

# Perempuan Bisa Wirausaha

(Women Can Do Business)

Inspirational Stories from  
50 Women Entrepreneurs  
Participating in WeLearn Project 2020



welearn



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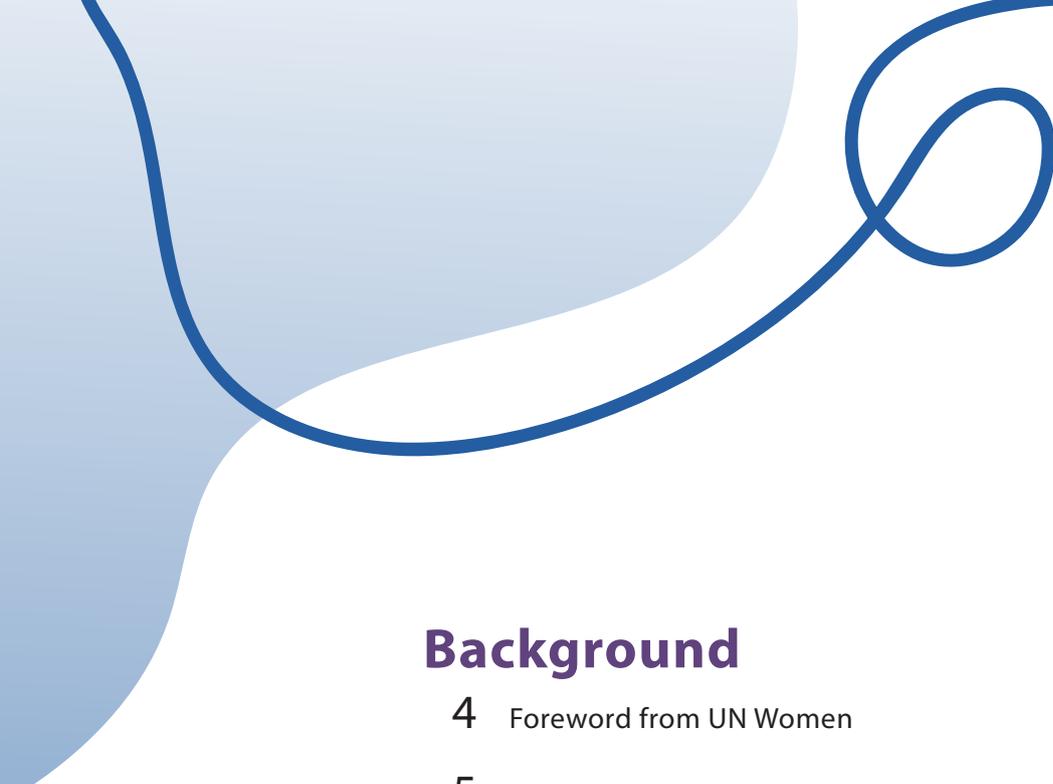
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(December 2019 – April 2020)

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Shelly - Tina Maretina - Diah Kusuma Dewi - Elis Soelistyowati -  
Amelia Rizky Rahmadini - Mawar Fatmala - Nur Indah Sari -  
Indari Umiyasi - Ieko Damayanti - Riska Noviyanti - Dian Puspasari

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Tika Hertika - Fifit Afikah - Maria Julia Anes - Astuty Sundari SP -  
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Sri Murbasingah - Yeni Pujiarti

# Foreword from UN Women

For women in Indonesia and indeed around the world, starting or running a business is never easy. Limited access to skills development, barriers to securing financial capital to set up or grow their businesses, accessing business networks often dominated by men, are all challenges due to discriminatory and cultural norms.

UN Women believes that investing in women's economic empowerment and skills development is an effective means to drive progress on gender equality and inclusive economic growth. This is the reason why we initiated the WeLearn project. In Indonesia, with support from Sunlight, a Unilever's brand, WeLearn aims to equip women entrepreneurs and aspiring entrepreneurs with business and digital skills necessary to adapt to the changing world of work and consumer trends.

The COVID-19 pandemic has become prolonged and beyond a global health crisis it has also taken a devastating toll on the Micro, Small, and Medium Enterprises (MSMEs) sector. Unlike larger corporations with considerable assets and savings, MSMEs are hit harder by the pandemic with less ability and resources to absorb the shocks to the supply chain when revenue drops sharply. Women entrepreneurs face multiple challenges of keeping their business afloat as well as bearing the brunt of increased pressures at home including unpaid care work and, in some cases, even domestic violence. Equipping women MSME owners with necessary entrepreneurial and leadership skills to sustain their livelihoods during these uncertain times have never been more relevant.

We are pleased to see that through WeLearn initiative, and particularly during the pandemic, we have been able to support more women than expected. By providing self-paced online learning sessions on entrepreneurship in the format of short presentation modules and podcasts, accessible anytime and anywhere, we managed to reach more than the targeted 5,000 women across Indonesia (and this continues to grow). We have also witnessed tangible results stemming in part from the offline learning sessions and mentoring that we rolled out to women micro-entrepreneurs in three cities (Greater Jakarta, Jogjakarta and Malang) before the pandemic. Inspiring stories shared by these women micro-entrepreneurs on how they managed their ordeals, has yet again demonstrated the ingenuity and resilience of Indonesian women to turn some of the adversity into opportunities for recovery and building back better.

I would like to especially thank all our WeLearn partners involved in the roll-out of this initiative:

- Sunlight – Unilever for their critical financial support and guidance to the project, both at the global and national level,
- Our implementing partner UKMIndonesia.id and WeLearn trainers for their assistance in developing learning materials and delivering the learning sessions,
- National and local government agencies including Ministry of Cooperative and SMEs, Local Agency of Cooperative and MSMEs in DKI Jakarta, Yogyakarta and Malang, for the continuous support towards our activities,
- And last but not least, to all WeLearn training participants, for taking a step further and daring to challenge themselves to become first-time or even more skillful entrepreneurs.

This publication sums up our experience and best practices in delivering skill-building training for women entrepreneurs, but most importantly highlights inspiring stories from 50 women entrepreneur finalists who participated in WeLearn training and coaching activities. UN Women hopes that our intervention model through WeLearn could be replicated and scaled-up by other national and international partners committed to advancing women's economic empowerment.



**Jamshed M. Kazi**

Country Representative  
and Liaison to ASEAN  
UN Women Indonesia

# Foreword from Sunlight

Over the years, Indonesian women have proven their strength. Known for their expertise at carrying out multiple roles, Indonesian women continue to show their talents and potential in society. Women are not only mothers, wives or children, but women can also be creative and resilient entrepreneurs who are able to contribute to their families, the environment and also the country through the businesses they do. Not only through efforts of great magnificence, sometimes through simple little things but full of meaning for others.

We understand that Indonesian women have a lot of potential, but some of them may still yet to be uncovered. With determination and courage already being instilled in them, what they truly need right now is support. Support to take the first steps. Support to keep going and survive, overcoming various challenges. Support to move forward and continue to grow. And that is why we are here, to help Indonesian women explore their hidden potential.

During 86 years of accompanying the people of Indonesia, Unilever Indonesia has always maintained its commitment to bring benefits to society, including to keep the wheels of the economy moving by empowering the Micro, Small and Medium Enterprises (MSMEs) sector as the backbone of the nation's economy. Data from the Indonesian Ministry of Cooperatives and SMEs reported that MSMEs absorbed around 97% of the national workforce and had a share of around 99.99% of the total business owners in Indonesia in 2017. Other data states that 64.5% of registered MSMEs are managed by women.

We believe it is the noble goal of our brand, Sunlight, to empower more Indonesian women to discover their potential and to realize their aspirations for entrepreneurship. We always innovate creating many solutions to enable the women finishing the house chores faster and more efficiently, providing more time and focus for the women to learn more and be entrepreneurs. By 2022 at the latest, we want to help five million Indonesian women to find their potential and realize their aspirations for entrepreneurship. This goal is also what brings us together with UN Women and the WeLearn project. We believe that in this current situation of great uncertainty, opportunities for women to learn must always be open.

Through WeLearn, more than 5,000 Indonesian women have had the opportunity and access to expand their knowledge and skills in entrepreneurship through a series of courses that can be accessed on the WeLearn digital platform, regular sharing sessions and mentorship from industry experts, as well as the opportunity to join in business networks and support each other in achieving their dreams.

UN Women, with Unilever's support, has carried out its mission to provide greater opportunities for women to achieve financial independence and gender equality. Equal access and opportunities provided through the WeLearn project also enable women to find higher self-confidence because they can be economically empowered and provide even greater benefits to their families and communities. Many women have played decision-making roles in their households, but now they can go further and realize their full potential.

We are grateful to the UN Women for running the WeLearn pilot project with us in Indonesia. We also really appreciate the Indonesian women who have successfully completed the WeLearn program and attended the graduation virtually. This journey has proven the strength of your determination, tenacity and courage, as representatives of Indonesian women who have succeeded in exploring their potential and moving further towards success. You are the reason we exist and remain firm in our commitment to assist more Indonesian women in exploring their potential.



**Hemant Bakshi**

President Director  
PT Unilever Indonesia Tbk

# WeLearn

## Project Description

UN Women is the United Nations agency for gender equality and women's empowerment. UN Women's efforts are based on the belief that every woman has the right to live a life free from violence, poverty and discrimination, and making gender equality as a prerequisite in achieving global development.

One of UN Women's areas of work is women's economic empowerment. UN Women believes that economic empowerment promotes gender equality, poverty alleviation, and inclusive economic growth. This is because women have made substantial contribution to the economy, both in business and as entrepreneurs and employees.

On the other hand, women entrepreneurs, especially those with micro and small-scale businesses, continue to face cultural norms and discrimination. Women entrepreneurs still face obstacles in accessing working capital loans, expanding business networks, and obtaining trainings to develop their skills.



**WeLearn Project** is a UN Women's initiative in realizing equal access and opportunities for women entrepreneurs. We believe that women must be supported to acquire skills development in accordance with market developments and the needs of the changing world of work, so that women can maximize their potentials working as entrepreneurs.

WeLearn Project is part of the flagship program of UN Women "*Stimulating Equal Opportunities for Women Entrepreneurs*". The project aims to support women who want to start a business as entrepreneurs, as well as women micro-entrepreneurs who want to develop their businesses. In the pilot phase taking place in Indonesia, UN Women offers free online training on entrepreneurship that is attractively designed and can be accessed anywhere and anytime, so that the training is better suited to the learning needs of women who often have limited time. The WeLearn online platform can be accessed via **[welearn.unwomen.org](http://welearn.unwomen.org)**.

In Indonesia, UN Women rolled out the pilot phase of WeLearn in October 2019 with the support of Sunlight, a Unilever's brand. In this pilot phase, the WeLearn project target is to empower 5,000 women micro-entrepreneurs and women who want to start a business as entrepreneurs, by providing entrepreneurship training so that the women are more prepared to deal with the changes in the world of work and in market development.



#### WELEARN PROJECT PILOT PHASE TARGET IN INDONESIA :

5,000 Indonesian women **who want to start a business** or **already have micro-business** with an income of < Rp300 million per year.

In implementing the WeLearn project, UN Women collaborated with various local partners, including UKM Indonesia.id, the Ministry of Cooperatives and SMEs, Local Office of Industry, Trade, Cooperatives, and SMEs (PPIUKM) of DKI Jakarta, Local Office of Cooperatives, SMEs, Manpower, and Transmigration of Yogyakarta, and the Indonesian Women Entrepreneurs Association (IWAPI).



## WeLearn Training Module

In the early stages, UN Women through WeLearn conducted a needs assessment as a means to validate the challenges that women entrepreneurs often face. The results of the analysis show that the main challenges are limited capacity in finance, human resources, and infrastructure.

To respond to these needs, UN Women developed WeLearn learning module specifically designed by women entrepreneurs and industry experts, which has also been validated through Focus Group Discussions and tests to potential users (i.e. user tests).

As of 31 May 2020, UN Women has developed six WeLearn learning modules and six podcasts that have been adapted to address the results identified in the needs analysis. All material can be accessed on [welearn.unwomen.org](http://welearn.unwomen.org), while the six podcast albums are available on Inspigo<sup>1</sup> app. In addition to the six main learning modules, UN Women has also adapted learning content on "Tips for Attracting Customers" developed by Unilever's brand Sunlight, one of WeLearn's partners.

Diagram 1.

### Six Key Learning Modules of WeLearn

#### 01 Am I Ready to Become an Entrepreneur?

Understand things that must be considered before starting a business, finalize business concept, and be able to select potential business



#### 02 Starting and Establishing a Business

- Calculate business targets more realistically
- Develop a business concept proposal consisting of business vision-missions, product history, advantages of the product compared to other similar products, distribution channel, and target planning and promotion.



#### 03 Digital Marketing

Elaborate correctly the concept of digital marketing, starting from selecting digital promotional media, the objectives of content creation, the targets of the content, and good content-writing.



<sup>1</sup> Inspiration on the Go (Inspigo) is an application that provides inspirational podcast contents. Various podcast topics to improve knowledge and skills are available in this application.

## 04 Business Operations

Explain how to consistently set and control product quality and stages in production process by developing Standard Operational Procedure (SOP), as well as neat and efficient design of workspace using the 5R principles (Ringkas, Rapi, Resik, Rawat, dan Rajin, or Compact, Neat, Clean, Careful, and Diligent).



## 05 Business Finance

- Explain the importance of keeping simple financial records and journals, and separating business and personal finances.
- Calculate the Cost of Goods Sold (COGS) to determine product prices, and to set the profit projection to achieve Break Even Point (BEP).

## 06 Business Legality

- Introduce the importance of legality, the different types of legality required for different business sector, and types of investment to increase the business capacity of MSMEs.
- Understand the steps to manage business legality, including business registration, choice of business entity, certification and licensing, and business agreement schemes.



## WeLearn Training Method

UN Women has developed various methods to deliver WeLearn learning materials, including by using the [welearn.unwomen.org](http://welearn.unwomen.org) website for self-paced learning, organizing online webinars via Whatsapp and Zoom, as well as offering offline training and mentoring sessions (which took place before the large-scale social restrictions were implemented due to the COVID-19 pandemic).

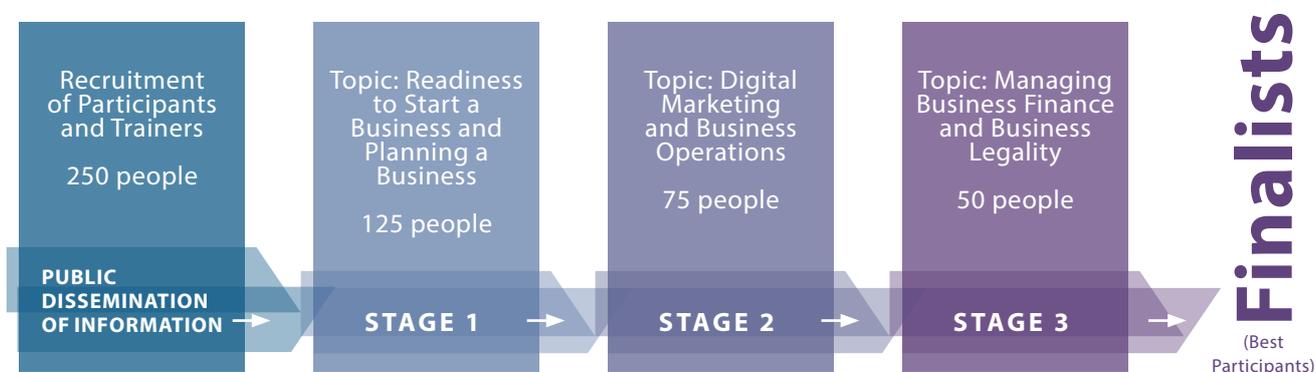
Since the need analysis indicated that face-to-face training and mentoring sessions are still required, the WeLearn project then combines the teaching materials taken from online learning platforms with face-to-face training delivered to target beneficiaries.

UN Women engages UKMIndonesia.id to organize face-to-face training and mentoring sessions for WeLearn in three cities, i.e. Jakarta (Jabodetabek), Malang, and Yogyakarta for a period of four months (December 2019 to April 2020). In the offline training sessions, participants were introduced to WeLearn online platform as a means to learn about entrepreneurship. All learning materials taught in the training are available on the WeLearn platform.

The learning activities were not only in the form of one-way training, but also business mentoring and consultation with practicing entrepreneurs who took the role as peer trainers. This activity also helps UN Women in seeing how the materials provided through the WeLearn platform have impacted business development. In addition to delivering first-hand instructions and inspiration from the experts, the activity also serves as a medium for women entrepreneurs to expand the business networks among fellow entrepreneurs as well as collaborate with each other.

Diagram 2.

### *The Flow of WeLearn Offline Training and Mentoring in Three Cities*



The WeLearn offline training and mentoring sessions in each city consists of three stages. Participants can continue to the next stage if they worked seriously on the assignments and homework given by WeLearn and received good grades. The reason behind this stepwise screening method is to select participants who truly have a desire to improve their business based on the knowledge and skills they acquired from the WeLearn training. With intensive and selective training and mentoring, it is hoped that the selected participants are ready to scale up their business.

