

SUCCESS STORIES

ŞÖHRET DOĞAN

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Şöhret Doğan has been working in the beauty industry with her family for 18 years. She established her business, Altın Makas, in Gaziantep Nizip region, where she serves customers as both a men's and women's hairdresser with her team of 5 employee. Additionally, Şöhret generates extra income by selling cosmetic products through e-commerce.

Şöhret says that they have become like family with their customers and emphasizes the importance of creating a friendly and warm environment. She explains why her customers choose Altın Makas with the following words:

“Our business is clean and tidy. We are like family with our customers, and they prefer us because of the warm atmosphere. Sincere conversation and a clean workplace ensure that your customers always choose you.”



In 2022, Şöhret participated in the Micro Business Game Training prepared by the Sparkassenstiftung for the development of small and medium-sized enterprises. She improved herself by gaining a lot of new information about financial and business literacy. When we asked Şöhret about her experiences in Micro Business Game Training, she responds with these words:

“When I first attended the training, I thought we would be playing an ordinary game, repeating information I already knew, and that I wouldn't learn anything new. However, through the training and game, I realized my weaknesses on business management and completed the training with a lot of new knowledge and skills. For example, I learned the importance of saving for business. I learned the steps I should take when my business is in a difficult situation and how I should invest in my workplace. I learned that buying machinery for my business is not an expense, but an investment.”

Şöhret notes that the events they experienced during the training were similar to those they encounter in real life. She states that she learned the importance of keeping regular financial records for the business and managing suppliers through the training and adds; “I used to not record income and expenses; but after the training, I've been trying to be more careful about this. Also, I started to work with more than one supplier. Thus, I have the chance to get market information by asking different suppliers about the product I need to buy in case of emergency. Şöhret received loans from the Turkish Grameen Microfinance Program (TGMP) and Halkbank which are the partners of the project, to develop her business. With the loan, she invests in her business and purchases laser and skin care devices. By expanding the range of services offered in her business, she aims to reach more customers and offer different services to her existing customer base.

Şöhret states that the secret to her success as an entrepreneur is her regular working habits and the different services she offers in her business. She believes that customer relations should be managed correctly, and creativity should be maintained without giving up in the face of difficulties. Şöhret's future dreams include expanding her business, increasing customer capacity and investing in new devices.

As Sparkassenstiftung Türkiye, we believe in the power of work accomplished with love and care, and we wish the story of Şöhret to inspire many potential and existing entrepreneurs.

