

EYE

Enhancing Youth
Employment Project

Success Story



From Cooking at Home to Business Owner: Enabling Women's Economic Empowerment Through Non-Formal Training

Providing opportunities to find jobs for women, by improving the non-formal training system, is one of the main goals of the EYE project (Enhancing Youth Employment). To achieve this, Korabi Corporation established the Korabi Innovation Center and trained over 500 people in pastry arts, the majority being women, many of whom have secured jobs at pastry shops or opened their own businesses. Korabi is Kosovo's market leader in essential ingredient distribution for bakeries and pastries.

This is Krenare Jashari's Story - One of the Graduates of the Pastry Training from Korabi Innovation Center

During the pandemic, Krenare's newfound love for cooking led to her starting a baklava business from home. Seeing the potential for profit in cakes as well, she decided to enhance her skills by enrolling in a pastry training program at Innovative Center Korabi, which she stumbled upon through an advertisement on Facebook.



Photo 1. Krenare Jashari, Founder and Owner of New Cake Pastry Shop

After completing two weeks of training, Krenare opened her pastry shop, "New Cake" where she works with her sister-in-law. To further grow her business, she later hired a full-time employee - a dedicated mother of three who continues to provide exceptional support for Krenare and the shop.

Krenare's excellent customer service and sales skills made her cakes a popular choice among customers in her area, creating a pool of many returning customers. Currently, Krenare sells thirty to forty cakes weekly to local restaurants, Il Gusto and In Café (in Ferizaj), and receives private orders via phone and social media.

Krenare is currently facing challenges in making much profit due to inflation. Although her earnings fluctuate with the changing seasons, she can hire an additional part-time person during the summer to help with the increase in orders.





Her family enjoys financial stability, but she always pushes herself to do better. Krenare's pastry business gave her financial independence and allowed her often to fulfill her children's needs. Krenare advises anyone considering opening a pastry shop to be brave and go for it. She suggested following her model by starting from home, building a pool of customers, and later opening a store capable of employing additional staff.

Krenare's perseverance shows us that anything is possible with the right mindset and effort. Her success is a source of inspiration for all women looking to start their own businesses and achieve financial independence. We hope that Krenare's story will encourage more women in our country to take the leap and pursue their dreams, just as she did. By empowering women economically, we can improve not only women's lives but also their families and the overall development of our country.

Krenare's story is a testament to the effectiveness of the EYE initiative, as she was able to transform her passion for cooking into a successful business. Therefore, the EYE project will continue to support businesses such as Korabi Corporation, dedicated to making success stories like Krenare's possible.



Photo 2. New Cake Pastry Shop, Ferizaj. February 2023

The development and publication of this document has been supported by the Swiss Agency for Development and Cooperation (SDC) through its project Enhancing Youth Employment, implemented by Helvetas Kosovo and MDA. The content of this document is the sole responsibility of the Enhancing Youth Employment project and does not necessarily represent the views of SDC.