

## EXAMPLE OF YOUNG SALVADORANS DEVELOPING THEIR ENTREPRENEURSHIP

### “Interview with Young Entrepreneurs Flor and Victor”



We are Flor Alvarado and Victor, young business men and woman, owners of a Crafts Shop, called "Arte Flor" where we sell Crafts products of clay that we design and produce. Our leadership, desires to undertake and have our own business, together with the support that MOJE have gave us and continue to provide us, have been the essential keys for the achievement of our goals.

#### **FLOR:**

I met about the Association MOJE through Human Education Program that MOJE provides. Being in this program, I became a member and leader of a Youth Group of Leaders, which had as aim training young leaders to help themselves, their families and communities. While I was part of this Youth Group of Leaders, MOJE helped me with training in crafts decoration, since I've always loved the art of painting. After having received several trainings in the painting area and become a craft teacher of painting, thanks to the MOJE trainings and programs; in 2009, MOJE gave me the opportunity to work as an instructor in the area of product decoration at the Entrepreneurs School Program at MOJE, allowing me to train in this beautiful art, many young people in the areas of woodwork, clay and metalwork.

Subsequently, MOJE trains me in craft product design, costs, marketing, and entrepreneurship, among others. All this training motivated me to start my own business of ceramics in clay and decoration.

In the facilities of MOJE, I was given a physical space where I started the incubation of my business idea. As a result of this process today I see my dream come true, now I am owner of a crafts store.

In spite of economic limitations that did not allow me to continue my studies, I have many goals to achieve and I'm sure that with my art and support of different institutions as MOJE, I will get far and will achieve my goals.

At this time I'm betting strongly to the export of our craft products; which will represent an increase in revenues; which are aimed for the creation of new products, innovative and quality products. In this way I'll be able to grow my business and survive among the most demanding and competitive market within the artisanal sector.



**VICTOR:**

I am Victor, before knowing MOJE, I had left school for economic reasons and could not work because I had not finished my studies and neither knew a profession. Thanks to MOJE, and the Entrepreneurs School Program, I had the opportunity to be trained in the elaboration of clay products, during 9 months and thus learn the profession of pottery art. Consequently, together with Flor we decided to incubate our business idea with the support of the Association MOJE. Thus, we began our business on the elaboration of clay products and decoration; products that were marketed through the Crafts Commercialization Program at MOJE and other craft stores in El Salvador. Six months ago we opened the store "Arte Flor" with the aim to market our product directly to the customer. Also, one of our dreams is to be able to generate sources of employment to other young people who are in a similar situation to where we started.





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### PROYECT BUDGET

ITEM	QUANTITY	UNIT OF MEASURE	UNIT COST	TOTAL
<b>1. Equipment</b>				
<b>1.1. Graphic Design and Screen Printing</b>				
1.1.1 Computer	5	Unit	\$ 450.00	\$ 2,250.00
1.1.2 Caja de Luz	1	Unit	\$ 250.00	\$ 250.00
<b>1.2. Professional Cooking &amp; Bakery</b>				
1.2.1 Industrial Stove	2	Unit	\$ 550.00	\$ 1,100.00
1.2.2 Small Beater	4	Unit	\$ 75.00	\$ 300.00
<b>2. Tools</b>				
2.1 Basic Tools Set	3	Set	\$ 100.00	\$ 300.00
2.2 Chairs	50	Unit	\$ 7.00	\$ 350.00
<b>3. Security Equipment</b>				
3.1 Extinguishers	2	Unit	\$ 175.00	\$ 350.00
<b>4. Teaching Material</b>				
4.1 Paper Bond	20	Ream	\$ 5.00	\$ 100.00
			<b>TOTAL</b>	<b>\$ 5,000.00</b>