

## **Employment and Women on the 21st century in Europe: From Household economy to SME economy (Small and Medium enterprises) – MUPYME Project**

### **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 – Márcia Soares**

##### **1. Identification**

Márcia has 34 years old, she is married and lives in the city of Barcelos.

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.

Márcia have a degree in sociology and at the moment she works as sociologist in a social institution in Barcelos, and run her own business.

She decide to open the own business in 2011, and officially she “open the doors” for the market in 2012.

##### **2. The beginning**

It's her first own business, in the last company that she worked, she gives support to the department of entrepreneurship, and help other persons to create the own business, so she



start to think in create her business. Officially in 2012 she creates her company – Production and commercialization of mushrooms and 80% of her activity is developed for the international market and 20% for the local market.

My main difficulties in the beginning were production management, try to create ideal conditions for the production of mushrooms (relative humidity and watering) determinant of the company's success.

I had to seek help at this level (with a consultant who was already on the market 10 years) in which I found through training.

What helped me overcome the initial difficulties was the investment on training, the update of my knowledges, personal effort and be receptive to alternative and it was suggested to me.

The most important decision in the beginning was was the commitment / responsibility to the bank, I had to apply for a bank loan.

### 3. The consolidation

The determining factors for the consolidation of the project were: perseverance and the concern in having well-paid and motivated employees.

I had to develop the knowledge in the management and maintenance of the product, and the level of human resource management. Regarding to what I could have helped more at this stage it was the part of the marketing of the product. If he is certainly organized the company will have more success.

In moments of incertitude I never give up I try to found new strategies and seek solutions to problems.

### 4. The future

My project is directed for stability of the workers and a major concern is to ensure sales. Future success depends on me and the context.

I noticed that the biggest change is the market that influences the prices and the sales of the products. In this phase, the essential skills and knowledge are at the level of management and marketing of products.



### 5. Enterprising women

In this project I can find some aspects with my condition of being woman, ability to repeat and be successful; ability to do and multiple several tasks at the same time; the requirement to the situations and like to have things well.

The experience of family life has contributed greatly to the success of my business. The management tasks are transferable to the business world and the various contexts of my life.

There is increasing mainly helps in terms of technologies, which are essential for my personal and professional performance.

Depending on the activities, companies managed by women can be a decisive factor for the success of a company, in terms of decision making and problem solving the woman could be add value for the dynamic of companies. The recipes to be an enterprising woman are: be able to do what others do but introduce an innovative and distinctive character; meet the needs and sometimes creates a need to be able to implement the business world.

The aspects that should be strengthened in the woman with experience in the household economy are: the training aspect - learning throughout life and the creation of financial conditions to enable the women to make their own management and not be dependent on others.