



**Sanja Opacak
Paprenjak Ltd.**

Sector	Food industry;producer
Region	Zagreb, Croatia
Nomination as an Ambassador	<p>I was proud and honored to hear that the Croatian Chamber of Economy (and partners) nominated me as an Ambassador of Croatian entrepreneurship.</p> <p>In 1997 I started making my way in business and entrepreneurship. I decided to start manufacturing the traditional Croatian biscuit – Paprenjak.</p> <p>At the time Paprenjak was not available on the market. It was a «grandma's» biscuit, there was no technological process for its production. This suited my start-up! Why? Because no condition determined my view of doing business. I had no capital, but I did not need big money to start. I used the benefits of the emerging system of entrepreneurial benefits in Croatia and embedded Paprenjak deep into it. I systematically applied scientific methods in the development of the product, and as soon as I created it, I also protected intellectual property rights. This all resulted in a specialization for the segment of the market which Paprenjak could supply with its production capacity, which grew from 300kg per year in the start-up year, onto 12000kg per year today.</p> <p>As the method of strategic entrepreneurship, we had chosen: mission, vision, goal, and opportunity creation. We learn to recognise the market capacity and to tune it to our own capability. Our path is an honest entrepreneurial story, gladly told by the media, and readily listened to by the people – and it was exactly this what recommended me as an Ambassador of Entrepreneurship in Croatia for the EU.</p>
About the Company	Paprenjak Ltd. is a factory reviving the forgotten authentic culinary tradition characteristic of the Croatian lands. It offers the market a souvenir-sweet – the Paprenjak – a traditional Croatian biscuit.
Raising awareness	<p>The work I do emerged from a need to raise awareness about business on a different level. I think that the personal experience I gained in 14 years of doing business gives me opportunity to transfer experience into methods of successful entrepreneurship.</p> <ol style="list-style-type: none"> 1. Entrepreneurship has to be a strategic goal of the society we live and work in 2. It has to be based upon defined methods 3. Society has to have a plan for growth and development of

	<p>entrepreneurship</p> <ol style="list-style-type: none"> 4. Economic growth and finance should be a real possibility in the environment we live and work in 5. Education and transfer of experience are necessities for entrepreneurship <p>Once those conditions are met, the following take stage:</p> <ul style="list-style-type: none"> • Our entrepreneurial will • Our business goals • Our entrepreneurial development • Success <p>Only then will we be able to transfer our experience onwards and only then we will be able to point out the inabilities and the possible methods of resolving them.</p> <p>My wish is to transfer the healthy and grounded experience onto those who are interested in entrepreneurship. Currently I am finishing a post-graduate study in Strategic Entrepreneurship with the further goal of educating young generations for the world of Entrepreneurship.</p>
Further information	Further information can be found on http://www.paprenjak.hr/infoeng.htm