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A sweetshop that offers love

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SkillsXcellerate



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HOW AND WHEN NANCY STARTED HER BUSINESS

When Nancy started the business, she was about 23 to 24 years old. That was over 26 years ago. Starting her business was not so much an inspiration as it was a necessity. Due to financial difficulties in the family, she needed to find a solution and help as much as she could financially. She tried to combine her passion for taking care of people, her love for cooking, and her cosmopolitan roots to find a way to invest in something profitable.

Her husband, who was her partner at the time, reminded her of her strengths. He said, "You have the skills, the love to nurture, the strength, the brains, the education. You know what you will miss and what you will be deprived of. Are you ready?" His words made her realize what she needed to do. From the beginning and throughout her journey, her husband has been her go-to person for any concerns. He has consistently helped her overcome difficulties and given her the confidence to believe that she can succeed.

HOW NANCY DEVELOPED HER BUSINESS

As she mentioned earlier, the need to create the business arose unexpectedly. The first and main challenge was finding the money to start, as initial expenses are significant. With some savings from a previous property sale and a little money she had set aside, she was able to buy raw materials, pay the first rent, and obtain the necessary licenses.

Her vision was to create an extension of her living room, where she could serve customers with the same love and hospitality she shows her friends. However, she soon realized that interacting with the public can be challenging, as they can sometimes be difficult to deal with. She assumed that if she met all her obligations, things would run smoothly, but she had to adapt to the reality that this is not always the case.

There were many obstacles along the way. For example, sometimes the raw materials were not of the quality she wanted. She overcame this by negotiating better agreements and being willing to pay more to ensure high quality. The coronavirus pandemic was another major challenge, which she tackled by entering the deli business—a move that turned out to be beneficial, as it expanded her offerings.

In general, she overcame obstacles by continuously learning, being patient, and adapting to new situations. There were times when she wanted to give up, especially when she missed moments from her personal life or faced financial burdens. However, the responsibility she felt towards the families of her employees kept her going; she did not want to let them down.

To build a healthy and profitable business, the most important qualities are a good mindset and enthusiasm. While money and some knowledge are necessary, the primary ingredient is a genuine love for what you do and finding joy in it.



WHAT ARE NANCY'S PLANS FOR FUTURE

Her biggest goal is to maintain the existing business with dignity and potentially expand with a second business, either as a branch or a franchise. Ultimately, she aims to sell the business at some point and perhaps replicate the same model in another municipality or even another country, ideally with a better quality of life and more social interaction.

Her constant goal is to pass on love to people, treat them with care, and offer them a piece of herself. She strives to convey this message to the community as much as possible.

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

The entrepreneurial space offers many benefits, perhaps most importantly a sense of freedom. It is helpful to have a guiding vision, but the will to succeed is paramount. It is also crucial to find something that differentiates you from the rest—identify a gap in the market. In today's world, everything is available, but you need to find your unique way of offering it. Additionally, utilize all available tools correctly and to their fullest extent. Have patience and never stop learning.

She believes it is important to continually seek out trends, be deeply involved in marketing, and participate in seminars to evolve in all areas of the business. It's essential to develop and grow in line with market rhythms.



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

We wish good luck to **NANCY!**

If you are interested in learning more about Nancy's business or to get in touch with her, you can contact her by

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