

# GO GIRL!

INSPIRING BUSINESS STORIES

**MAKING  
CHOICES**

**DO'S AND  
DONT'S ON  
CV**

**SUCCESSFUL  
BUSINESS  
STORIES**

**SUCCESS BUSINESS STORIES...**



**The dream of Julie**

She has a diploma cook, but don't ask Julie Strampaert to cook. Baking is what she love! She was only 25 when her dream came true. Her own bakeshop at one of the most picturesque place in Ghent (Belgium). When she was 6 years old her daddy build a doll house. It was named 'Julie's house'. Since then the name never leaves her mind. Her property is a jewelry. This protected

monument from the 17<sup>th</sup> century is located in the heart of touristy Ghent. It's always urging for a table. It's a small house with limited space. A few tables inside and outside. But you can also buy for take away. "Everyday I eat a piece of cake. My staff knows my tradition. Everyday at 3pm I get my piece of cake." In the beginning, now 8 years ago, she baked everything herself. Now she helps where she can. Especially around Christmas and New Year it's very busy and in may because there are a lot of holidays. Sometimes she even does the dishes if there is a shortage of staff. "At the beginning things were a lot more complicated. I was only 25 and had to negotiate with suppliers, set up a bakery, find employers and lead them up. I had a lot of experience in catering industry, but I didn't know anything about management. I knew how to serve a coffee but not how to make a staff planning. I learned a lot with ups and down." She already opened a second store also in Ghent. 'Julie's house' is known all over the country.

**A Woman In Fashion**

Demet Suzan MUTLU who is the founder and CEO of Trendyol.com is one of the most successful business woman in Turkey. She developed herself in marketing in Turkey, Japan, America and Swiss. She went to Harvard University in America. She loves shopping, but when she was in America she was busy all the time and she was shopping on the internet. Then she realized that Turkey has



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not enough online shopping sites. When she came back she started preparing Trendyol.com and even her dad was saying: “Did you study in Harvard just for this?” But she followed her dream and opened the site with 300.000 dollar investment. The site reached 150 million dollar value in just 16 months. Today she is a successful woman who had 1 billion dollar profit in 2016. In the list which is made by Business of Fashion choosing the 500 most efficient people in the fashion world, Demet Mutlu is the only Turkish business woman who has been chosen twice.



### **From 10 to 100**

My success story is pretty funny, because when I wrote the advertisement about disco dance I didn't know how the group of dancers will be look in five years. Actually on the first lesson came around 10 girls and they didn't have an idea what is will be going on. They didn't know anything about disco dance. It was really funny but when we started to apply for a competition everything has change. We won some first places and people started getting interested in what we actually doing. They started applying in our dancing group. Now I have around 100 dancers in the 4 categories - little kids, kids, juniors and seniors. We still admitting dancers and I am really grateful that I have do big dancing school and do what a really love.

### **Art business? Yes!**

I'm a painter. I have finished my studies at the Academy of Fine Arts and asked myself: what can a painter do to earn money? Sell paintings? I think, I would die of starvation before the end of the year. I was trying to design clothes. I didn't like those banal clothes from the high-street shops that everyone wore. I wanted something unique. I have designed t-shirts with reproductions of paintings of famous artists. For example: Gustav Klimt, Pablo Picasso or Frida Kahlo. Initially I have been doing it for myself, my family and friends. My best friend –



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Anna - joined me, she was better with sewing. She told me to start selling t-shirts on the internet. It worked! That's how we have started.

The cost of one t-shirt is very low. The biggest cost is professional customer service like fast selling as well as infrastructure of our business, IT costs for example. We started a duo, now our company employs twenty people. We have several hundred orders per day. We want to grow. We plan produce also dresses, hoodies and even... socks.

My advice is: get all the possible knowledge about what you want to do and how to do it, calculate the costs and... DO IT!

## **TIPS FOR BEGINNERS ...**

### **Choices**

You are a young ambitious woman at the very beginning of your life path. The world is changing very dynamically, there are many opportunities, but also many threats. You are probably saying: "I don't know what to do with my life. I don't know what I want to do." In this article we will tell you what to start with in order to make the right choice of school or work.



The most important thing is to learn about yourself: your values, interests, soft skills, personality type. You can use career tests to gather information. Of course there isn't a test that can tell you what type of school or kind of work is right for you. You will know more about yourself and this might help you to make better choices and avoid making mistakes. It is very important to choose the right type of school and then work that will make you happy, otherwise you will be tired and hate your classes or work.

### **Europe maybe?**

In these days we can see a lot of starting enterprisers, who are trying to open their own businesses and they don't have too many experiences with how it all works. In these cases there are the Erasmus plus programs. Erasmus plus programs are the best opportunity for youth exchanges and gaining work experience also. Furthermore, youth exchanges are not only for students, but for every person who wants to gain an experience either abroad or even in their own countries. But if you are already in business you can visit E.Y.E the Erasmus for youth entrepreneurs, which should help young entrepreneurs gain work experience about business. It is a cross border exchange program which gives new or aspiring entrepreneurs the chance to learn from experienced entrepreneurs running small business in other participating countries.

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In addition, one of the best opportunities for people to gain work or experience in EU is through volunteering. There are so many volunteer groups nowadays and so diverse that everybody can find something for their own interests. Also through volunteering not only you can gain work experience, but you can gain so many life values, like helping someone without expecting to take something back, being more social, minimizing stereotypes, etc.

