

BE YOUR OWN BOSS

Jitka Dopitová

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- 33 years old
 - Married
 - 3 years old daughter
 - The owner of the shop with ecological products and baby clothing
 - Graduated at a musical school almost 15 years ago
 - 2007 she started to work from home
 - First outlet in Zlín
 - Since 2010 second outlet in Olomouc
- www.slune.eu



Slune.eu (elephant) is a shop and a consulting center focused on a high quality natural products and baby clothing (www.slune.eu)

- After graduation she worked like a teacher of music. She likes working with children but she didn't enjoy the musical lessons.
- During the maternal leave she has started the first e-shop with ecological products for children.
- She has found a market place for the cotton diapers and other products from natural baby care.
- She has offered also the consulting for the parents how to use these products.
- She has started her business in 2007.
- In 2010 she has opened the outlet in Zlín and very soon the second one in Olomouc.
- People are visiting her outlets and e-shop when they are looking for an advice and high quality natural products.
- Her shop and her goods were first based at home. She has focused on presentations and workshops, instructions how to tie a baby sling, how to use the cotton diapers, etc.
- When she was looking for a storage room, she decided to create her own shop.
- She's completed a training in setting up business but it hasn't helped her much as it was very theoretical.
- She needs to manage the development of the company what means especially staff management, distribution of tasks and marketing. She is looking for further training focused on public relations and promotional activities.