As outlined in Diagram 2, the flow of WeLearn offline training and mentoring sessions consists of several selection stages. At the initial training stage, the total number of participants from the three cities reached 250 people. They went through the three-stage Training of Entrepreneurs (TOE) selection process up to the point where participants who passed the entire series of business training and mentoring were named as the 50 finalists.

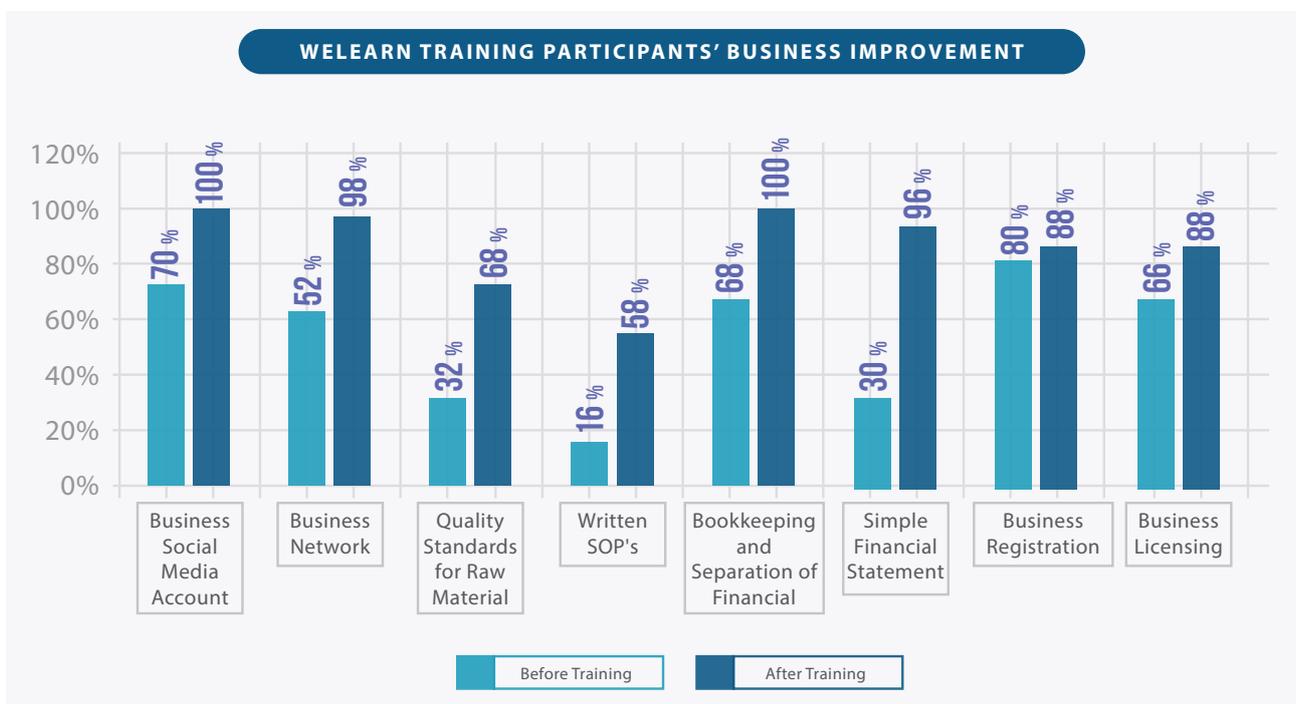
## WeLearn Training Impacts on Business Improvements

UN Women regularly monitors inputs and feedback from WeLearn training and mentoring participants. The progress made by participants in applying the knowledge from the training and mentoring was also monitored through Business Check Up Survey, which must be completed by the participants before and after taking part in a series of training activities.

Based on the results of Business Check Up Survey completed by 50 participants before and after the training, WeLearn is proven to have a positive contribution in improving the women's entrepreneurial skills as shown in the diagram below:

Diagram 3.

### *Improvement in WeLearn Training Participants' Businesses (Source: WeLearn - Business Check Up Survey)*



In general, participants saw improvements in various aspects taught in the WeLearn training. The most drastic changes were indicated in simple financial statements, business networks, and written Standard Operating Procedures (SOPs). The participants felt that the learning material related to these three aspects was very useful, and the learnings were immediately applied afterwards.

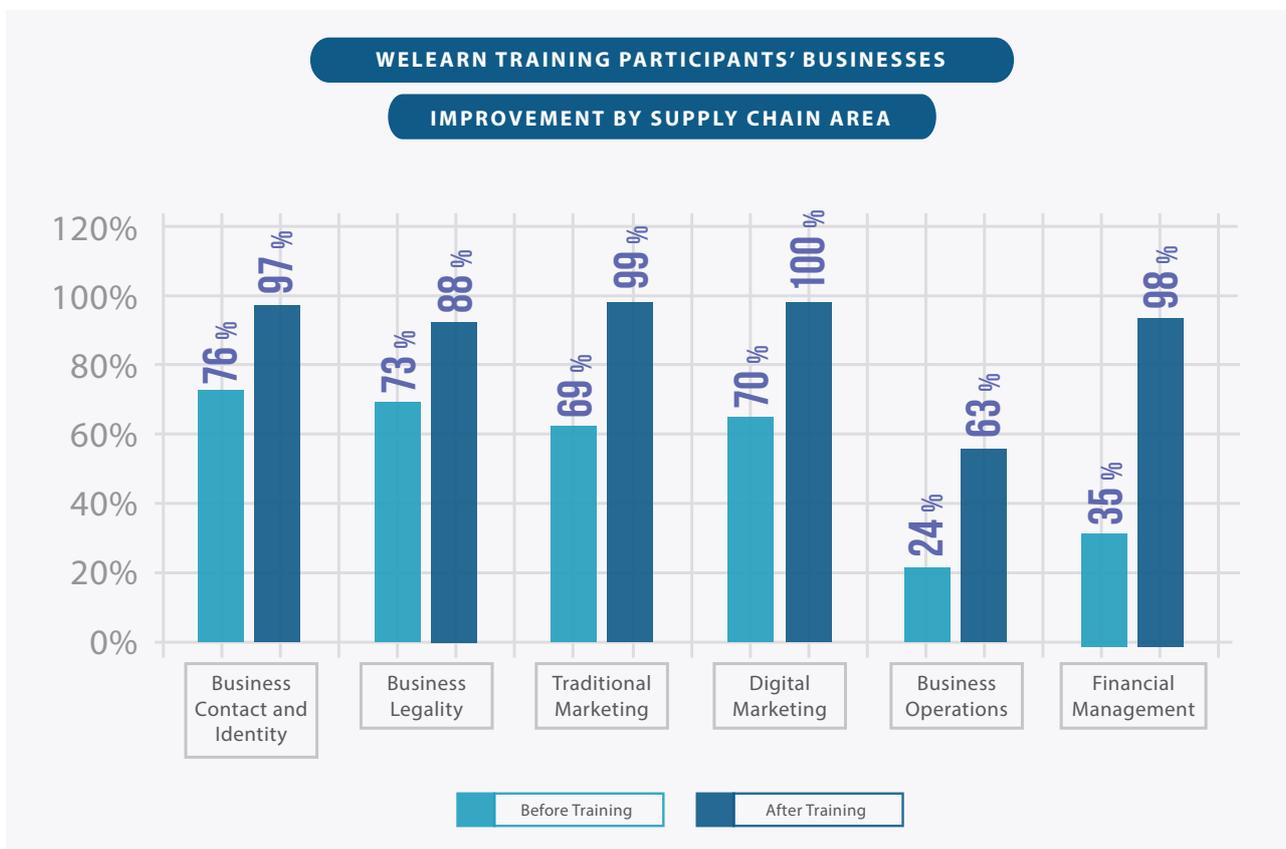
Some of the highlights of WeLearn training and mentoring outcomes are as follows:

- 98% of participants have mastered basic financial management skills (including having separate bank accounts and being able to make simple financial reports), an increase by 63% compared to before the training
- 63% of participants were able to improve their operational management (including developing Standard Operating Procedures (SOP) and setting the quality standards for raw materials), an increase by 39% compared to before the training
- 88% of participants have successfully obtained licensing and certification for their business
- 99% of participants have been able to implement marketing strategies, including maximizing digital marketing strategies

When categories are made based on the supply chain area, the positive impacts of WeLearn training can be illustrated in Diagram 4, as follows.

Diagram 4.

*Improvement in WeLearn Training Participants' Businesses by Supply Chain Area (Source: WeLearn - Business Check Up Survey)*



As illustrated in the diagram, the most significant increase in business is seen in financial management and business operations. These two areas are key to the sustainability and development of MSMEs, so that they can level up from micro to small, small to medium, and ultimately from MSMEs to become larger businesses.

Apart from business improvement, WeLearn training has succeeded in supporting women to be more confident, knowledgeable, and skilled in achieving their business goals, as evidenced by the results of the online pre-test and post-test surveys completed by the participants.

Some of the WeLearn participants shared their testimonies in participating in WeLearn activities, as well as the benefits of WeLearn training and mentoring for their businesses.



- **Vidi A. Damayanti**, owner of *Mamaibu ChickenWings, Jakarta*.

"WeLearn training built my mindset as an entrepreneur, so that I am no longer thinking only about production but also about my business development plan. After attending WeLearn training, I mustered the courage to hire two additional employees as well as acquiring potential channel for export."



- **Shelly Ang**, owner of *Salaku, Jakarta*.

"Although [my] income during the pandemic has lessened, I make sure that there is still cash inflow. Fortunately, just before the pandemic, I participated in the WeLearn training on financial management, so I have the knowledge to persevere in the current situation. I now also understand how to take into account Cost of Goods Sold (COGS) and Break Even Point (BEP) in calculating business profit."



- **Valeria Sri Nawanti**, owner of *Bakpia Matur Nuwun 672, Yogyakarta*

"When COVID-19 pandemic caused the decline of tourists visiting Yogyakarta city and the *bakpia* sales, I recall the digital marketing training I attended at WeLearn. I started to do sales via social media and *e-commerce*; [I] even try to find opportunities to get free endorsement from *selebgrams* (i.e. Instagram Influencers). Although the business has not recovered completely, at least I can still utilize technology to still make sales."



# *Inspirational Stories:*

**NINE BEST PARTICIPANTS OF  
WELEARN TRAINING AND MENTORING  
(December 2019 – April 2020)**

**"Using Bananas  
to Reach the  
Hearts of the  
Community"**



**BANANIA**

# ***Sofyani Mirah***

The business world is nothing new for this inspiring woman. Talented in designing clothes, she opened a business in the fashion sector eight years ago. However, she did not feel she was challenged enough in the business. Sofyani finally decided to do business in a different field: culinary.

Sofyani saw that there was a big market in the snack business. Combined with her astuteness in noticing the widely available natural resources in her local area, namely bananas, she finally made some innovations using this community-cultivated fruit as the raw material to come up with products with various unique flavors. Under the Banania brand, the bananas are turned into products that are available in flavors such as chocolate, cheese, balado, honey, and barbecue. Banania then began to win the hearts of the public.

Sofyani is immensely passionate about her business and she never stops innovating. She took part in WeLearn training and mentoring held in Yogyakarta. She acquired some knowledge on stock management to maintain and manage a company's inventory of goods,

and she applied it immediately to create new menus. Materials which had been regarded earlier as waste could in fact be reused. Crushed bananas which were unusable for chips could be combined with granola. Thus, granola honey and granola cinnamon palm sugar were born, which combine fiber-rich wheat with banana chip crumbs. These new products become a favorite for Banania customers.

Not only did she succeed in utilizing materials that had initially been deemed useless, WeLearn's training and mentoring also helped her to understand the importance of keeping records of raw material stocks and implementing product quality standards. Equipped with the knowledge gained from WeLearn, Banania has succeeded in changing the company's Standard Operating Procedures (SOP) to be more detailed, especially the SOP for production. Sofyani also began to write down the details of all the SOPs she had made. During the process she realizes that this is a very useful practice, especially to prevent employee-made errors that may cause Banania production failure.

WeLearn helped expand Sofyani's mindset as a

business owner. She started to chart the plan to fulfill her business' legal requirements and continue to improve its financial management. The lessons provided by WeLearn taught her to separate business savings from personal, as well as to keep more detailed financial records. The targets she sets are also more realistic, which are calculated based on her planned production capacity. Aside from planning steps to secure her business' legality, she also sets her priorities to ensure that the business can grow rapidly.

Even though Bananania is only one year old, these banana chips have already penetrated 20 major shops in Yogyakarta. This achievement is the result of relentless effort, as Bananania is required to have the Islamic halal certification and a registered Intellectual Property Rights (Hak Kekayaan Intelektual-HKI) as the main conditions to enter these shops.

Sofyani is not easily satisfied. Having many resellers and agents did not stop her from trying to achieve more. She attended the digital marketing training held by WeLearn, which she admitted was a turning point in reorganizing the business. The training made her understand the importance of planning promotions or sales

through social media. She also does marketing through digital media. Now Bananania has social media accounts and a website as mediums for online sales.

During the pandemic, this knowledge turns to be very useful. When offline shops were forced to close, Bananania continued to survive through online marketing. The promotions delivered through social media have reaped positive results. In addition, with the knowledge she has learned from the training as well as the network she has built since joining WeLearn, Sofyani hopes to continue to optimize Bananania's marketing in the modern market.

**CARIZA FOOD**

**PRODUCT NAME : BANANANIA**

**ADDRESS : YOGYAKARTA, SPECIAL REGION OF YOGYAKARTA**

@ Banananiayogya@gmail.com

+62 812 2731 296

bananania\_jogja

bananania keripik pisang

carizafood.com



"*Tempe*<sup>1</sup>, from Indonesia to the World!"



## TEMPE CRISPY KAHLA

# Vivi Herviany

Tempe magician, that is the nickname Tempe Crispy Kahla customers gave Vivi. In her hands, the soybean cakes commonly consumed by most Indonesians as a side dish to rice have now been upgraded into crispy and delicious chips beloved by many. These tempe chips have even penetrated the international market, including Australia. In addition to increasing the sales turnover of Tempe Crispy Kahla, this achievement also makes this tempe snack as one of the 'ambassadors' to introduce authentic Indonesian food to people abroad.

Vivi started the Tempe Crispy Kahla business in 2015. At that time, Vivi who was living in Sukabumi area in West Java was terminated from work. Although many people around her also had the same fate, this did not discourage Vivi. She thought hard about how to continue to be able to keep the family economy moving as well as open new jobs for others. Finally, the crispy tempe business, which brand's name took after her daughter's, was established.

Under CV Kahla Global Persada, a Private Limited Company (CV/*Commanditaire Vennootschap*) she founded for her business arrangement, Vivi

created various tempe-based products ranging from *rujak*<sup>2</sup> tempe sticks, *sambal* (chilly dip) crispy tempe, baby hot tempe, to hot tempe *seblak*<sup>3</sup>. The flavors available are very diverse, including original, spicy hot, cheese, onion chicken, roast beef, roasted corn, and *balado*<sup>4</sup>.

The WeLearn training and mentoring activities that she participated in made Vivi dare to dream bigger. This time the dream was to introduce her product to enter the Blue Continent market, Europe. However, upward mobility requires overcoming many challenges. There are many things that need to be addressed first, starting from the calculation of the cost of goods sold (COGS), stock planning, financial record-keeping, layout of production sites, and Standard Operating Procedures (SOP). She was enlightened on these matters during the WeLearn training and mentoring.

A production site that complies with the standards issued by the Food and Drug Supervisory Agency (BPOM/*Badan Pengawasan Obat dan Makanan*) is the first thing Vivi has to realize in order to penetrate the European market. Several production SOPs and site layouts

had to be modified. Through WeLearn training, the importance of making detailed SOPs for every stage is taught in-depth. Vivi immediately applied this knowledge to improve the business, as well as the know-how on effective production layout to shorten production time. The record-keeping of Tempe Crispy Kahla stocks, which had not previously been seriously managed, was immediately reorganized so that its products could comply with BPOM standards.

From WeLearn training, Vivi better understands the cost of goods sold/ COGS (calculation of product prices based on the total costs directly incurred to produce the goods or services to be sold). She came to realize that many expenses previously ignored should have always been included in the detailed calculation of the COGS. Since then, Tempe Crispy Kahla's financial records have been managed in more detail.

Although the COVID-19 pandemic has made Vivi have to delay her dream to export Tempe Crispy Kahla to Europe, she is optimistic that her efforts

thus far will not be done in vain. Currently, Vivi is focusing her efforts on increasing the number of Tempe Crispy Kahla's agents and resellers. She will also focus on expanding the market reach in Indonesia first. Meanwhile, the dream to penetrate the international market will be continued when the situation is more conducive for such endeavors. With the development of the Tempe Crispy Kahla business, Vivi hopes more jobs can be created for the surrounding community.

