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Create jobs for yourself and others

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Sweden



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SkillsXcellerate



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HOW AND WHEN PAVLOS STARTED HIS BUSINESS

Pavlos was 22 when he started his first business, and today, over 30 years later, he has had around 30 different companies. Some have been very successful and still exist today. He started back in 1988 when he opened a grocery store in Malmö and ran it for 3 years. The store still exists today but has changed ownership several times. The grocery store sold snacks and basic essentials that the local residents purchased.

Pavlos started businesses because he wanted something of his own and didn't want to work from 9 to 5. He dreamt of going to New York to work, which motivated him to start his own business. Though he never started his own venture in New York, he has visited the city on vacation. Since he started, his whole family has owned their own businesses. What has always motivated and driven him is starting from scratch and building up.

Today, Pavlos imports Greek products to stores in Sweden. He sells Greek products both, to private consumers through his website and to grocery stores in Sweden. Like the ancient Greeks, he enjoys market trading and is passionate about the products and food. He is driven by buying and selling; purchasing and trading are within his area of expertise and allow him to practice his entrepreneurship.



HOW PAVLOS DEVELOPED HIS BUSINESS

Pavlos started his first business because of the influence of his father who had a street kitchen. His father's business allowed Pavlos to get familiar with things connected to food and with buying and selling. His own business was challenging at first because he was young and was working long hours every day.

Now, 30 businesses later, he has gained many experiences. One challenge with the Greek products was navigating through a recession, although things are starting to improve. A change Pavlos made since the start of his venture, Hellas, is that he no longer sells certain items due to sustainability and environmental concerns, he also withdrawn products that did not resonate with consumers.

Having had many businesses, Pavlos has faced struggles and also failures and has had to give up a few times along the way when his companies went bankrupt. It did not only cost him money but also entailed a lot of pain for him.

However, over the years, Pavlos has become much more strategic. The largest company he had was Ikaros, which he built from 0 to 200 million and had 82 employees.

WHAT ARE PAVLOS PLANS FOR FUTURE

When Pavlos started the convenience store, he wanted to build something big, which he later did through his company Ikaros. Today, he wants to build his company Hellas so that his children can take over and work with it in the future. Pavlos's goal is to be able to hire more people and create more job opportunities.



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

The most important thing Pavlos has learned over the years is the significance of having a good network and good people around him. He says that if you have the vision and want to move forward and have the right people around you, then you just need to go for it. However, your mindset is crucial in how you approach things.

Since he has taken many risks, he feels confident and has become calm in that. Pavlos has experienced both success and setbacks in various industries.

Today, he dares to step outside his comfort zone without being afraid and still feels secure. He also mentions that his self-esteem has strengthened, so he dares to do more.

One piece of advice Pavlos wants to give to young people considering starting a business is: "Follow your dream, trust yourself, and ask for help when you need it. Also, learn about finance so you can calculate your business deals."



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

We wish good luck to **PAVLOS!**

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

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