



© Mission Enfance - Endanik Centre

News from our entrepreneurial project run by the Endanik Centre in Gyumri, Armenia

JULY 2022

DESCRIPTION OF THE WORK CARRIED OUT MICRO-PROJECT « FROM IDEA TO BUSINESS »

Dear Domitille.

I hope all is well with you.

We are actively working on creating a sustainable social enterprise. During the trainings we also develop the brand and logo, the marketing and online sales platform. We negotiate with users of already established and successful platforms. The young people involved in the business are researching the market and preparing sketches. Several models have been prepared and are being marketed.

They also participated in the Summer School project where they presented their idea and project to other students. During various trainings organised in the framework of the summer school, the students acquired new knowledge and skills needed in the marketing and business management process. In addition, an opportunity was created for themselves: they could show their work and sketches to other participants as examples, which is also an advertisement for their work.

During the trainings, the students also gain knowledge on soft skills: communication, website management, online sales, use of modern technologies, brand building, which can be used for the development of their business.

2 members of the company specialise in leather processing and hand sewing at the local "POGO" branded leather goods workshop. Two members specialising in "Computer Operations" are taking additional courses in website design and sales platform preparation. They are learning the nuances of creating an online shop, preparing the correct product description, design, product presentation and product advertising on the website.

The members of the company held a founding meeting, organised consultation sessions, defined the company structure, the rights and responsibilities of the members, made a division of labour, prepared product sketches for production.

The month of June coincided with the students' internships, they went on to the next courses and the graduates' qualification exams, which ended from 24 to 30 June. Now more time /a full working day/ is devoted to the implementation of the project.

I enclose some working photos and product sketches.

Sincerely - Knarik - Director of Endanik Centre