*Translator's note:*

- <sup>1</sup> *Tempe* is soybean cakes made by fermenting soybeans using a special fungus
- <sup>2</sup> *Rujak* is a sauce made of palm sugar and (usually) chilies, commonly eaten with fruit
- <sup>3</sup> *Seblak* is a reference to using *Kaempferia galanga* (aromatic ginger) as sauce ingredient
- <sup>4</sup> *Balado* is a spice mix and/or cooking style originating from Western Sumatera

**CV KAHLA GLOBAL PERSADA**

**PRODUCT NAME : TEMPE CRISPY KAHLA**  
**ADDRESS : SUKABUMI, WEST JAVA**

- @ kahlaglobalp@gmail.com
- +62 822 1089 7804
- @keripiktempekahla
- Kahla Tempe Crispy Chips





**"Serving Quality  
Bakpia from The  
Student City"**

**BAKPIA<sup>5</sup> MATUR NUWUN 672**

## ***Valeria Sri Nawanti***

Business is not a new world for Valeria and her husband. Before starting a business in the culinary field, she previously had attempted to sell mobile phones and chicken pieces. Unfortunately, both attempts failed.

Living in Yogyakarta, known as The Student City as well as the second largest tourist destination in Indonesia, inspired her to open a new business: *bakpia*. In 2011, Bakpia Matur Nuwun 672 was officially founded by Valeria and her husband. This couple saw *bakpia*, a typical souvenir from Yogyakarta, could be a promising new business opportunity. Although the business has many competitors, Bakpia Matur Nuwun 672 promises a unique taste obtained from the use of quality raw materials in the manufacturing process. The *bakpia* is available in seven flavors: mung beans, red beans processed into a black paste (*kumbu hitam*), pandanus, chocolate, cheese, coffee, and durian.

When she first started the business, Valeria was still working at a humanitarian foundation. However, when the business she started grew bigger, she decided to resign in 2019 and focus on running the *bakpia* business with her

husband. The married couple work hand in hand in managing the business, from production to online and offline marketing. In order to ensure the smooth operation of their business, they also employ two salespeople and three daily staffs to help with the production process.

"Never give up" is her life principle. There are many ups and downs that she has experienced when running the business, but the principle keeps her rising herself up so that she can expand the *bakpia* business. For her, there will always be problems to overcome in running a business; one of the frequent ones is the high level of employee turnover. Many employees resign without giving prior notification, making it difficult for the business to run when production demand is high. Apart from that, she often faces problems related to production capacity, sales via digital platforms, and financial management.

In order to overcome these problems, she joined the business training program held by WeLearn. Armed with the knowledge she attained, she now has a written work contract with each employee. In addition, Valeria has also started to develop Standard Operating Procedures

(SOPs) for the bakpia production process. These changes in business practice have enabled her to increase production capacity by 50%, and by that increasing the sales volume of Bakpia Matur Nuwun 672.

Another set of skills that are equally valuable are those obtained from the digital training. Apart from helping her to organize the sales catalog in the marketplace, the learning experience also allows her to create effective social media content. She is also aware that relevant social media contents must be uploaded periodically, so that customers can get regular updates. This is coupled with a thorough understanding of how to calculate the cost of goods sold (COGS) to keep track and incorporate the total costs directly incurred to produce the goods or services to be sold, all of which enable the earnings of Bakpia Matur Nuwun 672 to increase rapidly and continues to do so every month.

Unexpectedly, the pandemic came, and the sales of *bakpia* dropped dramatically because

the main customers were tourists. She did not give up and focused on online sales through social media. Valeria has also compiled a list of attractive menus at affordable prices and is actively offering her products to customers online. She monitors all programs that can help with product marketing, including finding out about the free endorsements that many celebrities give to local Micro, Small, and Medium Enterprises (MSMEs). By taking all these steps she hopes that the business she started nine years ago will continue to survive, so that she can better help her community.

*Translator's note:*

<sup>5</sup> *Bakpia* is a typically round, Chinese-style pastry filled with paste made from various ingredients, from the traditional mung bean and red bean, to a more modern chocolate and cheese as fillings

**BAKPIA MATUR NUWUN**

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Bakpia 672 - Matur Nuwun



"Creative Processing of Fried Shallots as a Business Idea"



## BAWANG GORENG MBOK JABRIK

# Cinterina Of Inka Lestari

The eruption of Mount Kelud in 2014 brought a major economic impact on the people living around it. Cinterina and her family are among the people affected by the natural disaster. At that time, her shallot plantation was almost destroyed by the volcanic eruption. Fortunately, some of the crops survived and later became the forerunners of Bawang Goreng Mbok Jabrik, the crispy fried shallots.

When the eruption occurred and left only a little produce, she tried to process the shallots by frying them. She was not instantly successful; it took several attempts of different cooking processes to find a unique recipe that made her homemade fried shallots widely known by the public.

She uses shallots, which are local produce, as the main raw material. In Cinterina's hands, shallots can turn into a delicious supplement to any food. The addition of specially formulated spices also renders a distinct taste to the fried shallots.

Cinterina's innovation has elevated the level of fried shallots, not only as a garnish or topping to complement a dish but also as a contemporary

snack with a variety of flavors. She makes available fried shallots with flavors such as chicken, barbeque, spicy anchovies, *balado*,<sup>6</sup> salted fish, and lime leaves.

However, there will always be challenges. As an entrepreneur, Cinterina is confronted with many hurdles when running her business, but she holds on to the principle that no matter how tough the obstacles are, she will eventually find the way out as long as she is willing to try. This was the reason why she felt that she must learn a lot in order to continue to develop her business. One of the ways she pursued to gain extra knowledge was by participating in WeLearn training and mentoring held by UN Women. She found this opportunity as important especially because when running the fried shallots business, she found it difficult to separate between her personal finances from the business'. Now, after participating in the WeLearn training, she begins to develop the ability to separate between her personal finances from the business'. According to Cinterina, the bookkeeping skills she learned while joining WeLearn is very practical and suitable for her business needs.

The WeLearn mentoring program has also opened up many partnership opportunities for Bawang Goreng Mbok Jabrik. Moreover, she has begun to do business mapping, identify the right target markets, and learn how to channel efficient product promotion. All the lessons learned have made it easier for Cinterina to develop her business plans, so that she could unlock even more partnership opportunities. Cinterina also learned how to make detailed Standard Operating Procedures (SOP) for a company. Implementing this skill in her business has eased the fried shallots production process and increased the efficiency of its production time.

It is undeniable that the pandemic has made sales turnover drop dramatically, especially for offline sales. Cinterina decided to start marketing her products in online marketplaces. With the knowledge she attained during WeLearn training and mentoring, she learned to create media content that can represent her products well, and to design comprehensive

sales catalogs. Cinterina hopes that through the business that she fosters, she can help advance the agricultural sector. It is envisioned that the shallots cultivated by the local community can be processed by Bawang Goreng Mbok Jabrik, so that she can empower more people from the surrounding area.



### **BAWANG GORENG MBOK JABRIK**

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*Translator's note:*

<sup>6</sup> *Balado is a spice mix and/or cooking style originating from Western Sumatera*





**"Creating  
Crafts Out of  
Wood Waste"**

## **MODUST ART & CRAFT**

# ***Diani Irdayolita Kusumaningtyas***

The demand to be the backbone of the family made this mother of one try her luck in the business world. In 2013 she started to pioneer Modust Art & Craft, with the initial production of decoration pieces that can be customised according to customers' requests, using wood waste as the main raw material. The decoration pieces have drawn many customers who placed customised orders for wedding, birthday, and graduation gifts. As the name implied, which is taken from the word '*modus*',<sup>7</sup> Diani wants this product to be a medium of expression to channel a sweet message between the giver and the receiver.

As time passed by and the business grew, slowly Diani began exploring new business lines. Her love for Indonesian culture moved her to make children's toys with inspirations drawn from Indonesian culture and customs. Especially when she realized how local traditions had begun to be forgotten by the children, it made her more adamant to rebuild their love for Indonesian culture by utilizing toys as the medium. Thus Modust Art & Craft expanded to producing children's toys made out of wood waste. The quality of the products is considered

more meticulously, such as ensuring that the paints used for coating are food grade and environmentally friendly.

Diani tirelessly advises all to never give up. "God will always pave the way for those who never give up," she said. She also applies this principle in everyday life. She never gives up and continues to learn so that her business can develop even better.

When at the end of 2019 Diani had the opportunity to join WeLearn training and mentoring program held by UN Women, she learned a lot of skills and knowledge to better manage her business. Armed with the knowledge gained during training, she began to set her company's vision and targets as well as identify the best ways to manage the business. Diani has also started working with various vendors and thinking about ways to make a more thorough marketing plan, especially for online marketing. She redesigned her social media contents as well as the overall marketing concepts and objectives.

There were many positive developments that she experienced while participating in WeLearn training. Previously in the past she often experienced production failure due to incompetent human resources, but now such incidence can be drastically reduced. Through the Standard Operating Procedures (SOP) and raw material selection standards that she records and displays in writing, the production process runs more smoothly, thus minimizing production failures.

Good efforts yield positive results. After participating in the WeLearn training and mentoring program, Modust Art & Craft's turnover has increased exponentially, reaching two to three times the previous income. Unfortunately, during the pandemic, sales of children's toys have dropped because many people consider children's toys as a tertiary need. This did not diminish Diani's love for handicrafts. She remains active in making children's toys and diversifies her business by creating *Lebaran*<sup>8</sup> gift packages. The pandemic also requires Diani to

think creatively, so she created a Do-It-Yourself (DIY) kit which serves to ward off boredom together with the family at home.

Diani has also consistently produced various handicrafts and has started to produce environmentally friendly children's room furniture, which is currently in the process of obtaining the Indonesian National Standard (SNI/*Standar Nasional Indonesia*) permit. After the pandemic passes, she hopes that the production process that utilizes wood waste can have a positive impact for the environment, reduce waste, and provide many benefits to the public.

*Translator's note:*

<sup>7</sup> "Modus" means an action one takes to make another person give or do what (s) he wants, such as making comments or giving gifts so that the receiver will agree to go on a date.

<sup>8</sup> *Lebaran* or Eid Al-Fitr is the day celebrating the end of Islamic Fasting Month (Ramadhan)

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**"Cooking  
Hobby That  
Opens A New  
Business  
Opportunity"**

## **MAMAIBU CHICKEN WINGS & SAUCE**

# ***Vidi Astuti Damayanti***

Before deciding to become a woman entrepreneur, Vidi has had many experiences in life. This graduate of tourism college in Bandung has tried various fields of work, from catering, wedding planner, business consultant, financial planner, to marketing communications in an edutainment (education and entertainment) enterprise. Armed with the cooking skills she learned in college and supported by her various work experiences, finally in 2017 Vidi decided to start her own business by establishing Mamalbu Chicken Wings & Sauce.

Not wanting to have a half-hearted start, before starting to launch the product Vidi experimented by mixing 26 kinds of spices as the concoction to process the chicken with. The sauces' taste receives very positive responses from her colleagues. This then solidified Vidi's resolve to run her sauced-chicken business. It proved to be a right decision because the business has made her a woman entrepreneur with an average gross revenue of dozens of millions of Rupiah per month.

Vidi's path to develop her business became more open after participating in WeLearn training

and mentoring. Motivation as a business owner built at WeLearn convinced Vidi to start hiring employees. Apart from participating in the implementation of social entrepreneurship principles, Vidi believes that employees will also help her develop her business and increase the production capacity for maximum turnover. In the early stages, Vidi started by hiring two housewives from underprivileged families in her community. Their presence is very helpful and becomes a solution for managing raw material stocks to make them more orderly.

Another thing that Vidi also learned in the WeLearn training was how to seriously manage a business, from determining the target market, planning sales and promotions, to managing the finances. Financial records are also kept in more detail, by separating corporate and personal finances. The knowledge that she gradually applied in Mamalbu Chicken Wings & Sauce is able to increase the company's gross revenue to 25-30% per month, an increase that is arguably fantastic.

WeLearn not only equips Vidi with new knowledge, but also forges her to be disciplined

in applying learning materials. Vidi felt that the WeLearn training and mentoring really helped build her mentality as a woman entrepreneur. She does not only think about production, but also plans for future business development.

Opportunities and wider business networks at WeLearn also make Mamalbu Chicken Wings & Sauce successful in getting investors to export her products in 2020. Even though this big project has to be delayed due to the COVID-19 pandemic, Vidi is still optimistic that she can make her food recipe as a favorite not only in Indonesia, but also abroad.

Currently Mamalbu Chicken Wings & Sauce are available in several flavors: Mamalbu signature sauce, grilled signature sauce, garlic parmesan, crispy signature sauce, grilled / crispy signature sauce, and Mamalbu Chicken Wings with parmesan. Going forward, Vidi wants to innovate more flavors and develop the market for selling the products.

Vidi also hopes that as Mamalbu Chicken Wings & Sauce grows, her dream to become a social entrepreneur can be fulfilled. She aims to employ more workers, especially housewives around her

neighborhood, because Vidi believes that when a woman is empowered, she will have a positive impact on the surrounding community.

### MAMAIBU CHICKEN WINGS & SAUCE

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mamalbu Chicken Wings



**"The Miracle  
of Cheese  
and Palm  
Sugar"**

## **KOEKIS KEREN** **Natali**



Being terminated from work did not necessarily make Natali feel discouraged. The incident actually became a turning point for this young woman to start her destiny as a woman entrepreneur. She used the severance pay she received as business capital.

Armed with the skills and knowledge she has from cooking classes and experiences in helping her mother who has bread-making expertise, Natali then ventured to choose a culinary business as a solution to secure a new source of income. Initially in 2015, Natali tried her luck selling *Lebaran*<sup>9</sup> cookies. Unexpectedly, her creation received a very positive response. The profit from the sale of seasonal baked goods was what Natali used to establish a bakery business. Carrying the name of Rollie Bakery and Cookies, Natali turned her house into a production facility and started selling her artisanal bread and cookies.

In order to increase her knowledge and networking, Natali joined various business communities, one of which was the Bogor culinary community. Utilizing information from this community, she had the opportunity to

participate in a product selection held by one of the major national franchise companies. It was not an easy feat, bearing in mind that her Rollie Bakery and Cookies products are the type that do not have long shelf life. The experience and knowledge gained during the selection process gave Natali a new spirit in being creative.

In 2018, she innovated to create a product which was later called Koekis Keren. Natali had to experiment many times to create the recipe that eventually became her signature product. After many tries, Natali finally felt very satisfied with the blend of cheese and palm sugar in her creation. The word "*Keren*"<sup>10</sup> itself is an abbreviation of the Indonesian words for cheese (*keju*) and palm sugar (*aren*), the main ingredients of the cookies she crafted.

Natali conducted market research before launching Koekis Keren. The result made her more confident to immediately market the product. There are two variants of the product, namely original palm cheese and choco palm cheese. Today, Koekis Keren products are marketed in local and international markets with an average sale of one thousand packs per day.

"Never give up because there is always a way for those who are willing to try," that is the motto she has always held as an entrepreneur.

Adhering to this motto, she willed herself to travel between Bogor and Jakarta<sup>11</sup> to attend WeLearn training and mentoring. The effort was not done in vain, as she attained much knowledge to apply in order to advance her business. After joining the WeLearn training, Natali's knowledge of financial management was greatly improved. She learned how to correctly calculate the cost of goods sold/COGS (calculation of product prices based on the total costs directly incurred to produce the goods or services to be sold). Koekis Keren price also changed after a number of transaction details were included in the calculation. Calculating the correct COGS allows Natali to start giving discounts and determining the suitable price scheme for her business partners. Koekis Keren's financial records were also improved. Having clearer details enables Natali to find out how much net profit she will get.

WeLearn also teaches the importance of keeping track of stocks. This is important to anticipate

sudden increase in demand. Natali has also started to improve her digital promotions. Promotional media contents are made more consistently and with a clear purpose. This form of promotional innovations has proven to be strongly effective when implemented, especially during the COVID-19 pandemic when social restrictions are in place.

For Natali, WeLearn was not just a place to increase knowledge; it was also where she established many relations that would potentially open up other opportunities for her enterprise. Armed with the various experiences and knowledge she has gained, Natali hopes that Koekis Keren's production and sales capacity can be maximized and increased so more workers can be employed.

*Translator's note:*

<sup>9</sup> *Lebaran* or *Eid Al-Fitr* is the day celebrating the end of Islamic Fasting Month (Ramadhan)

<sup>10</sup> *Keren* also means "Cool" in Jakarta Indonesian slang

<sup>11</sup> *Bogor* is one of the satellite cities of Jakarta, the capital of Indonesia. The distance between the two cities is approximately 45 kilometers

### ROLLIE BAKERY AND COOKIES

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***"Caring for Facial Skin Without Having to Leave Home"***

## **ENDE BEAUTYCARE** ***Nadhifa Putri Delila***

Nadhifa believes that success is something that must be achieved, not granted. Adhering to this life motto, the native Malang woman began to pursue her dream. After graduating from High School, Nadhifa, who had an interest in beauty care, took beauty courses and deepened her knowledge by taking business classes. She believed that the knowledge and expertise would help pave her way to reach her dreams as a professional beauty therapist.

In 2019, this amazing woman started her dream beauty care business by establishing Ende Beautycare. Nadhifa has chosen to position her business as a provider of beauty services for the customers at their own homes (or, a home care service). Her business targets women who are so busy they feel it is not worth it to waste their precious spare time queuing at the salon or beauty center. In addition, many women also feel safer and more comfortable to get their beauty treatments at home.

