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Living her childhood dreams

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



HOW AND WHEN PETRA STARTED HER BUSINESS

After 13 years of working in a hairdressing salon as an employee – the job she got straight after finishing secondary school education as a hairdresser – Petra gathered the courage to go on her own entrepreneurial path. At 32 she opened her salon offering the latest haircutting and dying trends and make-up service.

After working in the same place for a long time she began feeling restless and had a feeling she fell into a routine and needed something more; she felt she needed a new challenge. Although this was building up for quite some time she just could not find the courage to do the final step. She was full of doubts; will I have enough customers, can I do this on my own, am I capable of running a business, etc.? And then the needed encouragement came from the outside source. Her partner was the one who rested her ashore she was capable of making it on her own. Petra just needed someone to believe in her and offer her support in the form of encouragement because she already had all the necessary knowledge of this craft since she had been working in this area since the day she finished secondary school.

Like many young girls, Petra dreamed about working in the beauty industry but what is usually just a phase for others became a lifelong dream for Petra that has turned into a successful business.

HOW PETRA DEVELOPED HER BUSINESS

With that necessary final push, Petra was on her way to establishing her business. She did not waste any more time; she rented a place for her salon, enrolled in some courses related to hair, dying, and make-up to come to speed with the latest trends in this industry, and began to work. All of the fears that were holding her back for so long soon disappeared; she never had problems with a lack of customers and all the bureaucratic aspects of running a business turned out not to be so scary, especially if you take one thing at a time and seek for advice when in doubt.

Because Petra had so many doubts and hesitations before starting her business, once things started rolling she was nothing but positively surprised at how smoothly and easily everything was running. Because she was now her own boss, she was the one who decided what kind of style she wanted to do in her salon, when she wanted to work (an important aspect when being a mom), when to take time off, and so on. She expected it to be hard and difficult to run a business but it turned out just the opposite of that with many advantages.

Although she is present on social networks, her favorite way of promoting her business is more traditional, she depends on regular customers and always puts 100% when working to achieve customer satisfaction. In that aspect, the quality of her work is her greatest promotor.

WHAT ARE PETRA'S PLANS FOR THE FUTURE

Concerning Petra's plans for the future, having her own place where she would have a salon would be the biggest one because the one she has now is rented. Smaller but also important goals are to incorporate some new techniques into her work, to work more on make-up, and to overall constantly develop professional-wise.

Petra is a person who does not hesitate to give back to her community, weather it is by offering her work at charity events, responding to sponsorships, or even accepting invitations to share her entrepreneurial story to inspire young people like she did with this project.



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

So far, Petra's entrepreneurial path has had nothing but success. Not just financially, Petra also grew as a person through this journey, she learned a lot about herself, she now values herself more and has better self-esteem. Self-confidence is also probably the greatest thing that she gained on this path, she adds. She encourages young people who are thinking about starting a business to go for it, to believe in themselves. If they find an area that they are passionate about, they should follow that path, and when necessary they should not be afraid to take risks.

If she could go back in time she would not have waited so long to start her business. What is important is, that after all she found the courage to go on this entrepreneurial path and is now grateful for this opportunity and happier than ever.



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

We wish good luck to **Petra!**

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

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