

ERASMUS+ Programme 2015 – KA2 Adult Education  
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Document name: **Interviewing entrepreneurial women - Portugal**  
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**Employment and Women on the 21st century in Europe: From Household economy to SME economy (Small and Medium enterprises) – MUPYME Project**

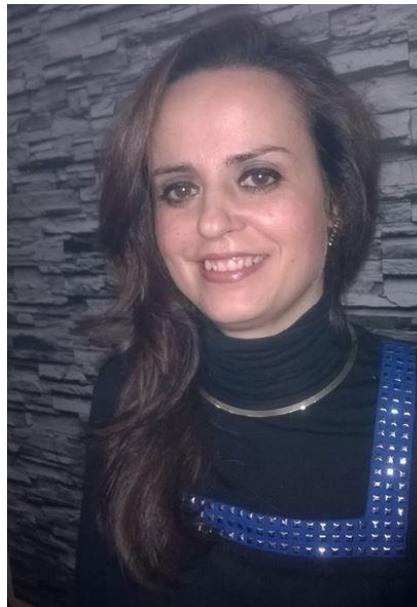
## **INTERVIEWING ENTREPRENEURIAL WOMEN**

### **Case Study**

#### **Outline for the Case Study Performance**

The plot of this outline is showed hereafter, and aims to create a story about the enterprising experience of the invited person, so in this sense the outline can be used as a guidance, since the dynamics between the invited woman and the participants goes beyond the guidelines herein explained. Because of that it is made a reduced sentence from the questions that are considered necessities to analyse and develop; they're substantial and common elements in each of the cases.

#### **THE CASE – Eva Dinah Campos**



#### **1. Identification**

Dinah has 38 years old, single and lives in Barcelos city.

Barcelos is a Portuguese city in the District of Braga, North Region and sub region of Cávado, with about 20 625 inhabitants. It is the seat of a municipality with 378.9 km<sup>2</sup> and 120,391 inhabitants, divided into 61 parishes. The municipality is bordered to the north by the districts of Viana do Castelo and Ponte de Lima, on the east by Vila Verde and Braga, southeast of Vila Nova de Famalicão, southwest by Póvoa de Varzim and west by Esposende.

Dinah have a degree as translation science and culture and developed her activity in a study center – DOM LIVRO. She works as a translator and trainer, at the moment she has another teacher that works with her.

Dinah decide to open their own business a study center – DOM LIVRO in 2004, the services provided are: training; training support; translations; orientation and guidance to children and adults.

## 2. The beginning

It's her first own business, and she make the decision of starting this new business experience in 2004. The determining factor to building their own business is was *“not like working on behalf of others”*. In the beginning of her career she worked in a hotel and in the textile, later she began work on a study center. The main difficulty in the study center where *to know how deal with the children*, in the previous experiences she never dealt with children, it has been a challenging experience.

In the beginning she had support and guidance from the owner of the study center and the teacher who was responsible for the educational part of the center. Which helped to overcome the difficulties in the beginning was the persistence and ease of adaptation to new situations and the most important decision in all process it was the necessity of implementation of new strategies to work with the children - valuing their knowledge and helping them to valorize their action potential.

## 3. The consolidation

The determining factors for the consolidation of the project were: *determination* and *persistence*. Actually (because of the difficulties that our country is experiencing) I had to make several adjustments, however I never let the quality of services were affected or compromised. In order to overcome the difficulties I had to make adaptations that meet the needs of the moment; sought to expand the offerings of services and monetize the space; bet on my own training and developed my emotional experience which allows me to look at the situation from another perspective.

During my business consolidation process I should have thought more of me, and have grabbed every opportunity that I have been appearing and the most important thing it was *putting my own business in first place*.

In moments of incertitude and the perception of an error I always try to solve the problems, always looking for solutions without ever give up, sometimes use contact other people to advise me, the experience of other people is very important to me.

## 4. The future

My business is directed for children and adults, the determining factor for the success of my business is the: *persistence, have well-defined goals and believe me and the people who work with me*. In the future I would like enlarge the geographical area of my business and open another study center in Braga.

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The decision on the future depends on my willingness to go further and my but experience and also the acceptance of the public – target group, I always face the changes, faced fears that negatively influence my personal life and therefore my business.

In the future I consider important the determination; commitment to my personal training and establish news partnerships.

## 5. Enterprising women

In this project we can find my emotional side: *empathy and solidarity and always put myself in the other – Act with the heart.*

It is possible to establish a parallelism between household life and the management of my business as regards the *organization; time management; tasks planning* all these concepts are related to the business dynamism and the experience that I have as housewife helped me a lot in my business management.

In the business management both men and women can be excellent managers and entrepreneurs, differentiation is in practice. The woman usually has the most *emotional aspect* the man the more *practical side*, however, I believe that both can be good entrepreneurs, the capacity is the same what differs is the way they view the situation.

The recipe to be an enterprising woman is: *determination; confidence; adaptability and flexibility; power / leadership skills and emotional intelligence.* For an enterprising woman is an asset your background as domestic, especially with experience in managing the family economy. The woman has a different perspective about the importance of being a good manager can anticipate some of the difficulties.