Simply make an appointment, and customers can enjoy quality treatments anywhere and anytime, because Ende Beautycare therapists will be there to visit the customers. The beauty

care services offered focus on facial treatments in the form of facials for various needs such as eliminating acne, treatments with organic ingredients, and detox. The products used are also guaranteed to be safe and of good quality because they are made of organic ingredients.

Participating in WeLearn's entrepreneurial training and mentoring, Nadhifa, who never stops learning, has gained many new business perspectives. She has become increasingly aware of the importance of good financial management and record-keeping. Ende Beautycare's business management has also become more professional after Nadhifa began separating her personal and business finances. Following her participation in WeLearn project, she has become increasingly adept at calculating the Cost of Goods Sold (COGS) which functions to calculate the total costs directly incurred to produce the goods or services to be sold. As a direct impact of more accurate calculation of COGS, Ende Beautycare increases its turnover by 10% percent every month.

Aside from skills and knowledge to run the business, Nadhifa was also taught to start

thinking about preparing a business plan for the future development of Ende Beautycare. She learned to identify the competitive advantages of the services she offered, determine the target market, and begin planning promotions. This was very useful to find out the projected business profits and what plans should be implemented going forward. Business targets can also be made more realistic.

Who would have thought that the COVID-19 pandemic would occur? Almost all sectors were hit as a result. This also happened to Ende Beautycare. The business was forced to stop. Home beauty services are too risky because they involve physical contact. Fortunately, Nadhifa's business planning skills are more developed after being honed at WeLearn. Choosing not to give up, she began to map out her products and think about what solutions would keep her business from going bankrupt. Innovation is needed to address this restrictive situation.

Nadhifa then starts to create beauty care products that her customers can use at home. In the hands of this creative woman, limitations are turned into an opportunity. The hope is that in the future, after the pandemic has passed and

the situation returns to normal, Ende Beautycare can engage more therapists to provide beauty services for its customers. Providing services in her own establishment would be her next target. Nadhifa and her Ende Beautycare hope that they can continue to innovate so that they can always meet customers' needs and keep up with the times.

**ENDE BEAUTYCARE**

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**"Growing  
Together with  
Footwear  
Business"**

## **GOODSHOES LEATHER SHOES**

# ***Nabella Zya Arofa***

Nabella never imagined that she would become a woman entrepreneur. Raised as part of a family of farmers in a rural area of Malang, this mother of one is busy with taking care of her small family. Until one day she met Hariyadi when she planned to make leather shoes. Hariyadi is a leather shoe craftsman recommended by her friend who was satisfied with the man's craftsmanship when he repaired her shoes.

When he met Nabella, Hariyadi was just sent home by the factory where he worked which of course had adversely impacted his family's financial condition. Starting from her desire to help, Nabella thought of starting a leather shoe business together with him. Since 2018, the Goodshoes Leather Shoes, the name of the brand agreed by both for their collaborative business to produce leather shoe products, began. Nabella supplies the production equipment while Hariyadi makes custom-made shoes according to the customers' orders.

Neighbors and close friends became their initial customers, yet slowly but sure the Goodshoes Leather Shoes expanded their customer base. Various types of leather shoes are produced,

ranging from boots, heels, flat shoes, to sneakers. Everything is custom-made according to customers' desires with a pre-order system. The price is determined based on the choice of leather quality and the complexity of the shoe-making process.

Two years running, the path of this woman high school graduate has not always been smooth. The family blessing was not secured when she started the business. The initial rejection is natural, because Nabella was the first in her family to become an entrepreneur. However, her family's worries were overcome through Nabella's communication and persistence, which led her to eventually prove that she could provide additional income for the family.

Apart from the constraints in securing family support, Nabella's mentality as an entrepreneur was not yet fully formed. She often missed many opportunities because she was still afraid to increase her production capacity and invest in more qualified equipment.

That's why when she first heard about the opportunity to take part in free entrepreneurship

training and mentoring through WeLearn, she was very interested. This was the first business assistance program that Nabella has ever participated in. The native Malang woman received many insights at WeLearn. She learned to set realistic turnover targets and how to achieve them. Nabella finally started to have the courage to buy new production tools and add workers to increase her production capacity.

All of these steps were not taken in vain because afterwards Goodshoes Leather Shoes can increase its sales to between 50% - 100%. Even in the midst of the COVID-19 pandemic, with the cancellation of many orders, business turnover can still be maintained.

Together with WeLearn, Nabella begins to keep more detailed and better organized bookkeeping. The knowledge and skill to calculate the cost of goods sold (COGS), which functions to calculate the total costs directly incurred to produce the goods or services to be sold, are being applied to avoid losses. The net profit of the business becomes more identifiable. Joining the WeLearn women entrepreneur network has also strengthened her entrepreneurial mentality. Through this network, Nabella is connected with suppliers

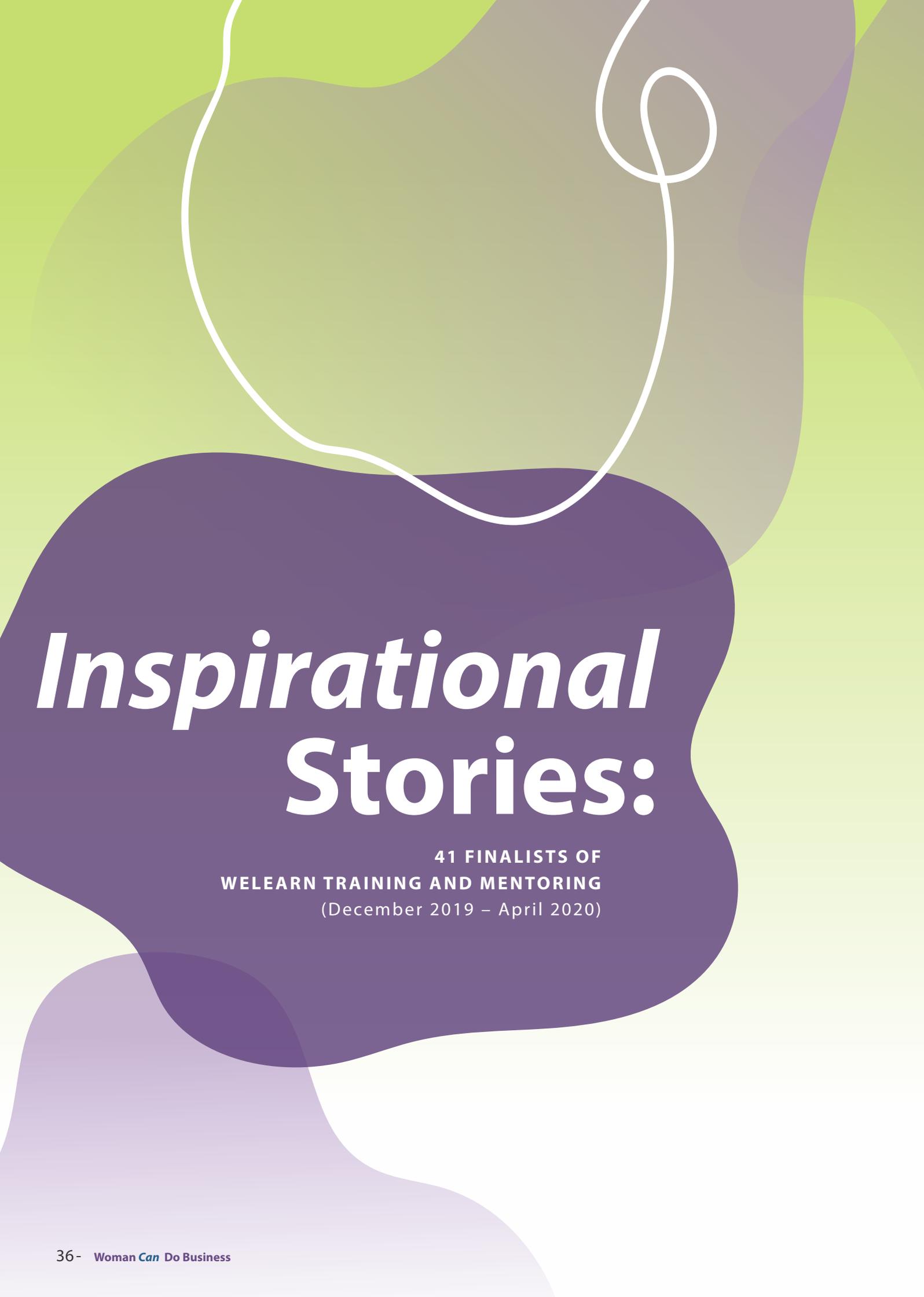
of good quality raw materials to become her business partners. Topics regarding social media content-marketing and content-planning delivered in WeLearn training and mentoring sessions are also very useful for her, as she relies on social media to market her products. Equal access and opportunities provided by WeLearn make the rural woman even more confident because she is now economically empowered and able to benefit her family and community. Nabella hopes that one day Goodshoes Leather Shoes will have its own outlet and become a recognized brand in Indonesia and overseas.

**GOODSHOES LEATHER SHOES**

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# *Inspirational Stories:*

41 FINALISTS OF  
WELEARN TRAINING AND MENTORING  
(December 2019 – April 2020)

*"Always be optimistic and think positive, and never give up. There is always a way for those who are willing to try."*



## Haifa Afifah

## HOMEY BITES



### The Beginning of Homey Bites

Since she was in vocational high school, Haifa has dreamed of becoming an entrepreneur. Not surprisingly, when she graduated from school she immediately started a culinary business with one of her friends. Unfortunately, sometime afterwards her friend decided to withdraw from the cooperation.

Haifa did not give up hope, she continued to move forward and run the business with the help of her mother. Hard work and an unyielding spirit make Homey Bites, which has been built by Haifa since 2015, continues to grow rapidly. Although it only sells two types of food, namely eclairs and spicy mayo risol,<sup>12</sup> Homey Bites has many customers.

### Benefits of WeLearn Training and Mentoring

Reaching her current position is not without obstacles. Haifa often runs into difficulties. One of them was when she fell ill because she was too exhausted to handle everything without any help. She then decided to hire additional employees, which is in line with her desire to help others by creating new jobs.

Her passion for success led her to joining the WeLearn training and mentoring program held by UN Women. The lessons learned from WeLearn training and mentoring made Haifa a small-scale business owner.

For her, each WeLearn training provided her with a lot of new knowledge related to entrepreneurship. Not only informing her about the importance of a sales catalog, the training and mentoring sessions held by WeLearn also taught her about promotion planning and the importance of knowing a good scheme in forming a partnership. Slowly Haifa started to improve her business.

Currently Homey Bites has a sales catalog, as well as a more mature business plan. Homey Bites also has a tagline, a clear concept and target market, sales targets, and promotion planning. This has made it easier for Homey Bites to establish partnerships and increased its turnover by up to 30% per month. In the future, Haifa also hopes that her business can continue to grow, so that she can further expand employment and help the economy of the surrounding community.

### HOMEY BITES

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*Translator's note:*

<sup>12</sup> 'Risol' is crepes filled with different types of fillings, usually mixed with bechamel sauce or ragout, then rolled in breadcrumbs and deep fried.

"Keep moving forward, never give up."



**Eny Wahyu**  
Puspitoningrum

## AKSESORI WEDDING

BY DIFTRIA ART CRAFTING



### The Beginning of Aksesori Wedding by Diftria Art Crafting

Everything started with Eny's husband losing his job. At the time, her family's economic situation was in difficult times. She then took sewing classes and received many sewing orders from her neighbors and friends. Soon she was challenged by a customer to craft party accessories ranging from bags, shoes, to head accessories. Her penchant for making handicrafts made her accept the challenge. The results were good, and the customer was satisfied.

This success made Eny become more excited about making party accessories and other (forms of) hijabs – head covering for moslem women. Customers are also given the option to make modifications or request a special design, so that the resulting accessories look exclusive and unlike existing items in regular market.

### Benefits of WeLearn Training and Mentoring

Eny never hesitated to continue learning in order to grow her business. She faced many problems, but she always tried to solve them as well as possible.

One of the problems she had to deal with was the limited supply of raw materials. Eny then maximizes her creativity and adapts her accessories to the raw materials available in the market. She continues to innovate and create the

best final product even though she has to make some adjustments depending on the existing materials. By doing this, she can also minimize the waste of raw materials.

The best lessons from the WeLearn training program are the knowledge on time and operational management. Armed with this knowledge, Eny can solve problems related to the layout of production raw materials that often occur. She can then make efficient workspace management to increase productivity. Not only that, because WeLearn training and mentoring taught Eny to calculate the Cost of Goods Sold (COGS), namely the total costs directly incurred to produce the goods or services to be sold, she can more easily determine the selling price of the product.

In the future, she hopes that all the knowledge gained will enable her to further develop Diftria Art Crafting, so that the business she started can be recognized by even more people.

#### AKSESORI WEDDING BY DIFTRIA ART CRAFTING

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## AYAM PENYET BANDUNG



*"Stay enthusiastic and always think positively, while continuing to innovate for the sake of business progress."*



**Erna Sari**

### The Beginning of Ayam Penyet<sup>13</sup> Bandung

Chicken-based culinary products are popular in Indonesia. This is especially the case with *penyet* chicken, the majority of which is able to combine the delicious taste of chicken with spicy chili sauce. Starting the business in 2013 by opening a roadside stall, the tenacity of this mother of two has borne fruit. Currently Ayam Penyet Bandung has eight outlets located in various malls and office buildings in Jakarta. Erna has also opened a catering service and employs 12 employees.

### Benefits of WeLearn Training and Mentoring

In running a business, there will always be problems. In Erna's case, she struggled to overcome delays in achieving production targets.

The problem then slowly started to unravel. The training provided by WeLearn allowed her to set realistic targets, as well as plan the ways to achieve them. Ayam Penyet Bandung monthly turnover slowly increased, even reaching 25% more than before she joined WeLearn training and mentoring. She also learned to make Standard Operating Procedures (SOPs), so that the operations of the eight outlets run better.

Then the pandemic came. The Large-Scale Social Restrictions policy in DKI Jakarta, the special capital region, forced Erna to temporarily close

her outlets. Although she has tried to maximize sales through online platforms and marketplaces, she was forced to lay off all of her employees due to the drastic drop in production activities. Erna took advantage of this period to rearrange the production flow, SOP, and maximize the arrangement of tools and materials placement in accordance with the lessons she learned from WeLearn. She hopes that when the business is running normally again, her employees can return to work in a comfortable and well-organized place, so that they are motivated to work even harder.

Erna's success in doing business cannot be separated from the participation of her husband. The couple share between them the roles and duties in household affairs, and even have a common digital calendar. Thus, when Erna has a schedule to oversee the production process, the husband can look after the children at home, and vice versa. Support from partners in sharing household work like this is the key to women's success in entrepreneurship.

### AYAM PENYET BANDUNG

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Ayam Penyet Bandung

Translator's note:

<sup>13</sup> 'Ayam Penyet' is means pressed chicken; i.e. fried or barbecued chicken pressed together with chili sauce, usually served with rice.

**"Always be spirited. There is no turning back in order to keep the business going."**



**Lusmiyati**  
**Rachmat**

### **The Beginning of Kriti**

Starting from the desire to preserve Indonesian traditional fabrics, three years ago Lusmiyati established a business in the fashion sector, taking as the main raw materials Indonesian woven fabrics and batik. For her, the cultural heritage of the archipelago must be preserved in various ways. She also wants Indonesian women to look beautiful in clothes made of woven fabrics and feel proud when wearing these traditional Indonesian fabrics. For that, Lusmiyati founded Soft and Love (SNL), and named her product Kriti.

In the process of making the product, Lusmiyati uses the best fabrics such as *lurik*, Balinese weavings, Jepara weavings, and *ulos* weavings, as well as hand-painted batik from Madura. With these materials, she then manufactures premium quality women's apparel ranging from dresses, tunics, blouses, to outers.

### **Benefits of WeLearn Training and Mentoring**

Keeping financial records was the biggest problem she had to deal with. She also experienced difficulties in managing the production flow process.

However, Lusmiyati has great enthusiasm in advancing her business. For her, the WeLearn training and mentoring held by UN Women are one of the keys to her success. Her problems slowly began to be resolved. She improved the recording of the business' financial statements.

## **KRITI**



Now, all income and expenses are always neatly recorded. The effect was, during a business check-up, Kriti's financial statements have shown great improvement. Not only that, but also because her production flow was tweaked to increase sales efficiency.

In this training, she also learned to set realistic targets, as well as carry out production planning in order to achieve predetermined targets. Mapping the targets for each product also makes the promotion concept more planned.

Through all this new knowledge, she hopes to introduce the Kriti brand to a wider audience, ultimately increasing product sales figures. In addition, Lusmiyati hopes that clothing made from traditional fabrics will always be a trend, so that the national culture will be increasingly recognized by the public at large.

### **SNL / KRITI**

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## MINEA GAMIS



"Keep the spirit,  
because every  
incident must have a  
lesson to be learned  
as a silver-lining  
lesson into the  
future."



**Rachmia  
Fauziah**

### The Beginning of Minea Gamis<sup>14</sup>

Rachmia has a great interest in the fashion industry. Not wanting to go only half way, she decided to pursue this field by taking a fashion design course at Spark Forum Academy, Jakarta. After attending the course, she found the courage to start the Minea Gamis business.

