



EMWOSE
Women from ethnic minorities in social enterprise

Interview form

Overview

Name: Angeliki Bachi

Company: Narkissos

Facebook:

<https://www.facebook.com/%CE%9D%CE%AC%CF%81%CE%BA%CE%B9%CF%83%CF%83%CE%BF%CF%82-334636729989480/>



Hello! My name is Angeliki and I am 26 years old. I was born in Albania but at the age of 10 I came to Greece where I finished school. I studied in Volos, Business Administration and the last 8 years I live in Larissa. At the Narkissos flower shop, of which I am a co-owner, I have both the duties of a saleswoman and a store manager. The flower shop is located in Larissa, close to the city center, and has been operating for about 8 years. It employs 2 women and trades flowers of various kinds and for different occasions. It seeks to secure the bulk of its merchandise from family businesses, women's cooperatives or groups of women from ethnic minorities in order to strengthen the purpose and skills development of these groups. In order to be able to set up a successful social enterprise, one must definitely be aware of the legislation that exists to those enterprises. In addition, one must have properly planned her business plan so that she can implement her ideas. Research should also be conducted on the groups it intends to strengthen through its action. For example, the flower shop, aiming to empower women from ethnic minorities, became extensively informed about the women's cooperatives in the industry, as well as their members and thus came in contact with groups formed by foreign women or at least employed in them.

Interview transcript

Keywords:

Flower shop, courage, awareness, marketing, management.

There are always challenges, regardless of the type of business. But when it comes to social enterprises, which are not so widespread yet, at least in Greece, the obstacles are a little more. For example, the promotion of the business and the interest of the public. However, with the right management and proper advertising, all of this can be overcome. Also, the creation of a climate of trust and the establishment of stable relationships between the company and the desired partners had to be achieved both with the necessary bureaucratic actions and with the development of personal contacts. I want to believe that these problems are not related to my profile. These are problems that every business faces. However, xenophobia and racism are phenomena that have not completely disappeared from the country. Unfortunately, both personally and professionally, and this is something we always have partly in our minds, hoping that with this action through our enterprise, we will change a significant part of the problem that has already begun to change. Everyone, and especially a woman who makes the decision to move to another country, means that she is bold. This courage that they had while leaving from a place to move to a new one, should use it in order to create their own business. Research is an ally and the high ideals they want to serve through their professional endeavor will be strong motivators for creation and success. [Video here](#)

