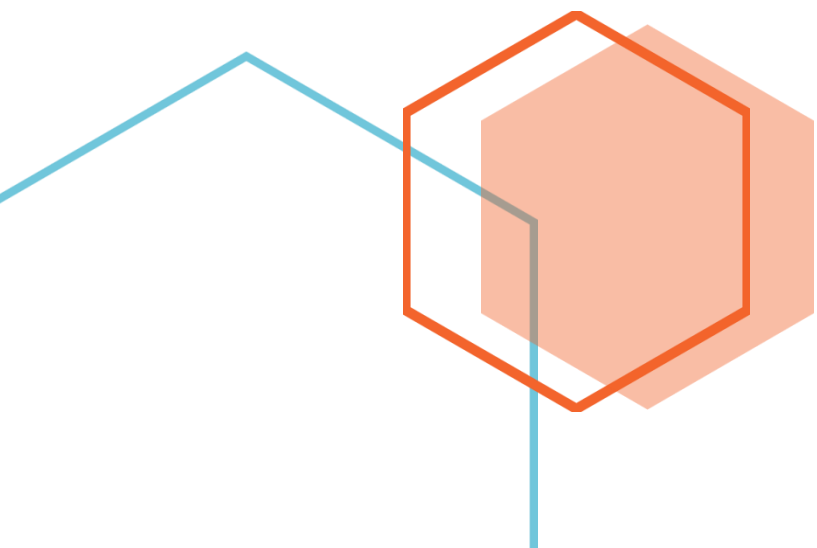




[Ljubica Brščić]

[Croatia]

"Everyone should try something new and never give up. You need to be persistent in everything you do."





Person's background

I was a craftswoman for many years, whereby I traded homemade products. I also led a metal products gallery and I had my own trade store, selling various products. I currently run an EcoLab – a place when you can try and experience flavours of home-made dishes whose ingredients are grown in an environmentally friendly way, and it is a museum of local products.

Brief Introduction

My name is Ljubica Brščić, and I live in Vodnjan, a small town in the Istria Region in Croatia. I am married, and I have two children.

I have been running my own business for many years, I have tried ventures in many different areas, since I'm a very versatile person.

First steps in entrepreneurship and faced difficulties

Back in the 80s, I opened my first business – a metal product gallery. I closed this business because I opened a new one - a trade store of various products. It was open until 2007, when I started to run a museum with a private collection of personal belongings of Erminio Vojvoda, a shoe designer who lived in Vodnjan. I closed this museum in 2014. In the meantime, I also led a laundry service.

I can say that the most important business I was involved in was my trade store.

The trade store I was running had to close due to the competition of large stores that suddenly opened in all the cities of Croatia. The biggest problem I faced was that people were more likely to go shopping for groceries in larger stores, and shops like my own have been closed because they could not withstand that pace and competition.

How and why the person has succeeded, lessons learnt

You must work a lot (24/7) and be very persistent if you want to succeed in something. During my life I met many people who gave me strength for the future and with whom I had a wonderful business co-operation.

You must be very determined and not let some obstacles stand in the way. When you meet obstacles, you should accept them and try to solve them in the best possible way.

I work all day to create something in my life, and I'm very happy about it, it's making me a better woman. Also, my family has been very helpful in this and much of it would not have been realized if they have not been there for me and they still help move me forward.

Lessons learned:

Just because I'm a very versatile person, I have a very great experience in life. All my failures have taught me to never give





up and to persist in doing what I want and love.

Present situation and tips for success

Currently, I am the director of EcoLab – a Museum of local products. It is a place where you can try and experience flavours of home-made dishes whose ingredients are grown in an environmentally friendly way. We have our own farm, where we grow fruits, vegetables, and olives. We produce our own marmalade, olive oil, homemade pasta, homemade cookies, homemade tea from healing herbs, homemade juice, etc.

Tips for success

Everyone should try something new and never give up. You need to be persistent in everything you do.

Conclusion

I am a very positive person and I have always been! No matter what happens to you, you need to stay positive. Because I've been doing so much in my life, I've gained new friends, met many people, and made a lot of business co-operations.