### Benefits of WeLearn Training and Mentoring

Starting a business by producing a variety of clothing such as culottes and palazzo pants, cardigans, tunics, and skirts, at first Rachmia did not have a special focus in terms of product specifications. In addition, she found it difficult to tidy up the work area, organize material storage, and determine the right partnership scheme.

Mapping marketing targets and identifying product focus are part of the abundance of knowledge she gained from WeLearn training and mentoring. Minea Gamis currently focuses on producing robes, headscarves (both the *syar'i* headscarves and the common veils), as well as hijab accessories (brooches and safety pins). She also chooses premium materials such as linen cotton, cotton, most crepe, and wooly crepe which are comfortable for everyday use.

Rachmia also learned the 5R principles (Compact, Neat, Clean, Careful, and Diligent)<sup>15</sup> from the WeLearn training, which are the basic principles

of business management operations. After applying these principles, Minea Gamis' storage of raw materials and production tools is tidier, making the production and shipping activities easier to carry out.

From the beginning Rachmia had understood the importance of selling online, yet the WeLearn training taught her to find out the most appropriate partnership scheme for Minea Gamis, namely to leverage the online sales. This has enabled Minea Gamis to market its products to all regions in Indonesia faster, so that sales have increased rapidly. The hope is that when the business progresses, Minea Gamis can also provide more benefits to the surrounding community.

### MINEA GAMIS

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Translator's note:

<sup>14</sup>'Gamis' means robe or tunic, usually long-sleeved, ankle-length garment, commonly worn by traditional Moslem women in Indonesia

<sup>15</sup>in Indonesian 'Ringkas, Rapi, Resik, Rawat, dan Rajin'

"There will always be problems, but there are always ways to solve them."



## Siera Eka Sukma

### The Beginning of Paduzzee

Indonesian traditional fabrics have a special place in Siera's heart. Thus, she wants to continue to introduce Indonesian textiles to the wider community, both at home and abroad. As a product name, Siera chose the word *paduzzee*, which is the Minang<sup>16</sup> language word for 'woman'. The name was chosen because since the beginning Paduzzee focused on selling women's bags made from Indonesian traditional fabrics.

Siera also wants to help empower the community. For this reason, she provides business opportunities for the managers of the *tahfidz* houses,<sup>17</sup> which so far have focused more on teaching children how to read, practice, and cultivate the values of the Qur'an in their daily life. She gave them the opportunity to help the sewing process of the products and providing them with sewing machines as a starting capital. Siera hoped that the scheme could provide the managers of the *tahfidz* houses with the opportunity to earn additional income.

The main products are bags made from woven fabrics including *songket*<sup>18</sup>, and batik. However, wanting to carry out the principle of 'zero waste production,' she tried to use the leftover rags to be processed as accessories and home linen. For

*Translator's note:*

<sup>16</sup> Minang is an ethnic group in Southern Sumatera (Sumatera is an island in Indonesia)

<sup>17</sup> Translator's note: Rumah Tahfidz or Tahfidz Houses are non-formal Islamic education centers (teaching, among others, how to read Al-Quran or Islamic Holy Book)

<sup>18</sup> 'songket' is handwoven cotton or silk, usually involving golden or silver threads

## PADUZZEE



distribution, it is done both online and offline, including by joining various exhibitions at home and abroad.

### Benefits of WeLearn Training and Mentoring

Before joining WeLearn training, there are many things about the business that Siera feels needs to be improved. Initially the financial records and product stock keeping, as well as stock management to maintain and control Paduzzee's inventory of goods were still in disarray. Siera also felt unsure about the best way to market her products.

After receiving new knowledge from WeLearn, she slowly began to address Paduzzee's initial problems, such as the financial records and product and material stock management. Through the improvements she has made, Siera can find out the nominal net profit from the business she has undertaken.

After setting marketing goals and target market, Siera focused on marketing Paduzzee *online*. With this she hopes that her sales will continue to increase, as well as open new jobs for women who are the backbones of the families around her business location.

### PADUZZEE

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## SALAKU



"Always learn to be better, not just to be the best."



**Shelly**

### The Beginning of Salaku

The downturn in the family's economy due to her husband being terminated from work had forced Shelly to think creatively. 2014 was the most difficult time for her family; she then tried to overcome the problem by processing various types of food for sale. Initially she was less focused on determining the products to sell, but after a while she decided to focus on selling food products made from snakeskin fruit (*Salacca zalacca*), or salak in Indonesian.

The reason was very simple: her youngest child's dislike of the process of peeling the fruits. Shelly thought of making snakeskin fruit brownies for her youngest child, so that s(he) can eat the fruit without having to peel one.

With a smartphone and Facebook social media, Shelly began to diligently promote her food products. Until finally one of the private television stations covered her business and the coverage was broadcasted nationally. Since then Salaku has become known to the public. The climax was when Salaku won 'The Big Start Indonesia Blibli.com' award in the category of Culinary Top Creativepreneur in 2018. The cash prize of IDR 100 million was immediately used as business capital to buy raw materials and production machines, improve the packaging, and set up outlets. She also grows the courage to diversify her products into various other processed foods made of snakeskin fruits, ranging from cakes, chili sauce, pickles, crackers, fruit juices, to tea.

### Benefits of WeLearn Training and Mentoring

Having a publicly known name and winning awards is no guarantee that Salaku will run smoothly without a hitch. Shelly felt that the financial records and operational management of Salaku had not been running optimally.

The desire to continue learning also propelled her to join the WeLearn training and mentoring program from UN Women. She received a lot of lessons related to financial recordkeeping and operational management, which helped her to identify the net profit and break even points that should be targeted every month. By doing so, she increased 40% production capacity and time efficiency.

During the pandemic, she was also forced to find alternative sales methods, which previously had been done mostly offline. Shelly innovated by making various processed chicken and duck products combined with Salaku special chili sauce, which was named "Sambalak". These products were sold in frozen ready-to-eat packages. Shelly emphasized that every businessperson must continue to innovate and adapt to unexpected situations. She hopes that in the future she can open a fast food restaurant and a gift shop selling *salak*-based products in big cities in Indonesia.

### SALAKU

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## INANG BOOSTER ASI



**Tina Maretina**



### The Beginning of Inang Booster ASI

Each baby deserves the best, one of which is breast milk (in Indonesian, ASI). Unfortunately, not all mothers have abundant breast milk to give to their little ones. Triggered by this issue, Tina and her friends held a discussion forum in order to find the best alternative food ingredients to accelerate breast milk production. The active discussion led to the identification of an effective natural ingredient to increase breast milk production, namely *tombangun* leaf (*Coleus amboinicus*), also known as cumin leaf. The leaves, which have smooth and thick texture and oregano-like aroma, eventually became the raw material for the Inang Booster ASI products.

The name “Inang” was chosen because the product development process was the idea of two mothers (inang means mother in a number of Indonesian ethnic languages), who wanted to help preserve local Indonesian raw materials, the *tombangun* leaves. Aiming to produce a variety of products, made these two graduates of Bogor-based public university focus on creating various product variants. Tina and her partner created tea, ready-to-drink packaged drinks, cakes, and chips made from *tombangun* leaves to boost the production of breastmilk of working mothers who are in their productive age.

### Benefits of WeLearn Training and Mentoring

Doing business with a friend is not easy. Financial transparency is often a problem. Separating

personal savings and business savings is a valuable lesson Tina got from the WeLearn training and mentoring program from UN Women. She then improved the book-keeping in Inang Booster ASI, so that financial management would run better and the trust between the business partners would also increase.

She also implemented the 5Rs (Compact, Neat, Clean, Careful, and Diligent) in the production space, so that stock placement became tidier. The result is an increase in productivity and turnover by 20% in the period December 2019 - January 2020. Tina does not stop trying to advance the business and hopes to work with more stakeholders, so that she can continue to innovate and open wider employment opportunities. In addition, she also wants to be able to continue to help more young mothers who want to provide the best breast milk for their children.

### PT INDONESIA PANGAN INTERNASIONAL

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*Translator's note:*

<sup>19</sup> ASI is an abbreviation of Air Susu Ibu or breastmilk

## METIME FRESH



**Diah  
Kusuma Dewi**

### The Beginning of Metime Fresh

Changes in people's lifestyle in big cities also affect their diet. Busyness and traffic jams often force us to choose fast food and drinks that are delicious, filling, and at the same time still healthy. Diah and her husband nimbly caught this business opportunity.

Armed with minimal capital, in 2017 they started the Metime Fresh culinary business. Here, customers can get a variety of healthy snacks and drinks made from plant-based ingredients such as organic soy milk, almond milk, fruit and vegetable juices, and black grass jelly. According to her, although the target market for healthy food and drinks is limited, there are not too many players yet, so it could be a great opportunity for Metime Fresh to develop.

### Benefits of WeLearn Training and Mentoring

A business-maker mindset is still new to Diah. She also has to learn more about how to identify the business targets and the right strategy to reach them.

The knowledge gained from WeLearn is like a bright spot for this mother of two. Before participating in WeLearn training and mentoring

from UN Women, she only thought about how to sell products. After learning from WeLearn, she began to learn how to organize a company with an entrepreneur's mindset. Diah sets realistic targets, finds out projected profits in order to break even, and determines the best steps that must be taken to achieve all these goals.

Diah's minimal capital compelled her to be able to develop Metime Fresh through online marketing. Currently she has 50 salespeople and opens job opportunities for housewives and other working women who want to earn extra income by becoming a Metime Fresh agent.

She is now able to plan promotions and sales according to the identified products and targets. Metime Fresh financial record keeping has also been improved to be more detailed. These measures are undertaken so that later this business can grow and help advance the welfare of more and more people in the surrounding community.

### METIME FRESH

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Me-Time ID

"Every problem has a solution, and we ourselves must create the solution."



**Elis**  
Soelistyowati

## YAMMY BABEH



### The Beginning of Yammy Babeh

It all started in 2016, when Elis' family's economic situation suddenly collapsed as her husband's business wound up. The mother of four children must think hard and find ways to keep her family's economy running by looking for alternative income. With only IDR 50,000 as starting capital and the idea of crafting healthy snacks for the family by using cassava- which is very affordable- as raw materials, Yammy Babeh as a business began to roll out.

Not only does it provide income for Elis' family, this business is also able to realize the dream of this woman from Sukabumi, West Java, to create jobs for others. Currently Yammy Babeh employs 15 employees, most of whom come from the surrounding community. All of them are employed by Elis to produce her cassava snacks which are available in various flavors, i.e. cheese, spicy cheese, corn, spicy corn, grilled chicken, roast beef, *rendang*, green *balado*,<sup>20</sup> and original flavor.

### Benefits of WeLearn Training and Mentoring

It was not easy for Elis to run a business without guidance, especially in the early days. Production capacity was less than optimal. Elis was also still awkward in using social media to drive the sales of her products.

Following the WeLearn training and mentoring organized by UN Women, Elis's problem is slowly being resolved. The production steps carried out at Yammy Babeh have become more efficient and better measured, thus allowing the product to have standardized quality. The power of social media has also been optimized to increase sales. Going forward, the plant for manufacturing Yammy Babeh products will follow the standards of the Indonesian Food and Drug Supervisory Agency (BPOM/*Badan Pengawas Obat dan Makanan*) for the Domestic Food category applicable for major domestic food industries. The next standard that Elis will also strive to secure and maintain is the HACCP (Hazard Analysis Critical Control Points), an international standard which will allow Yammy Babeh to be marketed abroad.

*Translator's note:*

<sup>20</sup> *rendang* and green *balado* are typical Western Sumatra combination of spices, originally used to cook meat

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## KOLANG KALING ENYAK



"Always try, experiment, and take advantage of existing opportunities."



**Amelia Rizky  
Rahmadini**

### The Beginning of Kolang Kaling Enyak

Candied *kolang-kaling* (sugar palm fruit) is a typical Betawi<sup>21</sup> food menu that is always available on holidays. Armed with a recipe passed down from generation to generation in the family, Amelia initially only offered her processed palm fruit product to close friends. Unexpectedly, their response was very positive. That then solidified Amelia's intention to make *kolang-kaling* her business commodity.

Since 2015, she has begun to focus on producing *kolang-kaling* so that her loyal customers can enjoy this snack at any time, not only during holidays. The name 'Kolang Kaling Enyak' was then chosen because in the Betawi language, enyak means mother, referring to the fact that Amelia got the *kolang-kaling* recipe from her family.

The full support from her husband and mother further encourages Amelia to develop the business. Its products are now available in various flavors such as *original*, *cocopandan*, lychee, melon, orange, cinnamon, and palm sugar. Her dream is to make Kolang Kaling Enyak widely known overseas. To make it happen, Amelia is not afraid to innovate in accordance with existing market demands.

### Benefits of WeLearn Training and Mentoring

Efficiency is an obstacle faced by Amelia in running this business. This is because for every 50 kilograms of *kolang-kaling* processed, there are one to two kilograms of low-quality raw materials that must be discarded to maintain the quality standards she established.

Since joining the WeLearn project, Amelia has absorbed more and more knowledge to improve her business management. This includes a solution to the problem of low-quality raw materials that had to be thrown away. WeLearn training program teaches how these reject products can be used as a mixture for making drinks, so that they can regain their selling value. Amelia's product standards are improved because now all raw materials can be used and sold. The target in the future is to market Kolang Kaling Enyak products more widely in the country, penetrate modern markets, and finally export them abroad.

### KOLANG KALING ENYAK

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kolang kaling enyak

Translator's note:

<sup>21</sup> Betawi is the native ethnic group of Indonesia's capital, Jakarta

"The best human being is (one who) benefits others."



## Mawar Fatmala

### The Beginning of Elhaindonesia

The demands of being a university student and the obligation to help the family economy make Mawar vigilant to notice every business opportunity that exists. When majoring in International Relations at a state Islamic university in Jakarta, Mawar tried her luck by establishing a *hijab* and Muslim clothing business labeled as Elhaindonesia.

In 2016, using the savings earned as a part-time teacher in an online tutoring site, Mawar started to produce various styles of hijabs and robes (*gamis*) ensembles. Unexpectedly, the market response was very positive. From a part-time business she operates while studying, Elhaindonesia now has become a business with 60 resellers spread across various parts of Indonesia.

### Benefits of WeLearn Training and Mentoring

As a beginner, at first Mawar's financial management was disorderly. She found it difficult to calculate the cost of goods sold (COGS), which functions to calculate the total costs directly incurred to produce the goods or services to be sold. Stock management to maintain and control the inventory of goods owned by the company has not been organized, so that many finished products turned unworthy to sell and thus reduced the business' income.

After joining WeLearn, Mawar learned many skills and knowledge. She found the light at the end of the tunnel with regards to her financial management. With Elhaindonesia expanding, this woman from Jakarta began to separate her business and personal accounts. This made

## ELHAINDONESIA

elha



it easier for Mawar to identify her business' net profit. She also learned the correct way to calculate COGS during the WeLearn training and mentoring, making it easier for her to determine the prices for end-users and for resellers. Standard Operating Procedures (SOP) began to be formulated for every detail of the production, and stock management was improved as well so as to maximize the production process.

Another new knowledge that Mawar learned from the WeLearn project is the optimization of promotional costs. Without efficiency and good planning, the promotional costs may be spent in vain because they are not on target. She also obtained insights about the ins and outs of the licensing process and business legality after joining WeLearn. This new knowledge was immediately practiced in her business. Presently Elhaindonesia has secured several business permits such as the Business Identification Number (NIB/*Nomer Induk Berusaha*) and the Micro and Small Business License (IUMK/*Izin Usaha Mikro Kecil*). With better management, Mawar hopes that her hijab and robe business will grow so that she can open up job opportunities for more people.

### MAWAR INDAH KARYA

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SET GAMIS MURAH

## SKINEE



**Nur Indah Sari**

### The Beginning of Skinee

It all started with the participation of Nur, a student in a public university in Bogor, in an entrepreneurial competition held at her campus. In line with the subject of her study, in this competition all of Nur's products were based on aquatic biotechnology. One of them is a micronized collagen drink for facial care made of fish skin. This product later became the origin of Skinee.

Skinee is the development of Nur's research on micronized collagen. In the form of powdered milk, this drink is formulated from micro collagen and *glutathione* which are known natural antioxidants beneficial for health. Because it is easily dissolved and absorbed by the body, Skinee is safe for consumption by all ages. The fish skin, which is the main raw material, has active ingredients for protecting the skin from the inside. Even though it has only been initiated in 2019, Nur is sure that due to her product's uniqueness and benefits, it will be competitive and well accepted by the community. This is especially because of the trend among Indonesian women that leans towards natural beauty products that are safe for consumption.

### Benefits of WeLearn Training and Mentoring

Nur, who spends more time in research, initially had difficulty in marketing products. She also felt less confident, because going into the business world with Skinee meant that she would be forced to leave her comfort zone as a researcher

and have to make contacts with many strangers. Plus, she also had to convince her partners and potential customers.

