



Elena Coanda

„There aren't any friends or enemies, there are only interests”

JUNIOR

„Everything is easier”

Sector	IT & C / Safety solutions / Business consultancy
Region	Romania, South-Eastern Region, Constanta county
Nomination as an Ambassador	<p>I have always pleaded for the development of a business in areas which are continuously in progress and that are why I am an active participator in the information technologies as well as in the business consultancy. Being an economist, together with an electronician (who has become a partner in everyday life meanwhile) I have begun a business in the calculation technique trade. The key elements of our business are: -personnel –the company has only competent and fixed employees; -price –our products and services are always offered to clients at the correct price; -partners –the professional and human quality of our partners and contributors are obvious in our business; -promotion –we don't invest in expensive campaigns but we choose those possibilities which are really fruitful. About myself I can say that I am ambitious and perfectionist, I like to work and I hate lies. I consider my children to be the most important achievement but unfortunately I have too little time for them. It is possible that a woman entrepreneur may be a successful one (if you want), to have a normal life with hard work matching with a well deserved family trip in new places and many other things that make you happy and define your personality. It is important to enjoy every moment in your life and keep going forward even when you are lonely and it's difficult, to choose to leave something valuable behind you, beyond the children whom you gave life, to feel rich if only being between friends whom you've gathered around you. Concerning the business development it is almost compulsory for the contractor to seek expertise outside the company, to discuss with business consultants and to apply for financial support for future development. At the same time she must have time for involving in social activities which are considered to be a completion of her own business. The affiliation to professional organizations in the field of which it operates is another element which mustn't be neglected in the business development. As far as I am concerned I am a member of Junior Chamber International – Romanian branch, I take part in projects regarding social responsibility which are taking place in Dobrogea and the firm is member in different professional organizations. A female entrepreneur is not an uncommon profile, she is only a woman among so many others who, besides taking her children to kindergarten, school, taking care of the house also, develops a strong business and I would say that every woman is extraordinary, but not all of them have discovered.</p>
About the company	<p>JUNIOR is a group of firms working in the field of trade and service performance in several areas of activity, is a company committed to satisfying current and future needs of its customers through high quality products and services. JUNIOR mission is to facilitate the evolution to performance of our partners and ourselves through acquired skills in the process of continuous professional training. The firm is undertaking adequate operations in order to fulfil the social economical responsibilities at a high level so that it serves the best interests of its partners, employees and to all those who they are interacting. According to some lasting and mutual lasting business relations, the open and continuous dialogue with our partners represents the main axis of business behaviour in JUNIOR GROUP.</p>
Raising awareness	<p>It is known that to become a successful entrepreneur, you must be prepared to work hard. The success of a business consists in quality services. To be on a long term successful, you to create a vision, an organizational culture by means of which all employees start working with the desire for performances. Entrepreneurship is a difficult mission because the initiator of a business has to think a strategy, to set the business mechanism to work but at the same time she must take into account the enlisting of expert people for having a team. In order to face the demands of such a goal, the contractor must be very tidy, to have a logical and structural thinking, to take decisions in crisis conditions and also to have a high capacity of distribution, analysis and synthesis distribution.</p>
Further information	<p>Women must understand that being successful in your career and family life implies many sacrifices, a lot of determination and firmness. Education at home and in school pays an important role in preparing for their new position in modern society. In order to turn a business idea into successful business it is necessary to have ability, creativity and a healthy management in following the business objectives.</p>