

SUCCESS STORIES

ENNUR DUDU

December, 2022 / Vol 04



Ennur Dudu met with the beauty industry by starting to work in her family's hairdresser shop at a young age. Along with hairdressing, she explored her interest in makeup and nails. After realizing the gap in the field of prosthetic nails in the sector, Ennur concentrated on this field and spent the last 5 years professionalizing in nail care. Six months ago, she opened her business, Ennur Beauty Center, located in a bridal dress bazaar in Ankara's Kızılay district. Ennur decided to become the beneficiary of entrepreneurship trainings and resources provided by German Sparkassenstiftung Turkey (Sparkassenstiftung), as she cares about her professional development while making her dream come true.

Ennur cares about the development of the nail service she provides in her beauty center in a way that keeps abreast of the innovations. She tries to participate in sectoral trainings every 6 months to improve her business, especially by following trainings on new techniques and patterns. In order to improve business and financial literacy, Ennur heard about Sparkassenstiftung's Micro Business Game Training for small and medium-sized businesses and decided to attend the training.

She states that she learned investment management, using income statement and supplier management thanks to Micro Business Game Training, Ennur shares her training experiences with the following sentences:

"I learned a lot in this training and as soon as the training was over, I started applying what I learned to my business. I learned that my business is a separate entity which is independent of me. I realized that as the owner of the business, I am an employee here."

Ennur expresses the changes that took place in her business and management approach after the training as follows: "After the training, many things have changed in my life. I learned crisis management through training; normally I was demotivated when sometimes my clients decreased ; however, during the Micro Business Game, even though our business went bankrupt at the end of a round; we were able to improve the financial situation of our business with the right decisions we made in the next round. This experience has taught me not to fall into despair and pessimism. I have seen that everything can be fixed in entrepreneurship. This perspective gave me strength."

After completing the training, Ennur becomes one of the beneficiaries of the loan provided by Halkbank, one of the project stakeholders of the Sparkassenstiftung, to develop her business. Ennur states that thanks to the loan she received, she was able to buy new materials for the beauty center and attend a technical training that she had been waiting for a long time, and she wants to expand her business by adding additional business lines such as eyelashes and permanent make-up to her business on nail care in the future.

Ennur attributes the success of her business to three important factors; work discipline, patience and doing what she loves. "I am the one who opens the shop earliest and closes the last in this bazaar. I have always had work discipline since I was a child. And patience as without patience, nothing will work. If you love your job, it brings money. Success is not possible when you don't love your job. Everything done with love and patience is successful." In this context, Ennur states that she attaches great importance to the satisfaction of her customers and underlines that every customer who comes to her salon leaves the salon happy because of her clean and systematic work.

Believing that her business will reach very good places in five years, Ennur expresses her belief in the future with these sentences: "I have worked hard and put a lot of effort until I came here, I am sure that I will be successful in the future. I have confidence in my work discipline and myself".

As Sparkassenstiftung, we wish Ennur's story to inspire many potential and existing entrepreneurs.

Video: shorturl.at/cpw45
Photos: shorturl.at/axDUW

Scan the code to watch the video story!