Nur learned many lessons after attending WeLearn training and mentoring. Here, she began to learn from the beginning how to be a good entrepreneur. The enthusiasm and motivation for her business increased. Nur's problem in marketing the product began to be solved. Good knowledge about the product and how to market it as well as choosing the right media are the solution to the problem. Slowly, but surely her confidence grew. This student becomes increasingly proactive in offering her products directly by giving presentations to her partners and potential customers. Nur hopes that in the future Skinee can provide benefits to more people, become more widely known, and can be exported abroad.

### GEMA CIPTA BAHARIA

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## LA SUNTU TASTIO



*Indari Umiyasi*



### The Beginning of La Suntu Tastio

Indari's love for batik and weaving became the basis for the establishment of La Suntu Tastio. With a love for Indonesian cultural heritage fabrics, in 2011 Indari started a business by producing various ethnic bags made from batik and woven materials.

Ups and downs have marked her business, which has been in existence for almost nine years. However, her determination to popularize batik and weaving, as well as the desire to create jobs for others, solidified her enthusiasm to continue to fight.

### Benefits of WeLearn Training and Mentoring

Having 10 employees with different backgrounds is not an easy matter. Misunderstandings have often occurred, especially in terms of making clothing patterns that have an impact on efficient use of the fabrics. Much cloth was wasted in the end. Indari's limited mastery of technology also means that all business records were manually maintained.

After participating in the WeLearn training and mentoring program, one by one the obstacles in managing the La Suntu Tastio business began to unravel. Misunderstandings with employees were resolved via information boards. A simple, but effective solution to avoid errors that result in production losses. Standard Operating Procedures (SOPs) for each production process have also begun to be applied, such as standards for pattern making, cutting, and sewing. This

makes each job more organized. From this improvement, the business turnover increased by 20-40% percent compared to before attending the training.

Together with WeLearn, Indari is also made more technologically literate. She has been made more accustomed to using a laptop to do every task. Over time, Indari became more proficient and confident, until finally she applied digital records for her business.

In order to avoid layoffs in the midst of a pandemic that forced her to reduce the amount of production, Indari temporarily shifted her business focus by accepting an offer from a hospital in Jakarta to supply Personal Protective Equipment (PPE) for medical personnel. Presently, more than two hundred PPEs are produced and directly distributed to several hospitals daily. Later when the situation improves, Indari hopes that she can return to pursuing the ethnic bag business so that La Suntu Tastio is not only famous domestically, but also has a name abroad. She hopes that batik and weaving can become a world fashion trend.

### LA SUNTU TASTIO

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## RATU ECENG



## Ieko Damayanti

### The Beginning of Ratu Eceng

In the Cipondoh area, Tangerang where Ieko lives, water hyacinth (in Indonesian, *eceng gondok*) grows abundantly. These floating aquatic plants often fill rivers or lakes and are often seen as weeds or invasive plants. Moreover, their existence also disturbs the aquatic environment, shallowing the waters, and reduces the amount of oxygen in the water.

However, this is not how Ieko saw the water weed. Instead, she saw a business opportunity from water hyacinth, which she thought could be profitable. Armed with the training provided by the Tangerang City Government, Ieko pursued learning weaving skills in Yogyakarta. These skills were then used to set up a business named Ratu Eceng. Established in 2017, Ratu Eceng's initial product was woven bags. Now the production has grown rapidly to include a variety of products ranging from mats, sandals, baskets, pot covers, sofas, to benches. All of them use water hyacinth as the raw material.

### Benefits of WeLearn Training and Mentoring

At the beginning of the business, Ieko was faced with constraints in managing the stock, especially since water hyacinth needed to go through quite time-consuming processing before it could be used. This resulted in production delays. This was further exacerbated by the inefficient production time. However, Ieko's desire to improve herself by continuing to study was pursued not in vain.

After attending WeLearn training and mentoring on entrepreneurship, Ieko's operational management knowledge increased. Ieko learned how to manage the minimum stock of water hyacinth to ensure smooth production, by maintaining a good record-keeping system. WeLearn also provided knowledge on the 5R method (Compact, Neat, Clean, Careful, and Diligent) to manage Ratu Eceng's production site. Production time becomes more efficient. Armed with the new knowledge, Ieko hopes that Ratu Eceng can increase its production capacity so that it can absorb more workers, and later penetrate the international market.

### RATU ECENG

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Ieko Ratu Eceng

*"Success is not something you dream about, but something that must be fought for."*



**Riska Noviyanti**

## CALLYSTA SHOP



### The Beginning of the Callysta Shop

This alumna of the Management Department in a public university in Padang explored her interest in the world of fashion and handicraft accessories by opening Callysta Shop. Not only channeling creativity, the business that started from home was also successful in bringing economic benefits. Initially, Riska only made rectangular headscarves and semi-boutique Muslim clothing. Now, Callysta Shop has grown to become a provider of Muslim women's fashion needs from head to toe including various headscarves, Muslim clothing, and accessories.

### Benefits of WeLearn Training and Mentoring

Limited knowledge about warehouse operational management in the early days of business made Riska often find it difficult to find raw materials for its products. The huge variety of products that Callysta Shop has tried to offer has also made her lose focus on the products that she should have accentuated.

Business changes at Callysta Shop began to occur after Riska attended WeLearn training and mentoring. Here Riska learned how to remap her business and identify what the target markets and business targets are, and what should be done to further develop Callysta Shop.

Riska decided to focus on producing accessories such as brooches, necklaces, bracelets, and key chains with the theme of word/name initials. The selling value emphasized in these products

is their designs, which can be adjusted to meet the costumers' requests, as well as the lifetime warranty for repairs. Customer satisfaction becomes more of a priority. All this knowledge she attained after participating in the WeLearn project. Not only that, improving operational management related to raw materials and production results also becomes a major focus area.

Riska was also taught how to create physical (printed) and digital product catalogs to make it easier to promote her products to consumers. The product catalog functions like a walking storefront that greets the customers. In the future, Riska hopes that Callysta Shop can become a local fashion brand that is not only attractive to the local areas where its products are produced, but also reaches all corners of the Indonesian archipelago before competing in the international market.

### CALLYSTA SHOP

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Callysta Shop

## GUDANG BUMBU



**Dian Puspasari**

### The Beginning of Gudang Bumbu

Born to a Sumatran mother who loves Indonesian spices and specialties, Dian absorbed a lot of valuable knowledge. Since the 1980s, the mother, Nurleila Pakpahan, has manifested her love for the flavors of the archipelago by opening a milled spice shop in a market in West Jakarta called Gudang Bumbu. Little Dian used to come along and accompany her mother doing business at the market.

As an adult, Dian increasingly understands the purpose and philosophy of her mother's business. In 2018, Dian was given the trust to continue managing the Gudang Bumbu business. It is not an easy matter to maintain and at the same time continue the business raised by the mother. Not only for preserving the spices of the archipelago, Gudang Bumbu is also a source of income for Dian's family as well as the families of the employees who work in it.

Dian ventured to make innovations in production. Not only marketing grounded spices for menus such as rendang, curry and *gulai* (a type of Indonesian curry), Gudang Bumbu has also started making instant spices which are marketed online. As the second generation business manager, Dian is slowly developing the previously traditional process of sales and marketing to become digital-based.

### Benefits of WeLearn Training and Mentoring

The shift from the traditional to digital-based systems did not happen automatically and without any challenge. Dian had had a hard time keeping track of the orders as well as the stock turnover which records at the time were still unkept.

Luckily Dian, after attending WeLearn training and mentoring, gradually tackled the obstacles to changing Gudang Bumbu's management system from traditional to digital. At the WeLearn training sessions, Dian learned how to create an online catalog for e-commerce. Thus, records of orders and stocks turnover are neater and better organized. In the future, Dian hopes that Gudang Bumbu can further expand its market reach not only at the national level, but also internationally. All the while by still upholding the philosophy of the mother, namely introducing and maintaining Indonesian cooking spices with authentic flavors.

### GUDANG BUMBU

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## ABON BONGGOL GEDANG (ABG)



**Febe Karlina Putri**

### The Beginning of Abon Bonggol Gedang

The ability to innovate is very essential to compete in the entrepreneurial world. Febe is very aware of this. Taking advantage of the abundant banana trees in Mojokerto, the area where she lives, Febe, who started out in the cake business, started thinking about something to help the local farmers. A creative idea emerged to make the vegetarian version of 'meat floss' or *abon* made from banana pseudostems. The floss is then called Abon Bonggol Gedang (ABG) - in Javanese, *gedang* means banana. Starting in 2018, assisted by several workers, the ABG business began to run.

### Benefits of WeLearn Training and Mentoring

At the beginning of her business, miscommunication with her employees frequently occurred, causing production errors. Standard Operating Procedures (SOPs) were carried out less strictly.

Having had the opportunity to participate in WeLearn entrepreneurship training and mentoring, Febe gained a lot of new experiences and insights that were very useful for the development of Abon Bonggol Gedang's business. Communication issues with the workers are resolved by using communication boards as a reminder of product orders or other important messages that must be delivered. During the WeLearn training, Febe also learned how to make more detailed SOPs.



During the COVID-19 pandemic when Febe was forced to close her offline store, the digital promotion knowledge taught during the WeLearn project turns to be very beneficial. This creative woman can choose the right digital channel and create the content according to the goal, so that the right targeted consumer markets are reached. Marketing through social media and marketplaces, especially during the pandemic, really helps ABG to maintain sales turnover so that Febe does not have to be trapped in a difficult situation where she has to lay off her workers.

Febe is optimistic that her vegetarian floss will continue to grow along with other innovations she will make. She is also confident that the Abon Bonggol Gedang will be able to compete with the meat floss that is already available first on the market. She hopes that with the development of ABG, not only banana farmers in Mojokerto area will be helped, but also in other cities.

### ABON BONGGOL GEDANG (ABG)

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## BAPER (SAMBAL PETIS MADURA)



**Yenni Tri Astuti**

### The Beginning of BAPER (Sambal Petis Madura)<sup>22</sup>

Without any business knowledge, economic demands forced Yenni to enter the world of entrepreneurship. This mother of two who had to become the backbone of her family started her entrepreneur journey with a business of naturally processed spices in 2016. She then developed her product into sambal, or chili sauce, made with *petis*, black paste made of fish/shellfish and caramel. In 2017 Yenni finally launched the Sambal Petis Madura product, abbreviated as BAPER. As she started to seriously run her business, BAPER was then developed more innovatively into several flavors ranging from original hot, original extra-hot, anchovies, and tuna.

### Benefits of WeLearn Training and Mentoring

Running a self-taught and trial-and-error business, at first BAPER's financial records were still very unkept. Product promotion was also a new thing for Yenni. She felt there were still many things that she needed to learn.

She started to seriously run her business with sufficient knowledge after attending WeLearn entrepreneurial training and mentoring. At the WeLearn training Yenni learned how to record and organize her finances. BAPER now

has a stock card to keep track of its inventory. The BAPER promotion began to be worked on in line with the product's branding intended to be introduced to consumers. With all these improvements, the sales turnover of Yenni's Sambal Petis Madura has doubled.

Facing the COVID-19 pandemic, a sales strategy through digital platforms which WeLearn taught became the bulwark for BAPER to survive. In March 2020, when the social restriction policy was implemented, sales of the chili sauce only decreased by 10%. Yenni optimized the use of social media and marketplace as the channels for her product promotion and sales. The difficult times during the pandemic actually made this creative woman succeed in innovating to develop new creations in the form of snacks and traditional Madurese body care products. In the future, Yenni hopes that BAPER's business development will be more stable so that she can recruit more workers.

### BAPER (SAMBAL PETIS MADURA)

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Yeyen Ummu Umi

*Translator's note:*

<sup>22</sup> Madura is an island off the northern shore of Java Island in Indonesia; Sambal Petis is a sauce made of chili mixed with petis, the byproduct of traditional fish or shellfish soup dish (although in some areas it can also be made of beef dishes' byproduct)

## DIAHMOND MAKEUP



**Dewi Nur**  
Maulidiyah



### The Beginning of Diahmond Makeup

Dewi saw the opportunity in the cosmetic business in 2017 when she decided to establish Diahmond Makeup. This business is expected to help women who need body care services to be more confident. This is why the Diahmond Makeup salon offers makeup, hair care, and body care services. As the business grows, this independent woman has expanded her services by serving weddings, collaborating with photography vendors and wedding planners.

### Benefits of WeLearn Training and Mentoring

Initially, Dewi, who is the first of five children, had problems in establishing Diahmond Makeup as a professional salon. One of them is because of her lack of ability in figuring out the concept of salon space arrangement. The digital marketing strategy has also not been fully worked out.

After participating in the WeLearn entrepreneurship training and mentoring from UN Women, this woman from Malang has slowly started to come up with solutions to her business problems. The salon layout concept was improved with the 5R concept (Compact, Neat, Clean, Careful, and Diligent). This new arrangement with the new concept allows services to consumers to be done quickly, and it is also able to keep the salon clean so that the consumers feel more comfortable to spend time and enjoy the services at Diahmond Makeup.

The digital training taught in the WeLearn program also helps Dewi significantly in carrying out her marketing strategy. She is now getting used to making schedules and creating social media content. No longer uploading content carelessly, Dewi is now able to differentiate contents based on their objectives, either for sales or company brand recognition. The application of the new knowledge has increased the number of Diahmond Makeup's social media followers. The developed product image is even more consistent. With all the updates that have been brought to and implemented in Diahmond Makeup, Diah hopes that her salon will be classier and develop into the professional makeup salon of her dreams.

### DIAHMOND MAKEUP

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Maulidiyah

## EXTRA DELICIOUS



**Shinta Niawati**

### The Beginning of Extra Delicious

In 2013, while working at a well-known private securities company, this woman, who had graduated from the Sociology Department of a public university in Malang, together with her husband started Extra Delicious. This snack business was developed by utilizing cassavas, which are abundantly available in the area where they live, as the raw material. Extra Delicious comes in two flavors, i.e. *gadung* (garlic-based marinade) and yellow seasoning (of turmeric and candlenut) cassava chips.

It was only in 2014 that she chose to focus on the business and made up her mind to quit her job. The sacrifice was not in vain, as Extra Delicious was able to increase its turnover by 20% in November 2019.

### Benefits of WeLearn Training and Mentoring

The process that Shinta went through to establish Extra Delicious products is not always a smooth one. Employing quite a number of employees from the surrounding community, the business often experienced many obstacles in the production sector due to miscommunication. The arrangement of effective production space and the use of digital promotion was also still not optimal.

These issues slowly began to be addressed after Shinta was enlightened in the WeLearn entrepreneurship training she took part at

the end of 2019. A more detailed and written Standard Operating Procedures (SOPs) helped Shinta avoid misunderstandings in communication with her employees so that production errors could be avoided. The Extra Delicious production space was also improved according to the 5R standards (Compact, Neat, Clean, Careful, and Diligent). This impacted in increased employee productivity. In January 2020, Extra Delicious's turnover increased by another 26%.

Not complacent, Shinta continues to apply the digital promotion knowledge she received at WeLearn. Content creation on social media, as well as the choice of the right promotional channels, are increasingly tailored to the goals to be achieved. The benefits of applying this knowledge are maximized when facing the COVID-19 pandemic. Her hope is for Extra Delicious to continue to be innovative and more beneficial for the surrounding community.

### ANUGRAH JAYA

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"Working hard, continuing to develop ideas, be focused, optimistic, open-minded, diligent, pray, and be professional are the keys to advancing the business."



## Ullie Mayfana

### The Beginning of Gogatsu Dorayaki Malang

Gogatsu Dorayaki Malang was created accidentally in February 2017. *Dorayaki*, a typical Japanese pancake-like snack, is Ullie's children's favorite cake. Starting from trying to make the cakes for her children, this culinary business was born.

For starters, Ullie distributed her *dorayaki* to school canteens. The habit of Indonesian people to bring souvenirs as gifts after traveling was an opportunity that Ullie also took advantage of. She began to look for ways to supply her homemade cakes into specialty gift shops. Three months later her efforts were paid off: Gogatsu Dorayaki Malang was available in specialty gift shops with an expiration period of five days.

Since January 2018, Ullie started to change the concept of her cake product into a contemporary souvenir that is more acceptable to the market share. *Dorayaki* was then given a local touch with special Indonesian flavor. Gogatsu Dorayaki Malang was also produced in two variants, namely [the original fluffy] Gogatsu Dorayaki Malang and Gogatsu Dorayaki Chips.

### Benefits of WeLearn Training and Mentoring

Ullie initially worked on all of Gogatsu Dorayaki Malang's productions independently, therefore Standard Operating Procedures (SOPs) were not yet important for her, although an SOP could have greatly affected the speed of production.

## GOGATSU DORAYAKI MALANG



After attending WeLearn training and mentoring, Ullie began to realize the importance of detailed written SOPs. Slowly, she applied the knowledge she gained to develop her business. Raw material stock cards were prepared to make it easier for Ullie to set the time to purchase raw materials, which in turn had an effect on production speed. After the WeLearn training, Gogatsu Dorayaki Malang's financial records are maintained more neatly and more detailed.

When it comes to dealing with the COVID-19 pandemic, Ullie applies the knowledge from WeLearn training and mentoring on direct digital marketing. She then took advantage of the online marketplace to market her products. In the future, Ullie hopes that Gogatsu Dorayaki Malang can grow in quality and quantity and have more customers.

