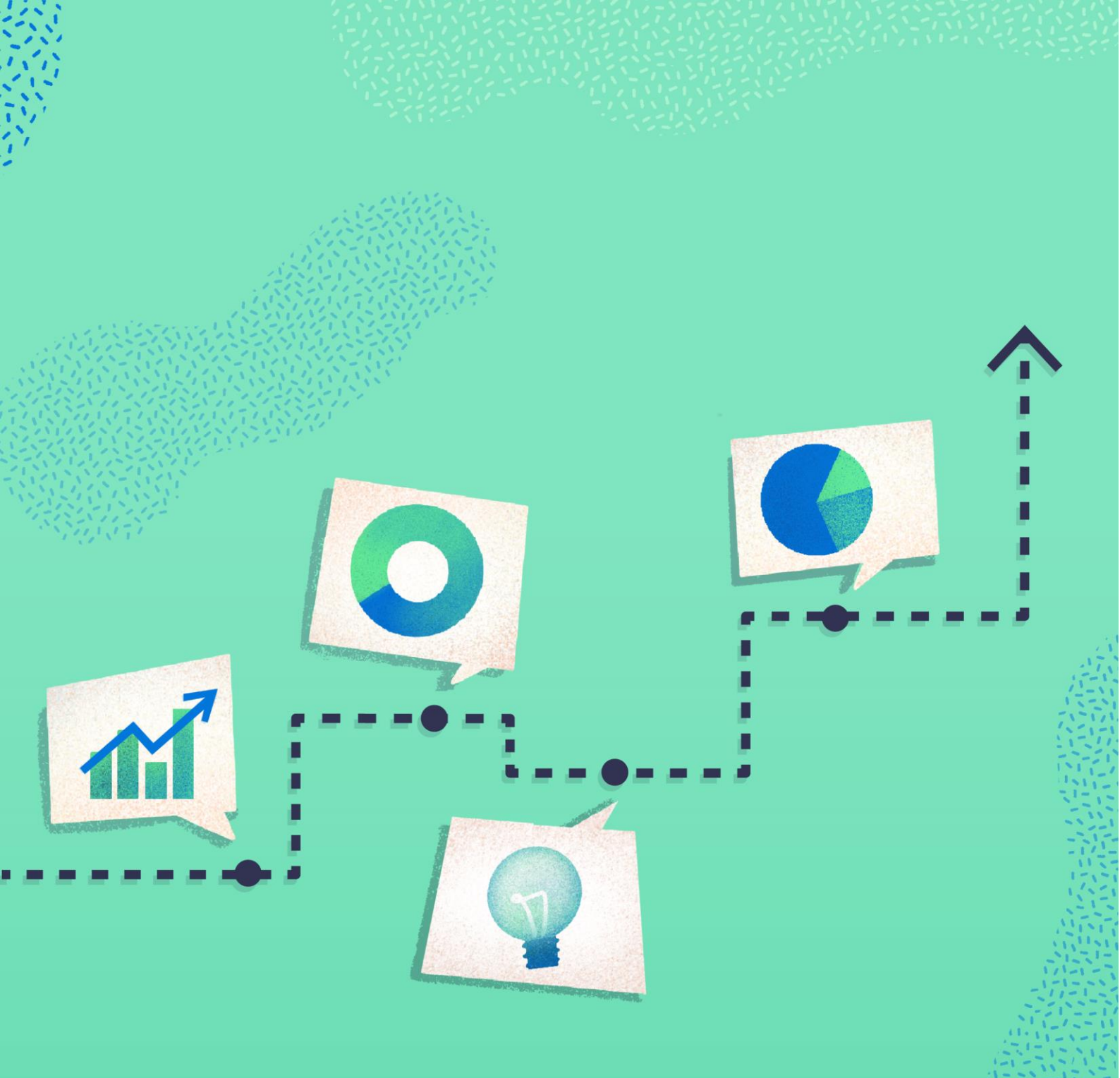
Image source: all pictures used in this story are from Giorgos' personal archive.

We wish good luck to **GIORGOS!**

If you are interested in learning more about Giorgos business or to get in touch with him, you can contact him by

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TikTok: <https://vm.tiktok.com/ZGeVKqhNT/>



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