To be a volunteer it means to do something from your heart, not expecting money for exchange and this makes you open minded, more loving and caring person.

And finally the good part is that you can be a volunteer either at your country or in a foreign one.

The advice? Go! Be a volunteer! Now!

### **How to create a successful CV?**

Creating a good CV is very important, it is your first introduction to the prospective employer. The CV is a summary of your educational background and professional experiences. Your CV is a tool to help you move from an application to an interview. It is important to take some time to prepare it. Here are some tips that could help you.

#### **DO'S**

1. Create your CV with your prospective employer in mind
2. Tailor your CV to the job
3. Make your CV clear, neat and tidy
4. View your experience in a positive light
5. Place the important information up front
6. Put your name, email address on every page in case your CV is missing
7. Use positive language
8. Make use of the internet for sample CVs and CV templates

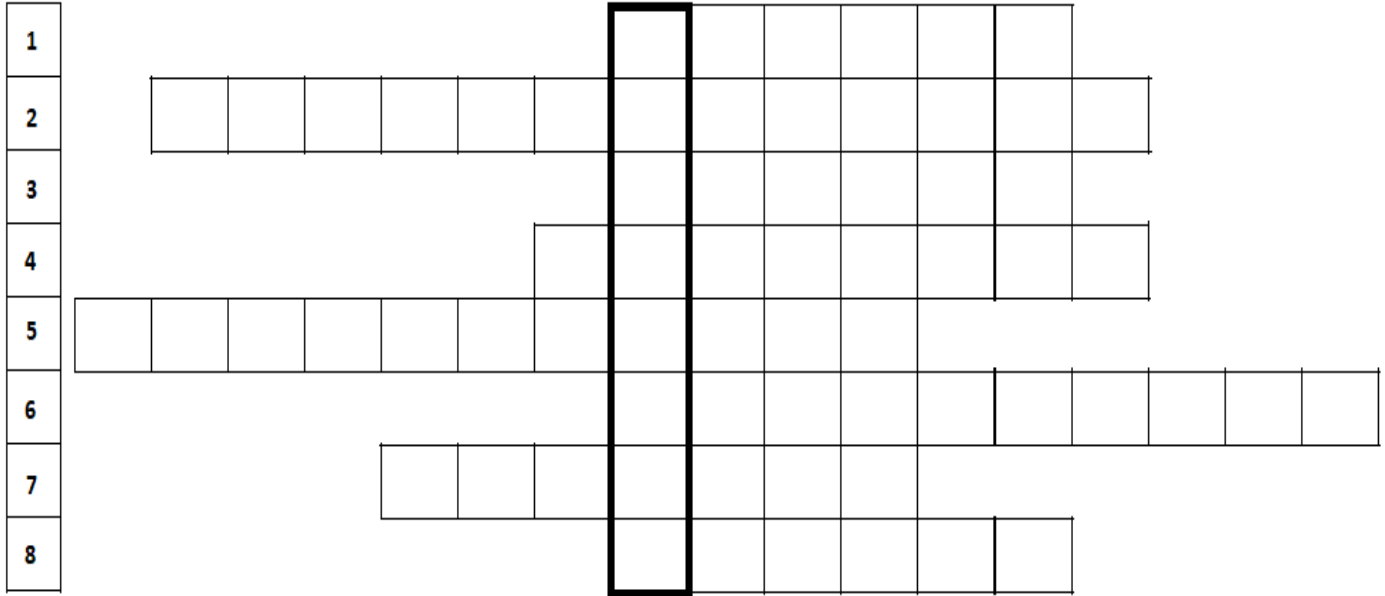
#### **DONT'S**

1. Hand-write or type your CV – it's unprofessional
2. Include information which may be viewed negatively
3. Include anything that might discriminate you like date of birth, race, marital status
4. Make your CV more than two pages
5. Use jargon, acronym, technical terms
6. LIE
7. Include a photo unless requested

**Good luck!**

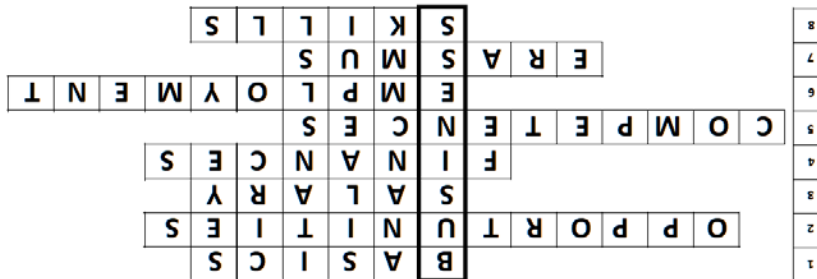
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## GAME TIME...



1. Something that is fundamental
2. Possible choice; favorable circumstances
3. A fixed regular payment
4. The monetary resources as a company, organization or individual
5. The abilities to do something successfully or efficiently
6. An occupation by which a person earns a living
7. A student exchange project
8. The abilities to do something well

*Solution:*



# GO GIRL!

MADE BY INTERNATIONAL GIRL TEAM:

KATERINA VASILTZIKI - GREECE

AGATA JANIAK - POLAND

MARIE ZVONKOVA - CZECH REPUBLIC

CANSU VURAL - TURKEY

JASMIEN DEN TANDT - BELGIUM

**BUSINESS BASICS**

**LONDON 2017**