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Being a pharmpreneur

Katerina Kalivi

Greece



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



HOW AND WHEN KATERINA STARTED HER BUSINESS

When Katerina started her own business, she was 27. Her degree played a significant role in this decision. Pharmacy is a unique field that naturally leads to entrepreneurship, especially at the time when it was believed that this path offered excellent prospects. Generally, she would say that her background didn't directly align with the formalities of running a pharmacy. However, reflecting on it now, she realizes that her father, who was already in business, might have indirectly influenced and mentored her into this path.

HOW KATERINA DEVELOPED HER BUSINESS

When she got her degree, she worked in another pharmacy, and after a certain point, she knew she wanted to open her own. With the financial support of her parents, she was able to do so. Initially, she believed that a pharmacy primarily revolved around science, certain academic backgrounds, and health in general. However, she soon realized that the commercial aspect plays a significant role as well. She has had to shift her mindset to focus more on the business and commercial side of running a pharmacy.

Most of the obstacles she faced, especially those related to finance, were overcome with the help of her accountant, who provided invaluable assistance. Beyond that, she tackled challenges by continuously learning and adapting.

A particularly challenging moment was when she became a mother. She felt she did not have enough time to spend with her child and considered quitting to find a job that would not demand so much of her attention and time. However, she has learned that in this field, success comes to those who take risks and reinvest in their business with the aim of growing it.



WHAT ARE KATERINA'S PLANS FOR FUTURE

Some plans she has for the business include moving to a more central location, which would involve taking a bigger risk but could significantly grow her audience and business. However, she also wants to enhance the current spot by implementing new initiatives, such as adding a vending machine, launching an e-shop, and hiring a beautician to focus more on the cosmetics part of the pharmacy.

By running a pharmacy, she aims to contribute to healthcare. She views it as the first and most accessible point for healthcare solutions and actions before people visit doctors.



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

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

Katerina thinks that entrepreneurship is a wonderful industry to be involved in. It offers a sense of freedom, as hard work is directly rewarded, and consistent effort leads to progress. Even in a country like Greece, with its challenges, you can succeed if you have the will and dedication.

While she does not have any specific recommendations, she believes that seminars in marketing, management, and finance are incredibly useful and essential. They provide valuable knowledge and skills that can help you advance and grow your business.

We wish good luck to **KATERINA!**
If you are interested in learning more about Katerina's business or to get in touch with her, you can contact her by

FB: <https://www.facebook.com/FarmakeioKalyvi/>



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