### MAYS OMIYAGE MALANG

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Mays Omiyage Malang

## KRITAPONG BUNDA ANI



### The beginning of Kritapong Bunda Ani

The deteriorating economic conditions of the family made Ani have to take drastic steps. This mother of two decided to start a culinary business of processed tofu in 2015. Ani started to sell fried tofu that is porous in its middle (in Indonesian *tahu pong*, abbreviated as *tapong*), which was distributed to stalls and school canteens. Initially the *tapong* sales went well, but over time many of them were returned to her because they were not sold.

In order not to waste the returned *tapongs*, Ani tried to re-fry them and they turned out to be more savory, crunchy, and delicious. Finally, Ani decided to change direction and sell *tapong* chips (*kritapong* - abbreviation of *keripik tahu pong*). Unexpectedly, the market response was more positive. Since then Ani has started to seriously sell her new products more widely under the label Kritapong Bunda Ani, available in two flavors, *original* and *spicy*.

### Benefits of WeLearn Training and Mentoring

When she started producing *kritapong*, Ani did not understand the importance of Standard Operating Procedures (SOPs). As a result, the taste of her *kritapong* often changes and was inconsistent.

Ani is not a woman who gives up easily. Following the WeLearn training and mentoring program, Ani equips herself with a variety of knowledge

to develop Kritapong Bunda Ani products, including by overcoming the problem of the inconsistent product flavors. At the WeLearn training, Ani was introduced to SOP making, and her products now have consistent quality and taste standards after since she made and implemented the SOPs. As a result, Kritapong Bunda Ani products can be found in one of the modern national scale retailers.

The COVID-19 pandemic has closed many schools and souvenir shops where Kritapong Bunda Ani products are distributed. This did not cause her to stop production. The digital marketing knowledge gained in WeLearn training and applied in the business has successfully supported the *kritapong* turnover. Ani used social media as the main channel to market her products. Going forward, this Mojokerto native hopes that Kritapong Bunda Ani can be accepted by a wider market and will benefit more people.



**Ani Wiludjeng**

### KRITAPONG BUNDA ANI

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**Mia Nur Fadilah**

**The beginning of NIBA (Nice Banana)**

The difficult economic situation surrounding her family made Mia, who was studying Sharia Business Law at a state Islamic university in the student’s city of Yogyakarta, determined to become a business woman. While pursuing her study, in 2017 Mia started to pioneer NIBA (Nice Banana), applying the business knowledge she received in college.

NIBA markets various food products based on processed bananas such as *risoles*, rolled bananas, and ‘hairy’ bananas with various flavors and toppings. By 2019, Nice Banana already had two outlets. Mia began introducing a franchise partnership system for those who are interested in marketing NIBA. Through this partnership, Nice Banana’s outlets have doubled to four.

**Benefits of WeLearn Training and Mentoring**

The rapid development the Nice Banana business experiences is not without obstacles. The business knowledge she learned on campus has to be adjusted a lot of when applied in the real world. The management that was still in its infancy made it difficult for Mia to maintain employees’ discipline and proper bookkeeping. The application of social media as a marketing and distribution channel was also not yet maximized.

Following the WeLearn training and mentoring from UN Women, Mia received additional knowledge to be applied in the management

**NIBA (NICE BANANA)**



of Nice Banana. The application of a clearly written Standard Operating Procedure (SOP) is a solution to better discipline its employees both in terms of service delivery, working hours, and production. Mia has worked on the financial records that previously were less detailed. Personal and business accounts are now kept separate, so that the net profit earned from the business is clearly visible.

Mia now has a fixed schedule for promotions on social media. When the COVID-19 pandemic caused all NIBA outlets to close, the WeLearn mentoring program allowed Mia to think creatively in preparing product marketing solutions with a delivery service system. Mia hopes that in the future Nice Banana can grow and have more outlets.

**NIBA (NICE BANANA)**

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## NIEARTSHOP



*"Keep up the spirit and keep fighting."*



**Niar Ravita  
Irlindini**

### The beginning of Nieartshop

Since her college years, Niar has had running a business as her hobby. Hijab accessories and graduation gifts are products offered by this woman from Ponorogo as a side item for sale while she pursued her study at her campus. She was determined to become a business woman and start as early as possible. Niar saw a great opportunity in the fashion hijab business, considering that the initial production costs did not require substantial capital and the production work was rather quick. In 2017 Niar started to build a hijab business under the label Nieartshop.

Not only relying on pocket-friendly prices, Nieartshop hijab products also deliver excellent quality and stitching. Hijab variants are available in voile (semi-transparent, thin fabric, but not transparent when folded) dobby, ziggy, wavy, grid, rubicon; crepe (a type of fabric with orange peel-like texture) organza as well as silk organza. All are available in various color choices. Unexpectedly, Nieartshop managed to book an average turnover of dozens of millions of Rupiah every month.

### Benefits of WeLearn Training and Mentoring

The progress of the hijab business that she pioneered made Niar start thinking about managing the legality of the Nieartshop in order to increase the selling value of her products. However, this young entrepreneur does not know how to get started.

This hardworking woman then joined the WeLearn training and mentoring which were held in Malang. Here Niar learned how business should develop in the right way. The obstacle in managing business legality was resolved because in the WeLearn training she was taught in detail on how to make and plan legality arrangements according to her needs.

The sales strategy via digital channels is also emphasized at WeLearn. Here Niar is helped in creating interesting content in line with her goals, including choosing the right marketplace for her headscarves. Thanks to the application of the digital knowledge from WeLearn, the COVID-19 pandemic has not been an obstacle in developing her business. Nieartshop's turnover even increased in May 2020. Niar's future target is to maximize sales not only in one e-commerce platform, but also in other digital media outlets.

### NIEARTSHOP

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nieart (shopee)

## SAMBAL STROOM



**Evie Nur Izza**



### Early establishment of Sambal Stroom

Upon deciding to resign from the steel company where she worked in 2015, Evie tried her luck in the culinary business. Evie chose crabs as the raw material for her various processed food.

Initially the mother of three only cooked the crabs in curry spices. The response she got was very positive. The customers were satisfied and returned for repeat orders. Evie is even more eager to create new menus, sticking with crabs as the basic ingredient. Now, not only curry spices, Evie's crab dishes are increasingly diverse, including crispy crabs and crab crackers.

In March 2019, Evie launched her newest product branded as Sambal Stroom. Evie hopes that the fact that *sambal*, a chili sauce, has a relatively longer expiration period compared to soupy food may encourage consumers in the wider market to consider buying and enjoying Sambal Stroom. She also offers Sambal Stroom in several flavors including crab, squid, green chili squid, and onion-chili sauce.

### Benefits of WeLearn Training and Mentoring

Culinary products with a variety of flavors require a neat arrangement of storage cabinets. Yet Evie has always had a hard time arranging her storage cabinets, because she does not have product labels to differentiate them. As a result, a lot of time was often wasted just finding the product she was looking for.

Having the opportunity to take part in WeLearn training and mentoring for entrepreneurs from UN Women, Evie feels that many positive changes have occurred in her business. The problems in arranging the storage cabinets were solved because in the WeLearn training, Evie was introduced to the 5R principles (Compact, Neat, Clean, Careful, and Diligent), which made her storage cabinets better organized. All stocks and goods have also been labelled for easy search so that time efficiency can be maintained. Evie hopes that the business she has started and intended to pass on to her children in the future can continue to grow, reach a wider market and can become a source of income for the community around her.

### RAJUNGAN BU RIZA /SAMBAL STROOM

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Rajungan Bu Riza

## TUKUTAS



**Darmiati**

### The Beginning of Tukutas

This entrepreneurial woman from Blitar is exemplary for her persistence and unyielding attitude. Darmiati started her first business in ready-made clothing in 2014. This holder of bachelor degree in accounting had to endure a bitter experience after being tricked by her work partner, leaving her with a lot of debt. However, it did not occur to Darmiati to give up. In 2016 she started a business again, this time selling local bags. This enterprise also did not yield the results she expected because it failed and put Darmiati in even more debt.

Not discouraged, her determination and conviction to become an entrepreneurial woman made her rise again. She innovated to make bag products using a combination of local and imported materials. This was where the Tukutas business, which now has loyal customers, began. Tukutas production includes various types of bags ranging from handbags, slings, backpacks, shoulder bags, pouches, tote bags, and wallets of various sizes. Prioritizing service, Tukutas provides warranty to return damaged products as well as bag care consulting services for its customers. Tukutas also serves orders for souvenirs for office events or weddings.

Tukutas is proof that no effort will be in vain. Through this business, Darmiati has succeeded in renting a shop house to be used as a production site. All debts were paid off and Tukutas now even has personal assets.

### Benefits of WeLearn Training and Mentoring

Despite having successfully gone through various mentally-challenging tests due to several failed endeavors, Darmiati's path in Tukutas operations is not necessarily smooth. The business did not yet have a Standard Operating Procedure (SOPs), making it difficult for Darmiati to divide tasks with her team.

After participating in the WeLearn training and mentoring from UN Women, Darmiati has become well equipped to manage Tukutas more professionally. Darmiati applied the knowledge of making detailed and written SOPs to clarify the division of tasks with colleagues so that the bad experiences in the past would not be repeated. Darmiati also hopes that in the future Tukutas can become a well-known product in Indonesia with an extensive offline and online network. Her dream is to have her own online store and establish her business' legal entity, to make it easier for her to find investors.

### TUKUTAS

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## TULADHA HANDICRAFT



**Ratna Ari**  
Sandhy

### The Beginning of Tuladha Handicraft

Having a brilliant career in the hospitality sector did not make Ratna forget her dream. This mother of two has always dreamed of becoming an entrepreneurial woman. Finally, in 2014 she decided to leave her career and try her luck in business to realize her dreams. Crafts were her business choice. Initially she made crafts out of acrylic beads, which unfortunately did not get a positive response from the market. In 2015 she ventured to establish Tuladha Handicraft, with the focus on creating ethnic accessories products that have always fascinated Ratna. Tuladha Handicraft began designing and producing jewelry from unique bronze wire in limited quantities or according to customer requests. This time the response was quite positive.

Unfortunately, Tuladha's sales turnover became stagnant, not showing any significant increase. Ratna felt it was time to innovate and issue a new concept for her creation. Javanese culture was then used as inspiration for her products. In 2017, Tuladha Handicraft established Javanese leather puppets (*wayang*) as their unique selling point. All products from earrings, key chains, to home decorations are designed in wayang theme, which opens a new episode of success for Tuladha Handicraft.

### Benefits of WeLearn Training and Mentoring

Even the most innovative and creative handicraft products will not succeed in the marketplace when the marketing is not well targeted. This



is one of the causes of Tuladha Handicraft's stagnant turnover. Ratna never explored the realm of digital marketing.

Joining as a participant in the WeLearn training and mentoring from UN Women, Ratna then focused on working on a digital space that she has not previously utilized properly. She started to have the right digital promotion channels for her products, set a regular schedule for promotions, and create content that was in line with the promotional objectives. All the records in the Tuladha Handicraft were made in more detail and written. Thanks to WeLearn training, Tuladha Handicraft now has a product catalog on social media. Ratna hopes that her business will not only be famous in her own country, but can become an Indonesian icon in the eyes of the world. With the development of the business, Ratna also hopes to absorb more workers.

### KIENER HANDMADE

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## XIE UTIE



**Ana**  
*Roudhotul Jannah*

### The Beginning of Xie Utie

For the Indonesian people, no dish is complete without additional accompaniment. One of these extras is fried onions, which serves as a complement [topping or sprinkle] to every dish. Understanding this need made Ana decided to start a fried onion business under the Xie Utie brand.

Starting from the desire to help her father who was unemployed while at the same time trying to earn additional income, today Xie Utie has several employees from the local community. With Xie Utie already available in five flavors, i.e. original, chicken black pepper, Korean barbecue, cheddar cheese, and seaweed, Ana still desires to continue to innovate to reach the hearts of more and more customers.

### Benefits of WeLearn Training and Mentoring

Minimizing production failures and strengthening online sales is Ana's focus when joining the WeLearn training and mentoring from UN Women. She also wanted to further find out which marketing channels were in line with Xie Utie's target markets.

To improve product quality and reduce the occurrence of unfit items for sale, Ana applies the knowledge on 5R (Compact, Neat, Clean, Careful, and Diligent) provided by the WeLearn training. With this, the production site can be better organized so as to increase the efficiency of the production process. She also started to

use stock cards, which makes it easier for her to exercise control over the fried onion business. Standard Operating Procedures (SOPs) have also been applied in the processing of Xie Utie fried onions, so that the production comes with the same standard quality and minimizes the possibility of production failures.

In promotion planning, WeLearn training and mentoring helps Ana to create online content and manage marketing schedules. Now she has created an online catalog, which makes it easier for customers to choose Xie Utie products. With all the new lessons and knowledge, Ana hopes to find investors who will help develop the business, so that Xie Utie can absorb more workers and help the surrounding community.

### AL-KARIMAH

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*"Every process towards success is something that must be enjoyed."*



## Tika Hertika

### The Beginning of Gnetum Leather

When starting the Gnetum Leather business, Tika had no intention of playing around. The mother of two wanted to be serious about running the leather-based bag and wallet business. In 2017 Gnetum Leather was founded by this holder of bachelor degree in agriculture.

She has chosen to go through all the processes herself, in order to ensure the quality of every product she sells. Starting from the selection of materials, the production process, as well as sales and marketing, all have been carried out by Tika herself. Through her creative hands and unyielding spirit, she has marketed many products made from leather. Not only bags and wallets, Gnetum Leather now comes with other product variants, such as covers for lighters and wallets for storing car registration slip.

### Benefits of WeLearn Training and Mentoring

Tika does not have a business background. Doing business is new to her. No wonder financial records have become a crucial issue. She was also unfamiliar with social media and needed to learn a lot about differentiating contents for different purposes.

The WeLearn training and mentoring held by UN Women was a big leap for Tika. She began to understand the importance of keeping financial records. After learning from WeLearn, Tika records every expense and income consistently, so that Gnetum Leather has a neat financial

## GNETUM LEATHER



record. By revamping these financial records, she has also been able to better calculate her profit and loss.

Digital promotion is also the most valuable new knowledge for Tika. This learning experience taught her to set a target market for Gnetum Leather, as well as to create content and choose the right promotional paths to market her products. She has also been able to differentiate between contents according to their respective purpose, whether to drive sales or to introduce Gnetum Leather to the public. She is now able to take advantage of social media as a marketing channel. Gnetum Leather also has a digital catalog. This knowledge is very valuable, especially during the pandemic, because it keeps Gnetum Leather's turnover stable.

### GNETUM LEATHER

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Gnetum

## GRIYA GREEN BEAUTY



***Fifit Afikah***

### **The Beginning of Griya Green Beauty**

After studying at the skin care training institute Dimouza Aesthetics, Fifit has become increasingly convinced that she would like to pursue a business in the world of beauty. In 2017, she founded the 'Griya Green Beauty' beauty clinic and employed one administrative staff, two therapists and an aesthetics doctor. She wants to invite every woman to maintain the health of their facial skin through regular treatments.

With affordable prices and quality products, Griya Green Beauty also offers facials, facial massages, as well as face acupressure to treat acne, spots, and large pores.

### **Benefits of WeLearn Training and Mentoring**

Having studied aesthetic knowledge is not enough capital for Fifit to run a business. Lack of ability to keep records of the finances and the absence of Standard Operating Procedures (SOPs) made it difficult for her to start a business.

WeLearn training and mentoring from UNWomen taught Fifit about the importance of making SOPs. Therefore, the therapists can provide the same quality standards when working on facials. She learned to write SOPs in more detail, making it easier for each employee to work.

The quality of Griya Green Beauty's book keeping and financial records have also improved vastly. Now Fifit can record her income and expenses in

a neater and detailed manner, making it easier for her to calculate the company's profit and loss. With this, every business decision is no longer taken rashly, but is rather tailored to the needs of the company.

Unfortunately, the COVID-19 pandemic came and infected the world. This condition made Griya Green Beauty have to close outlets and lay off several employees. Fifit did not lose her enthusiasm however. She took this opportunity to make ready-to-use beauty products such as cosmetics and masks. This entrepreneur from Yogyakarta also sees the market's needs and hence sells hand sanitizers, which everyone really needs during a pandemic. However, she hopes that the pandemic will end soon, so that Griya Green Beauty can reopen its outlets and her employees can return to work.

### **GRIYA GREEN BEAUTY**

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## KOPERASI KONSUMEN GRIYA JATI RASA



**Maria Julia Anes**

### The beginning of Koperasi Konsumen Griya Jati Rasa

Maria has always wanted to be more useful for the surrounding environment and community. No wonder she has a great passion to help women entrepreneurs through the Koperasi Konsumen Griya Jati Rasa, a Consumer Cooperative. Serving as the Trade Business Manager, Maria together with her colleagues consistently develop the capabilities and business interests of the cooperative members. Maria also helps facilitate members to obtain permits, certification, and access to training. All of these endeavors resulted in a significant number of the cooperative members' products, ranging from painting, batik, to snack products, are starting to gain a place in the hearts of the community.

