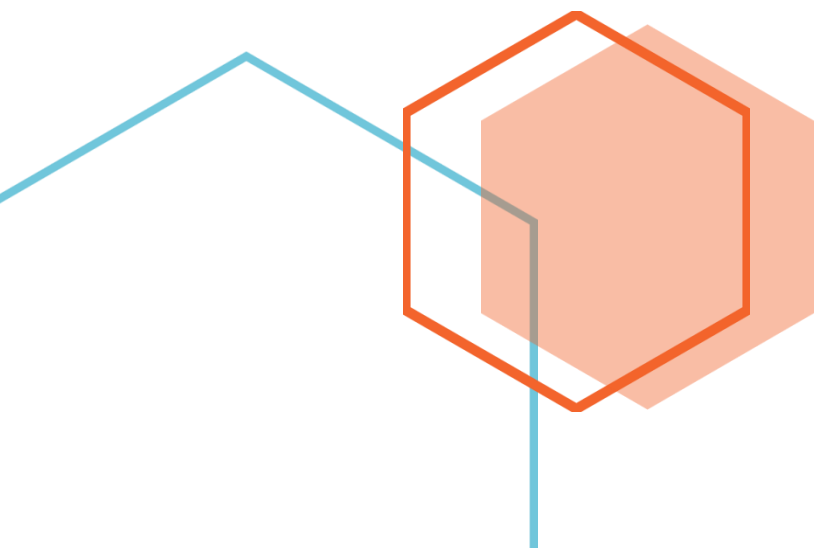




[Andrea Debeljuh]

[Croatia]

"Do the things one by one. Multitasking is very risky!"





Person's background

Studied Science of Education, with a Master's Degree in Tourism and a PhD in Science of Education.

Brief Introduction

I am a part time entrepreneur still facing the start-up phase after many years of trials. I did both my university career and the entrepreneurial trials and that resulted in an ongoing start-up in all the businesses I entered. I have to say I faced many failures and still did not find the key for success. The companies I own are surviving, but I cannot say they are particularly successful.

First steps in entrepreneurship and faced difficulties

At the age of 14, I had my first business (I was running an open restaurant for a local fair in my town). It was a seasonal business (once a year) but a very nice experience. After that, I tried venturing in various fields but never succeeded. Nowadays, I own a few companies in the educational field. We cannot say we are doing big business as we are still in start-up phase...

The biggest challenge in my opinion is to find the people (employees). To find motivated and skilled persons is a focal point for every business. We are facing a lack of such people: some are skilled, but not motivated, while others are motivated but lack the necessary skills.

Some less successful businesses I have been involved in, were with massaging sofas, charter yacht services and real estate.

How and why the person has succeeded, lessons learnt

Actually, I cannot say we succeeded. We have a few companies running but we are not yet financially stable. I am at the point where I am mainly because I have found the right partner. He helped me a lot in succeeding by managing the things in which I was not so good.

Lessons learned:

You cannot do it all alone and you cannot do it all. There are many opportunities in the market and sometimes things seem quite easier than they really are. I failed many times because I did not get the real dimension of the things I was facing. I thought I would find people that will collaborate with me, but in the end I had to do it all alone. Lack of experience and big amount of work helped me in failing.

Present situation and tips for success

I moved from entrepreneurship back to my employed profession and I teach at the University. I have my companies running with managers that are trying their best to succeed. I





monitor all of them, but I don't have an active role in any activity.

Tips for success:

Do the things one by one. Multitasking is very risky!

Conclusion

To be an entrepreneur is not as simple as it seems. You need to recognize good people and keep them motivated to take out the best from them! At the same time, you must perform all the time at 100% of your possibilities.