### Benefits of WeLearn Training and Mentoring

Keeping records of the finances, managing raw material stocks, arranging production floors, and making production materials were new things for Maria. However, she did not give up in overcoming these problems. WeLearn training and mentoring provided a lot of new knowledge for her. After she learned them, the Consumer Cooperative was managed more professionally.

The financial statements are made in more detail so that each member can check the cooperative's financial condition directly. Maria also provides stock cards so that each member can find out the stock of raw materials, so that production



time can be planned better. The 5R principles (Compact, Neat, Clean, Careful, and Diligent) have also been applied to how the goods are stored and arranged in the warehouse, while the new knowledge from WeLearn also allows each member to customize the promotional content with the product they offer.

These improvements made Maria and each member of the Griya Jati Rasa Consumer Cooperative feel more confident in marketing their products. In fact, they are currently exploring cooperation with several supermarkets in Yogyakarta, so that all products can reach the wider community. Through WeLearn training and mentoring, Maria hopes to work with government agencies. With this she hopes to help introduce more authentic Indonesian products that are marketed by the Cooperative.

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## GENDIS AYU MAKEUP ARTIST



**Astuty**  
*Sundari SP*

### The Beginning of Gendis Ayu Make-Up Artist

Astuty's love for the world of make-up opened new business opportunities for her. Starting from a desire to transform her hobby into a business, she was determined to attend various professional makeup training courses. She always advises others to choose the job we love. According to Astuty, love of work will make us express not only thoughts, but also feelings. Thus, the results we get will also be maximized.

In 2018, Astuty started a professional make-up business named Gendis Ayu Makeup Artist. She offers a variety of services, from make-up for photoshoots, parties, graduations, pre-wedding photo sessions, to weddings. She also provides makeup services at home, to make it easier for customers to do their activities.

### Benefits of WeLearn Training and Mentoring

In the early days of her business, Astuty found it difficult to determine the price for the makeup services offered by Gendis Ayu Makeup Artist. She also did not yet have the ability to keep financial records and formulate Standard Operating Procedures (SOPs) for her business.

The WeLearn training and mentoring program held by UN Women really helped Astuty in managing the entire Gendis Ayu Makeup Artist business. Learning about Cost of Goods Sold (COGS), namely the total costs directly incurred to produce goods or services to be sold, allows her to determine the price for the services she offers to the customers. She can also determine

the right promotional price and calculate her business profits. In addition, the new knowledge from WeLearn also taught Astuty to keep neat financial records for the sake of business progress.

As a service-based business, customer satisfaction is a measure of success. Together with WeLearn training and mentoring, she learned a lot about the efficiency and effectiveness of service delivery to provide the best service for Gendis Ayu Makeup Artist customers. SOPs were developed to tidy up the makeup bags, ensure cleanliness standards for the makeup tools, and set the standard responses to orders from the customers. Astuty hopes that with all these improvements, she can expand her network of business partners and develop better services.

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**Irma Khairani**  
Sambas

### **The Beginning of Geoge Leather**

Inspired by her husband who is a seller agent for souvenir products and provides good income, Irma wanted to open a business so that she could earn her own income. Not wanting to be reckless, she conducted market surveys and browsed through various Micro, Small and Medium Enterprises (MSMEs) exhibitions. In 2018, Irma decided to create an accessory business made from cowhide, with the name Geoge Leather.

Starting sales by joining exhibitions held in various malls in Yogyakarta and its surroundings, currently Geoge Leather has nine employees, including her husband who helps with promotions and sales. In this business, Irma wants to provide the best quality. Therefore, she only uses genuine cowhide raw materials to produce bags, wallets, belts, key chains, and other accessories.

### **Benefits of WeLearn Training and Mentoring**

Production layout and financial record keeping are Irma's main concerns. Coupled with a lack of understanding of how to market products *online*, Geoge Leather initially had some difficulties to grow.

Irma did not want to give up and continued to learn and try to advance Geoge Leather. Participating in WeLearn training and mentoring from UN Women was one of the ways she took to overcome problems she grappled with. The 5Rs (Compact, Neat, Clean, Careful, and Diligent) is one of the knowledges gained by

## **GEOGE LEATHER**



Irma. She immediately applied it to Geoge Leather by improving the efficiency of the worksite, adjusting the lay out to the production sequence. In addition, she also learned to detail the standards of the production process in order to facilitate the employees' work and ensure the uniform quality of each product.

The COVID-19 pandemic hits. Large-Scale Social Restrictions prevent Geoge Leather from marketing the products offline. The digital knowledge gained from the WeLearn training gives Irma the ability to overcome this obstacle. She takes promotions through social media accounts, and markets products in the marketplace. Combined with more detailed and tidy financial records, she hopes that one day Geoge Leather can grow further so that it can make MSME products classier.

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Geoge Leather

## GULALI FACTORY



**Novi Yanty**

### The Beginning of Gulali Factory

Cotton candy, in Indonesian *gulali*, is a favorite snack for children. That's why in 2017 Novi started the Gulali Factory business and sells various cotton candy made from safe ingredients. At that time, she wanted Gulali Factory to be known as a unique cotton candy producer from Yogyakarta.

Novi combines this cotton candy with children's favorite cartoon characters as well as interestingly shaped containers. In her hands, the characters Doraemon, My Melody, Kerokeropi, and Hello Kitty turn into sweet treats that beckon to the little ones. Not surprisingly, every month she is able to achieve turnover of dozens of millions of Rupiah. In fact, she is able to market Gulali Factory products with 10 partner stores and 15 *resellers*, as well as penetrate large marketplaces.

### Benefits of WeLearn Training and Mentoring

Novi still needed to improve the consistency of financial and asset record keeping. She also did not have sufficient knowledge for social media management. Taking WeLearn training and mentoring was Novi's first step in making Gulali Factory an icon in the cotton candy business.

The first thing she did was improve the company's bookkeeping journals and classify assets and transactions separately. Next, she began to study the online marketing channels. Novi has also learned to create social media content according to the promotional goals, as well as upload content regularly according to the schedule she has set.

The lessons provided by WeLearn opened Novi's eyes to identify the business [elements] in more detail. Establishing business targets, target markets, and conducting financial planning are immediately carried out to meet sales targets. The new knowledge also made her focus on increasing the number of productions and the number of B2B (Business to Business) partners.

When COVID-19 arrived, all partner shops were forced to close. Novi was not discouraged and started looking for online *resellers* to speed up the increase in her sales network. It was unexpected that this new step had borne fruits. She managed to get many online resellers from various cities in Indonesia, including Yogyakarta. In the future, Novi hopes to expand the online reseller network, and make Gulali Factory even more recognized by many people.

### GULALI FACTORY

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## HAPSARI STUDIO



*Mirah Hapsari*



### The Beginning of Hapsari Studio

Starting her career as a graphic designer made Mirah have a sharp eye in visuals. It was this passion for all things aesthetically pleasing to her that brought her to a new world, makeup. To explore this new knowledge, Mirah took a beauty course. Armed with her study, in 2017 she felt confident in starting a make-up business she named Hapsari Studio.

Unexpectedly, Mirah's new business could provide additional income for her. She felt more confident in running the business. The services provided have also become increasingly diverse. Not only hair-do and makeup for school graduation, marriage proposal or weddings, Hapsari Studio also provides body, face and hair care services.

### Benefits of WeLearn Training and Mentoring

Mirah admitted that Hapsari Studio's financial records were unkept. These was also the case with her business mapping capabilities, which are actually important for the future development of Hapsari Studio. For Mirah, WeLearn training and mentoring provide many valuable experiences. She gained useful lessons to solve business problems and to grow Hapsari Studio.

After receiving training, she could conduct business mapping, identify the company's

vision and mission and product advantages, set business targets, and plan the right promotion. All of these are very valuable for making a business planning proposal, making it easier for Mirah to forge new partnerships.

Next, Mirah focused on tidying up financial records. Every income and expense started to be recorded neatly and consistently. She also separates personal accounts and business accounts. For a Micro, Small and Medium Enterprise (MSMEs), neat financial records can be a benchmark of a business. In addition, business profits can also be recorded in order to support future business development. With this improvement, she hopes that in the future Hapsari Studio can have a private business space and expand its service products.

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## JOGJA PAINTING



**Dewi  
Rachmawati**

### The Beginning of Jogja Painting

There is always something new in the art world. This is the idea adopted by Jogja Painting, an art agency that provides mural painting services. Dewi always tries to develop her business. Therefore, when she saw people's preference for taking *selfies*, she offered *trick art* 3D mural service that uses a virtual illusion so that it looks real.

Founded in 2014, and partnering with Budi Sentosa and other artists in Yogyakarta in 2017, the work of Jogja Painting has decorated numerous shopping malls, restaurants, hotels, and private homes in Yogyakarta, Semarang, Jakarta, Lombok, Pekanbaru, and Banjarmasin. However, it does not only provide mural services, because Jogja Painting can also facilitate the creation of canvas paintings, art installations, art merchandise, and sculptures, as well as providing painting classes.

### Benefits of WeLearn Training and Mentoring

Since it was first established six years ago, many business management problems have occurred in Jogja Painting. Dewi is faced with the difficulties of managing freelance workers, irregular income, and how to create the right strategy for a business with a majority of B2B (Business to Business) consumers. Therefore, when she heard about WeLearn's training and mentoring, Dewi was very excited to join and study.

After learning from WeLearn, she began establishing Standard Operating Procedures (SOPs) to set standards of service quality for the freelancers. Making work contracts has also begun to be applied in the business management of Jogja Painting, to clarify the scope of work with each customer. The knowledge on work contract and legality issues Dewi has learned from the WeLearn training has succeeded in resolving the common issues related to Human Resources (HR).

Detailed record-keeping related to the income and expenses of Jogja Painting made Dewi have more control over the company's finances. With this, Dewi and her business partners can make better informed company decisions, adjusted to real conditions. Later, Dewi hopes that Jogja Painting can become the best creative arts agency, not only in Indonesia but also abroad.

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**Nuri Setiawati**

### **The Beginning of Mallika Snack**

Nuri's cooking hobby unexpectedly opened a new business door for her. Starting from the desire to make healthy and hygienic snacks for her family, she finally decided to start the Mallika Snack business. Fried macaroni with *balado*<sup>23</sup> and barbeque flavors, Bangkok-style onion-flavored beans, pastels with meat floss, ketapang (Javanese almond) nuts, and various wet cakes have enabled Nuri to win the hearts of her customers.

Premium quality but affordable prices make Mallika Snack products accepted in various large outlets in Yogyakarta such as WS Supermarkets, Denaz Department Store, Mirota Batik Hamzah, and several other large stores. Nuri also frequently participates in various exhibitions, in order to expand product marketing.

### **Benefits of WeLearn Training and Mentoring**

Nuri wants to continue growing her business. She never stopped studying and deepening her business knowledge. The WeLearn training and mentoring by UN Women were warmly welcomed by Nuri.

The first knowledge she got was how to make Standard Operating Procedures (SOPs), which she immediately applied in detail and in writing. This helps Mallika Snack to minimize products that are unfit for sale, which have often happened

*Translator's note:*

<sup>23</sup> *rendang and green balado are typical Western Sumatra combination of spices, originally used to cook meat*

## **MALLIKA SNACK**



before. SOPs related to employee working hours are also made in detail, so that work efficiency is increased. In addition, stock record keeping is done more closely using a standard order format, making it easier to produce data of orders.

The COVID-19 pandemic came, forcing partner shops to close. However, Nuri has received digital marketing training from WeLearn. She immediately applied this online marketing knowledge to Mallika Snack's. She created an online product catalog and carried out promotions according to the type of marketing she has predetermined. With this, she hopes that Mallika Snack's income will remain stable so that the business she started as something to do in her spare time can progress even further. And hopefully one day, she can have her own production machineries and set up a Mallika Group gift shop.

### **MALLIKA SNACK**

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Makaroni.Mallika

Mallika Snack Makaroni

## MOLEKLEK



**Fitri Agustina**

### The Beginning of Moleklek

Founded in 1999, the business was originally initiated by the husband and focused on selling painted pottery. The business management was subsequently transferred to Fitri, and in 2010 it began to develop as a pottery painting workshop.

Having the business located in the tourism area of Yogyakarta prompts Fitri to think quickly in finding new opportunities. She transformed the production area into a tourist spot, so that customers could not only buy finished products, but also learn how to paint pottery. This business line is able to attract the attention of foreign tourists from Singapore, Australia, and even Canada to buy in large quantities and make Moleklek products as souvenirs. Pencil holders, miniature jars, flower vases, wall hangings, and paintings are several variants of Moleklek's painted pottery products.

Fitri and her husband work hand in hand in building the business. Sharing lines of work is the first thing they do. Fitri does the management and marketing of Moleklek, while her husband focuses on production. This division of tasks succeeded in advancing Moleklek's pottery business. Their endeavor even brought Moleklek to become the 2nd winner of the 2019 Dekoya Award held by the Regional Craft Council (Dekranasda) of Yogyakarta City for the Social and Environmental Impact category.

### Benefits of WeLearn Training and Mentoring

Fitri keeps on learning so she can continue to develop Moleklek. In WeLearn training and mentoring, she learned many valuable lessons. Making Standard Operating Procedures (SOPs) is one of them. The improved SOPs ensured that every Moleklek product would have the same quality standards.

Fitri also improved and tidied up financial records. In addition, she improved the customer contacts management by using an online data storage application, which helped Fitri in maximizing sales and opening up opportunities for customers to reorder. Social media has also been maximized as a means of marketing *online*, so that Moleklek is not only known in Yogyakarta, but also other big cities in Indonesia.

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## Sri Murbasingah

### The Beginning of Sambal Belut Bu Suti

Sri's aspiration to become an entrepreneur and have her own income motivated her to study entrepreneurship at the Aisyiyah Entrepreneur School, Yogyakarta. For her, doing business is not just having an idea, but also preparing yourself well and fostering the courage to run it. After feeling that she had secured enough knowledge, in mid-2015 Sri pioneered Sambal Belut Bu Suti.<sup>24</sup>

The recipe used in the business is a legacy from her late mother. That is why the business is named after her mother, Mrs. Suti. Understanding market needs also led Sri to develop recipes so that the *sambal belut*, or eel chili sauce, has a different texture and four levels of spiciness. Sri also received many positive responses from customers, even though initially she only did marketing via Facebook.

### Benefits of WeLearn Training and Mentoring

Attending WeLearn training and mentoring has provided Sri with many valuable experiences. Afterwards, she was able to rearrange the production area of Sambal Belut Ibu Suti, according to the sequence of the production process. This arrangement helps her to increase the production time's efficiency.

*Translator's note:*

<sup>24</sup> Bu is short for Ibu, Indonesian for Mrs. or mother. Sambal Belut is Eel Chili Sauce.

## SAMBAL BELUT BU SUTI



She also learned to calculate the Cost of Goods Sold / COGS (total costs directly incurred to produce the goods or services to be sold). This knowledge enables Sri to calculate the operational costs in detail and determine the products' selling prices, promotional costs, and business profits. Thus, the sales targets can be planned better in accordance with the company's financial condition.

The WeLearn training also assisted Sri in developing an online distribution channel for Sambal Belut Bu Suti. Sri has also been able to differentiate content creation for sales and promotion, so that any content she creates can be better targeted. An in-depth understanding of online marketing makes these products more accessible to the wider community. Even today, Sambal Belut Bu Suti can be ordered via WhatsApp and is available at the marketplace, with the hope that later Sambal Belut Bu Suti can be distributed to all regions in Indonesia.

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## YENNY SHIBORI



**Yeni Pujiarti**

### The Beginning of Yenny Shibori

Yeni's interest in shibori cloth began in a training held by a Family Welfare Empowerment (PKK/ *Pemberdayaan Kesejahteraan Keluarga*) group in her neighborhood. After the training, Yeni tried to remake the Japanese shibori cloth. The process of making these tie-dye fabrics made Yeni happy. She then uploaded photos of her creations on Facebook, which unexpectedly attracted the interest of her friends. Some even ordered the *shibori* fabrics, with motives and colors according to each person's taste. Since then she has been steadily producing shibori fabrics using prime cotton, under the brand name Yenny Shibori.

In order to attract more and more customers, she continues to innovate and develop her products. New combinations of motifs and colors are created regularly, so that more and more people are attracted to buy them.

### Benefits of WeLearn Training and Mentoring

Yeni is passionate about continuing to grow her business. This passion has led her to participate in the WeLearn training and mentoring from UN Women. She initially focused on the skills in keeping financial records, so that income and expenses can be measured in more detail.

She then continued on to improving stock management to maintain and manage the company's inventory of goods. She also sets minimum stock limits and manages production schedules. Better stock management means that Yenny Shibori always has ready-to-sell products and can always meet the needs of each customer.

Today the production process is also equipped with more detailed Standard Operating Procedures (SOPs). She also found it as important to understand online marketing, and this propelled her to create social media accounts for the business and to design promotional contents in accordance to the target markets. Now Yeni has a proper product catalog and regular schedule to do online promotions. All of the improvements were executed to the best possible extent so that Yenny Shibori products can be welcomed by the public at large.

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